



DESTINATION PANAMA CITY  
SCHEDULED MEETING

January 8, 2019

9:00 A.M. (approx. – immediately following the Community Redevelopment Association meeting which follows the Regular City Commission Meeting)  
Bay County Government Complex – 840 West 11<sup>th</sup> Street, Panama City, FL 32401

- 1) Roll Call
- 2) Acceptance of Financial Report Period Ending November 30, 2018
- 3) Approval of Minutes – December 11, 2018
- 4) Acceptance of Tourist Development Tax Reports
  - a) November 2018
- 5) Krewe of St. Andrews Event Grant Application
- 6) Update on Visitor's Center Building
- 7) President Report
  - a) Marketing & Public Relations Assistance Update
    - i) Visit Florida Grant Application for Post disaster Campaign – *"Postcards from Panama City, Florida"*
  - b) Explore Northwest Florida – Nashville Trade Show, January 23-28, 2019
  - c) US Civil Rights Trail Update
- 8) Next Regularly Scheduled Quarterly Meeting – April 23, 2019
- 9) Public Participation
- 10) Adjournment

Panama City Community Development Council, Inc.  
Statement of Net Position, **UNAUDITED**  
November 30, 2018  
*Interim financial reporting; for internal management use only*

**Assets**

Cash and cash equivalents	\$ 172,429
Accounts receivable	22,571
Equipment & furniture	2,662
Allowance for depr/amort	(1,198)
<b>Total assets</b>	<u>196,464</u>

**Liabilities and Net Position**

Liabilities:

Accounts payable	\$ -
Accrued other liabilities	(18)
Deposits	100,000
<b>Total liabilities</b>	<u>99,982</u>

Net position:

<b>Unrestricted net position</b>	96,482
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<b>Total liabilities and net position</b>	<u>\$ 196,464</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 November 30, 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	\$ 1,408,301	\$ -	\$ 1,408,301	\$ 167,514
Bay County Carry Forward Revenue	663,300		663,300	-
Advertising revenue PC CDC	-	-	-	500
Total intergovernmental	2,071,601	-	2,071,601	168,014
Miscellaneous:				
Investment/Interest earnings	-		-	271
Miscellaneous	-		-	10
Event booth rentals	-		-	300
Sponsorship revenue	-		-	1,800
Merchandise sales	-		-	-
Total miscellaneous	-		-	2,381
<b>Total Revenues</b>	<b>2,071,601</b>	<b>-</b>	<b>2,071,601</b>	<b>170,395</b>
<b>Expenses:</b>				
Personal services	326,218		326,218	57,917
Operating expenses:				
Professional Services	20,000		20,000	-
Accounting & Auditing	23,500		23,500	-
Other Contractual Svcs	10,000		10,000	1,200
Other Contractual Svcs Dues	171,400		171,400	20,250
Travel and Per Diem	23,000		23,000	612
Non-staff Travel Expenses	8,000		8,000	-
Communication Services	8,000		8,000	-
Freight & Postage Service	22,000		22,000	-
Utility Services	6,500		6,500	652
Rental & Leases	41,000		41,000	2,500
Insurance	8,500		8,500	-
Repairs & Maintenance Svc	5,000		5,000	25,652
Printing & Binding	75,000		75,000	-
Promotional Activities	750,000		750,000	38,769
Other Current Charges	15,000		15,000	221
Office Supplies	2,500		2,500	-
Operating Supplies	15,000		15,000	300
Books Publications Memberships	35,000		35,000	5,217
Training	7,000		7,000	-
Operational Reserve For Contingency	82,682		82,682	-
Capital Outlay:				
Buildings	413,301		413,301	-
Machinery & Equipment	3,000		3,000	-
<b>Total Expenses</b>	<b>2,071,601</b>	<b>-</b>	<b>2,071,601</b>	<b>153,290</b>
<b>Net change in net position</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 17,105</b>
<b>Net position-beginning of year</b>				<b>79,377</b>
<b>Net position-end of year</b>				<b>\$ 96,482</b>

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

**MINUTES**  
**PANAMA CITY**  
**COMMUNITY DEVELOPMENT CORPORATION, INC**  
**DESTINATION PANAMA CITY**  
**PCDPC**  
**December 11, 2018**

**10:00 AM Commission Meeting Room**  
**840 W 11th Street, Panama City, FL 32401**

**Chairman Nichols called the meeting to order at 9:50 AM** CEO Jennifer Vigil called the roll; in attendance were: Chairman Mike Nichols, Greg Brudnicki, Billy Rader, and Kenneth Brown. Also present: Darlene Hachmeister, City Clerk/Treasurer. Board members Nirav Banker and Jennine Brown were absent.

**Acceptance of Financial Report Period Ending October 31, 2018:** Ms. Hachmeister presented the report. Mr. Budnicki made the motion to approve the Financial Report Period and Mr. Rader seconded. Motion passed 4-0.

**Approval of the Minutes:** Mr. Brudnicki made the motion to approve the August 28, 2018 minutes and Mr. Brown seconded. Motion passed 4-0.

**Acceptance of Tourist Development Tax Reports:** Ms. Vigil presented the reports for September and October, 2018. Mr. Rader made the motion to approve the Tourist Development Tax Reports and Mr. Brudnicki seconded. Motion passed 6-0.

**President Report:** Ms. Vigil presented the President Report which included the topics of: the cancelled October 23 and November 5, 2018 meetings, an update on marketing and public relations, an update on the event grant sponsorships, the ESF18 function and the Now Open listing on the Destination Panama City webpage, the "Postcards from Panama City" campaign, Navionics remapping efforts, the Explore Northwest Florida Nashville Tradeshow, Ms. Vigil's membership in two Destinations International task forces, and finally a report on the damages to the Official Visitor's Center.

**Future of Official Visitors Center:** Ms. Vigil led a discussion about the future of the Official Visitor's Center and the currently available options on whether to move forward with the purchase of the current office or to look for other venues. After a discussion was had the board decided it was best to gather more information and have further discussions with the current landowner before proceeding with making a decision.

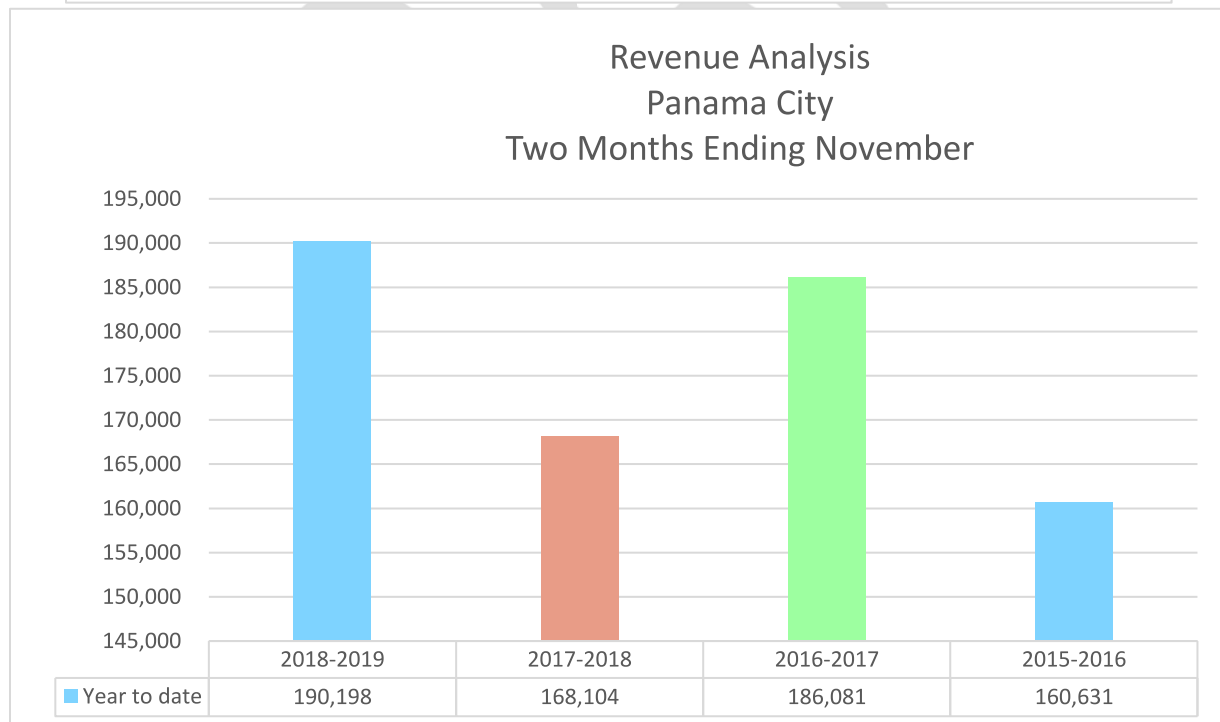
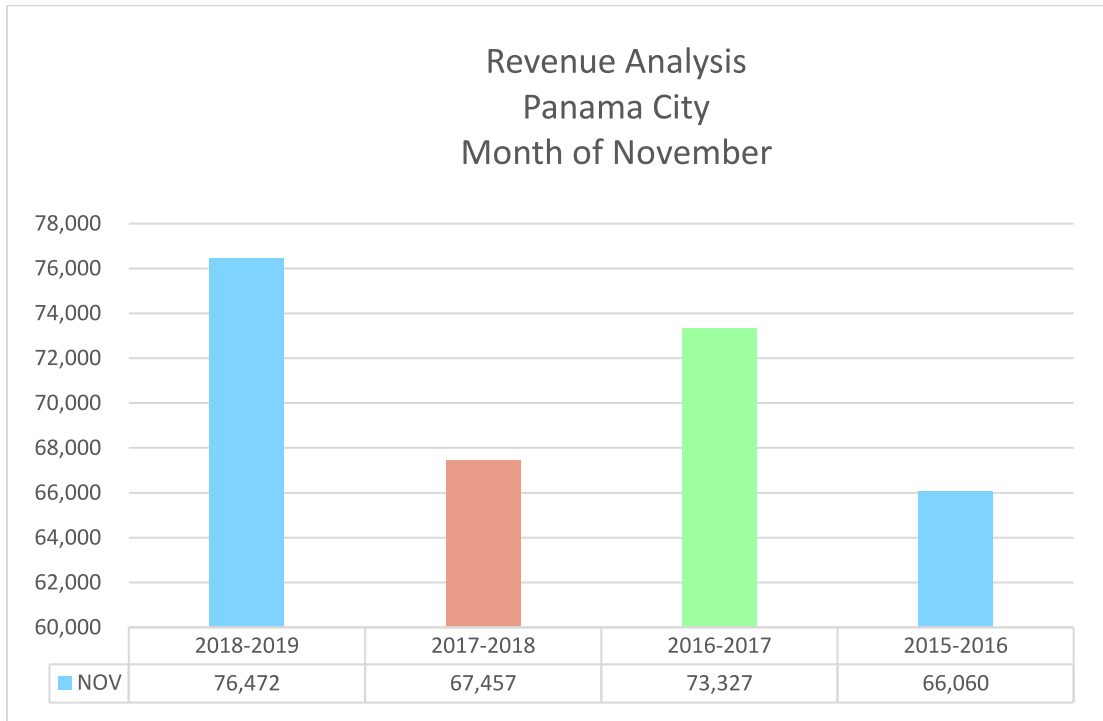
**Next Quarterly Meeting – January 08, 2018:** The next regularly scheduled meeting of the PCCDC will be on January 08, 2018.

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

**Meeting adjourned at 10:40 AM**



## Tourist Development Tax, Bay County, Florida



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

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

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

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: [TDC@BayCoClerk.com](mailto:TDC@BayCoClerk.com)

## Agenda Item 5. Krewe of St. Andrews Event Grant Application - Mardi Gras 2019

The Krewe of St. Andrews has requested \$4,000.00 for the event grant sponsorship to cover the costs of promotional items necessary for the event.

The KOSA Mardi Gras parade is a signature event in Panama City and has grown exponentially over the past 22 years.

Given the reduced room numbers in our inventory, the KOSA organization has scaled back their normal room projections as well as their requested grant amount.

Staff recommends board approval for \$4,000.00 to KOSA for the Mardi Gras event to be held February 22 & 23, 2019 and authorize Ms. Vigil to issue the attached MOU.



PANAMA CITY  
FLORIDA

*Where Life Sets Sail*

DESTINATION PANAMA CITY  
(PCCDC)

EVENT ASSISTANCE GRANT PROGRAM APPLICATION

I. APPLICATION INFORMATION:

1. Organization Name: Krewe of St. Andrews
2. Organization Contact: Chris Pfahl
3. Contact Email: chris@legistixsolutions.com
4. Contact Phone: 850-338-4578
5. Address: 1511 1/2 Chandlee Avenue, Panama City, FL 32401
6. Organization Type:  
☐ Private  
☒ Non-Profit (501c3) or (501c6)  
☐ Other
7. Tax ID#: ~~20-1568457~~ 20-1568457

II. EVENT INFORMATION

1. Event Name: St. Andrews Mardi Gras
2. Event Date(s): Feb. 22nd and 23rd 2019
3. Event Location: Historic St. Andrews
4. Amount of Financial Assistance Requested: \$4000.00
5. Type of In-Kind Assistance Requested:  
☐ Graphic Design  
☐ Postage  
☐ Printing  
☒ Media Placement
6. Has the Location / Facility been secured: Yes
7. Facility Name: Historic St. Andrews, Oakland Terrace Park (Staging)
8. Facility Contact: April Miller-Leisure Services
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: 23

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 100
- b. Adult - Local 250
- c. Youth - Visitor 25
- d. Youth - Local 150

2. Total Expected Spectators

- a. Adult - Visitor 10,000
- b. Adult - Local 15,000
- c. Youth - Visitor 2000
- d. Youth - Local 5000

3. Projected Length of Stay 2 nights

4. Projected Number of Rooms 40-60

5. Projected Room Night Cost 89.00-159.00

#### 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.

<u>Ch. C. Pina</u>	<u>Event Coordinator</u>	<u>12/26/18</u>
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)

## **Destination Panama City Event Sponsorship Information**

February 22<sup>nd</sup> and 23<sup>rd</sup> 2019

### **I. Detailed Description of the Special Event:**

#### **Dates of the Event Including Set-up and Tear-down:**

Most of the information included in this section is included in the Parade Permits submitted to the City in accordance with the Special Events Handbook.

Thursday, February 21, 2019– Pre-Stage barricades in accordance with event permit.

Most of the barricades are located at the Parade turning points on 11<sup>th</sup> Street and Beck Avenue and 15<sup>th</sup> Street and Beck Avenue. Distribute 20 blue trashcans rented from the City along the Parade route.

Friday, February 22, 2019: -Morning – Locate Porta-Potties at Parade staging areas and along Parade routes.

10:00 AM: Bayview Avenue Closes and Vendor load in.

1:30pm-4:00pm – Pre Stage the Pet Parade and Children’s Parade along Bayview Avenue between 14<sup>th</sup> and 15<sup>th</sup> Streets and along 15<sup>th</sup> Street from Bayview west to the Lake Huntingdon bridge.

4:00pm-5:00pm – Conduct the Pet Parade and Children’s Parade along Beck Avenue Parade route from 15<sup>th</sup> Street to 11<sup>th</sup> Street.

5:00pm-5:30pm – Discharge float riders in accordance with the Parade Permit on 11<sup>th</sup> Street.

Saturday, February 23, 2019:

9:00am-1:00PM: Pre Stage the Main Parade in accordance with the Parade Permit around Oakland Terrace Park on Flower Avenue, 12<sup>th</sup> Street, and Fairy Avenue.

10:00am to 10:00pm Mardi Gras Festival open.

2:00pm-4:00pm – Conduct Parade in accordance with the Parade Permit. Live television coverage by WMBB.

10:00 PM: Post parade and festival load out and cleaning of Historic St. Andrews. Street sweeper and cleaning crew has been secured.

Sunday, February 24, 2019: Pick up barricades and blue trashcans before noon.

Monday February 25, 2019: Contractor picks up Porta-Potties.

## 2019 Mardi Gras Media Budget Request

### 1.) **Commemorative Bead Medallions**

The Krewe of St. Andrews has a signature medallion/bead that is the collectible for each year of the parade. We plan on featuring our logo on the front and the DPC logo on the back. These will NOT be dated so any extras can be used next year. Copy of 2018 event invoice attached. We will buy up to 2K worth of spend or go under. Pricing is same as last year according to Toomey's the vendor.

### 2.) **Signature Logo Cups**

We will have a signature cup for 2019 with DPC logo on back and 2019 event logo on front featuring the theme the "Roaring 20's". The Krewe will not go over \$2000.00 on cups, attached is estimated invoice for cups.

## MEMORANDUM OF AGREEMENT

### KOSA Mardi Gras 2019 & DESTINATION PANAMA CITY

WHEREAS, on **January 8, 2019**, after being reviewed by the President & CEO and presented to the Panama City Community Development Board the Event Grant Sponsorship application for **KOSA Mardi Gras 2019** was approved in an amount not to exceed **\$4,000.00 KOSA Mardi Gras 2019** 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. **KOSA Mardi Gras 2019** will provide DPC a complete event budget with an itemized marketing breakdown of planned media buys including boosted / sponsored social media posts prior to **February 1, 2019**.
- b. **KOSA Mardi Gras 2019** will incorporate the DPC brand name, logo and geographic location (Panama City, Florida) in all press releases and interviews. **KOSA Mardi Gras 2019** will adhere to the Brand Guidelines as written in the PC Graphic Standards document (attached).
- c. **KOSA Mardi Gras 2019** 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 handle **@DestinationPanamaCity**
  - ii. Twitter handle **@destination\_pc**
  - iii. Instagram handle **@destination\_pc**
  - iv. Hashtags
    1. **#DestinationPanamaCity**
    2. **#PContheBay**
    3. **#LovePC**
    4. **#ExplorePC**
- d. **KOSA Mardi Gras 2019** will supply **4** 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. **KOSA Mardi Gras 2019** agrees to gain DPC approval of print, digital, radio, and television ads **prior to distribution to ensure reimbursement eligibility**. (Ads placed without prior approval may be eligible for reimbursement provided adherence to brand guidelines within geo-targeted markets.)
- f. **KOSA Mardi Gras 2019** agrees to hang DPC banners inside the venue area in areas of high visibility.
- g. **KOSA Mardi Gras 2019** 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 **\$4,000.00** 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. *Invoices will be accepted and paid provided appropriate documentation accompanies the request for funds. Incremental distribution of grant funds are available to ease the financial burden of the event coordinators.*
- 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. Funding may be withheld for promotional advertising that was not approved by DPC in advance of publication if it fails to meet set guidelines. This includes, but is not limited to, posters, billboards, print publications, social media, radio and television.
- g. Invoices 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. Reimbursement for performance contracts must include Panama City accommodations for performers.
- i. 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 **\$4,000.00** for the Event.
- j. **Nothing in this Agreement obligates DPC to make any reimbursement if appropriate approvals and documentation are not received.**

### 4. Authorized Agent

- a. **KOSA Mardi Gras 2019** 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 **KOSA Mardi Gras 2019** Authorized Agent will ensure 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 **KOSA Mardi Gras 2019** 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 **1/23/2019**.
- 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 **3/23/2019**.

6. Lodging Partner Engagement and Room Night Tracking:
  - a. It is the responsibility of **KOSA Mardi Gras 2019** to identify and engage lodging partners within the City limits of Panama City, Florida.
  - b. It is the responsibility of the **KOSA Mardi Gras 2019** 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. **KOSA Mardi Gras 2019** agrees that members of their organization will complete 2 hours of volunteer work at DPC events, partner engagement meetings, or Visitor's Center before any future grant applications will be considered.

#### General Terms

1. **Brand Standards**
  - a. **Incorrect use of the DPC logo or non-adherence of the Brand / Graphic Standards and MOU obligations in advertising may result in loss of future funding.**
2. All local county and state ordinances shall be adhered to. Any failure to comply may result in loss of funding.
3. **KOSA Mardi Gras 2019** 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: \_\_\_\_\_, **KOSA Mardi Gras 2019** 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.

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Signature	Printed Name	Date
President, <b>KOSA Mardi Gras 2019</b>		



Agenda Item 7.a.1 - Visit Florida Hurricane Michael Grant Application  
Postcards from Panama City, Florida campaign

# POSTCARDS FROM PANAMA CITY, FL

## MARKETING STRATEGY / TACTICS

Hurricane Michael ravaged the City of Panama City, Florida on October 10, 2018. Prior to the storm, there were 32 hotel lodging partners and an estimated 75 host share properties that supported visiting tourists with short-term accommodations. Following the storm, only seven hotel lodging partners could immediately open their doors, many with limited rooms available due to storm damage. The destinations available room nights went from just under 2,000 to just over 200 within a few hours.

Seeing first-hand the devastation of the community, Destination Panama City realized we would not be able to send the traditional "We Are Open" messaging for quite some time. Our cultural amenities, local businesses, and community needed time to respond and begin the recovery process. Hurricane Michael wind speed was just two miles per hour short of a Category 5 hurricane; we knew the road to recovery would be long and any marketing campaign would have to address that timeline.

In any natural disaster where people's lives are devastated and forever changed, there is a feeling of abandonment as the rest of the world moves on to the next hot topic. Tourism is such an integral part of this coastal community that we knew how important it was to our community to keep Panama City "on the mind and in the hearts" of our past and future friends.

We developed a campaign that encouraged our past and future friends to follow along with us on our journey of the greatest recovery story ever told. With a bit of a play on our tagline, "Where Life Sets Sail" we kicked off our campaign with the following copy on our website:

### Postcards from Panama City, Florida

Hello!

We hope you miss us as much as we miss you. As you can probably imagine, things look a little (or a lot) different around here. Benjamin Franklin once said, "out of adversity comes opportunity." Fortunately, the Panama City community is resilient and we plan to rebuild bigger, better, and stronger. Internationally known as the place ***Where Life Sets Sail***, we know a thing or two about navigating a storm. So while we adjust our sails and chart our course for the future, we want to keep in touch with the friends we've made from around the world. Send us your address, and we'll send you a postcard from Panama City. It's just a little something for you to hang on your refrigerator so you'll keep us in your thoughts.

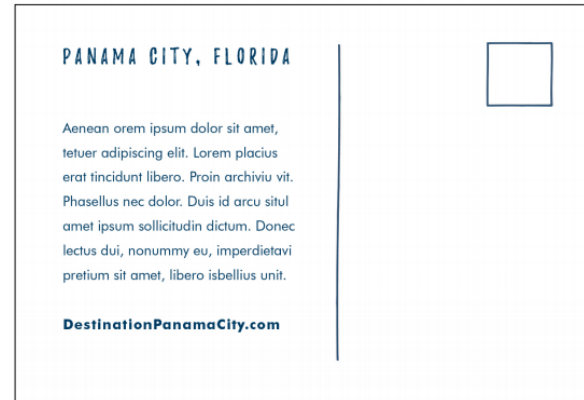
And, as soon as we are ready for company – you'll be the first to know!

From the website, people can enter their information and they'll be enrolled in our progressive postcard campaign. We call it progressive, to represent the series of postcards we'll be sending through direct request and targeted through Every Door Direct Mail (USPS).

Here is a glimpse of the planned progression.

## POSTCARDS FROM PANAMA CITY | POSTCARD SERIES





A postcard will be sent every 4-6 weeks with a brief update on progress culminating with a final postcard welcoming our friends back. The 5<sup>th</sup> and 6<sup>th</sup> card show alternative phrasing being considered.

The campaign will focus on the Southeast drive market and the ever-expanding direct flight markets of Northwest Florida Beaches International Airport (ECP). As many of our hotel lodging partners are expected to come back online between late spring and early fall, the additional summer direct flights to Denver, Chicago, St. Louis, Houston, Dallas, Austin, Charlotte, Nashville and Baltimore will complement the postcard campaign very well. The campaign will utilize the USPS Every Door Direct Mail program to select highly targeted areas in each of those markets. Print ads, like the one seen below will be utilized in national media campaigns to keep Panama City relevant. We believe journeys are personal, and the postcards are a very personal way for people to stay in touch.

For the sake of our community, we'll also invite our friends around the world to send us a postcard in return. We'll be putting them on display at the Panama City Center for Arts to show our community that we have not been forgotten.

## TARGET MARKETS & AUDIENCE

For the Every Door Direct Mail postcard campaign, the Southeast drive market is identified as Tennessee, North & South Carolina, Mississippi, Alabama, and Georgia. The direct flight markets include Kansas City, Austin, Chicago, Denver, St. Louis, Dallas, Houston, Nashville, Atlanta, and Baltimore / DC. The audience will be identified as household incomes greater than \$90k.

Traditional print media will be purchased in publications such as Southern Living, Afar, Family Circle, Sierra, and Texas Monthly (utilizing the Visit Florida Marketing Planner).

Social Media will include the target the entire states of cities with direct flights. Missouri, Texas, Illinois, Colorado, Tennessee, Georgia and Maryland / DC metropolitan area.

## PROJECTED GOALS

The primary goal is to keep Panama City and the state of Florida relevant in the eyes of the world.

Sharing the personal journey of our recovery and the resiliency of our community in a very personal way will build relationships with past and potential friends.

As a relatively new destination marketing organization, Destination Panama City, plans to use this challenge as an opportunity to show the world the personality of the city, the natural beauty that cannot be swept away overnight and the soul of the people that make the community special.

We strive to increase our social media followers, acquire leads, increase our newsletter subscriptions, and increase traffic to our website. We also hope to have the postcard campaign garner national attention through related public relations efforts.

## ANTICIPATED RESULTS – ROI METRICS & GOALS

Goal 1 – Increase social media followers by 50% across all channels.

Goal 2 – Increase traffic to website by 30%.

Goal 3 – Increase newsletter subscribers by 50%.

Goal 4 – Acquire a minimum of 2,000 leads.

Goal 5 – Double our YTD reach for public relations efforts by July 31, 2019. November 2018 YTD reach was 106,930,242.



Example print ad.



#### CONTACT INFORMATION

Jennifer Vigil, President & CEO  
Destination Panama City (Panama City Community Development Corporation, Inc.)  
Temporary Mailing Address: 6214 North Lagoon Drive, Panama City, FL 32408  
[jennifer@DestinationPanamaCity.com](mailto:jennifer@DestinationPanamaCity.com)

850.832.5262  
850.215.1710

# POSTCARDS FROM PANAMA CITY, FL PROPOSED FUNDING & DETAILED MEDIA PLAN

## FUNDING

Destination Panama City is requesting \$500,000 for the Postcards from Panama City, Florida campaign from the Visit Florida Tourism Recovery Grant Program for Hurricane Michael.

Ordinarily, we would include a statement of matching funds, however, the storm reduced our tourist development tax collection by almost 90% just in for the month of October. Pre-storm we had 30+ hotel lodging partners and approximately 75 host-sharing properties. Post-storm we have seven semi-operational hotels. Some lodging partners will not reopen; there are two pending development orders for new hotels and 20 hotels currently in some phase of renovation. The majority of lodging partners expect to reopen between May and October 2019.

Postcards from Panama City, Florida						
USPS Every Door Direct Mail Program	Postcard #1	Postcard #2	Postcard #3	Postcard #4	Postcard #5	Postcard #6
Dallas, TX	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Austin, TX	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Houston, TX	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Nashville, TN	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Kansas City, MO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Chicago, IL	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Denver, CO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
St. Louis, MO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Atlanta, GA	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Birmingham, AL	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Baltimore, MD	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Charlotte, NC	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Total 43,000 postcards delivered to 10-11 targeted USPS routes in 12 cities per progressive step.						
Aggregate total USPS Every Door Direct Mail 258,000 postcards sent for campaign.					Total	\$72,000

Traditional Print Media Buys (full page buys to negotiate editorial content and digital)	
Texas Monthly	\$32,210
AFAR	\$35,710
SIERRA	\$41,310
Family Circle	\$46,537
Southern Living	\$83,049
Total	\$238,816

Social Media	
Social Media production 6 series	\$6,000
Social Media Paid Promotion 6 series	\$30,000
Total	\$36,000

Print Postcards (@\$0.03 each) 300,000 each run	
Postcard #1	\$9,000
Postcard #2	\$9,000
Postcard #3	\$9,000
Postcard #4	\$9,000
Postcard #5	\$9,000
Postcard #6	\$9,000
Total	\$54,000

Postage (\$0.35each) organic leads above USPS Every Door Direct Mail	
Postcard #1	\$1,050
Postcard #2	\$1,050
Postcard #3	\$1,050
Postcard #4	\$1,050
Postcard #5	\$1,050
Postcard #6	\$1,050
Total	\$6,300

Public Relations / Desksides in Direct Flight Markets	Total	\$30,000
	Total Campaign	\$437,116