



DESTINATION PANAMA CITY
SCHEDULED MEETING
July 9, 2019
9:00 A.M. (approximately)
Bay County Government Complex
840 West 11th Street, Panama City, FL 32401

- 1) Roll Call
- 2) Acceptance of Financial Report Period Ending 5/31/19
- 3) Acceptance of Tourist Development Tax Report
- 4) Board Composition
- 5) 2020 Program of Work
- 6) Marketing Agency of Record RFQ
- 7) 2020 Budget
- 8) Triumph Gulf Coast Pre-Application for Visitors Center and Community Sailing Center / Public Meeting Space
- 9) CEO Performance Evaluation Committee Selection
- 10) Upcoming Events
- 11) Next Meeting – October 22, 2019
- 12) Public Participation
- 13) Adjournment

Panama City Community Development Council, Inc.
Statement of Net Position, **UNAUDITED**
May 31, 2019
Interim financial reporting; for internal management use only

Assets

Cash and cash equivalents	\$ 298,307
Accounts receivable	8,166
Equipment & furniture	2,662
Allowance for depr/amort	(1,198)
Total assets	<u>307,937</u>

Liabilities and Net Position

Liabilities:

Accounts payable	\$ -
Accrued other liabilities	(13)
Deposits	100,000
Total liabilities	<u>99,987</u>

Net position:

Unrestricted net position	207,950
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Total liabilities and net position	<u>\$ 307,937</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 May 31, 2019
Interim financial reporting; for internal management use only

	Adopted Budget	Budget Amendments	Amended Budget	Y-T-D Actual
Revenues:				
Intergovernmental:				
Bay County TDC Contract	\$ 1,408,301	\$ -	\$ 1,408,301	\$ 582,841
Bay County Carry Forward Revenue	663,300		663,300	-
Advertising revenue PC CDC	-	-	-	500
Total intergovernmental	<u>2,071,601</u>	<u>-</u>	<u>2,071,601</u>	<u>583,341</u>
Miscellaneous:				
Investment/Interest earnings	-		-	1,503
Insurance proceeds	-		-	383,561
Private Contributions & Donations	-		-	1,695
Miscellaneous	-		-	10
Event booth rentals	-		-	300
Sponsorship revenue	-		-	50,800
Merchandise sales	-		-	-
Total miscellaneous	<u>-</u>	<u>-</u>	<u>-</u>	<u>437,869</u>
Total Revenues	<u>2,071,601</u>	<u>-</u>	<u>2,071,601</u>	<u>1,021,210</u>
Expenses:				
Personal services	326,218		326,218	158,800
Operating expenses:				
Professional Services	20,000		20,000	-
Professional Services-DIB	-		-	613
Accounting & Auditing	23,500		23,500	8,500
Other Contractual Svcs	10,000		10,000	4,429
Other Contractual Svcs Dues	171,400		171,400	29,107
Travel and Per Diem	23,000		23,000	4,473
Non-staff Travel Expenses	8,000		8,000	-
Communication Services	8,000		8,000	4,898
Freight & Postage Service	22,000		22,000	25
Utility Services	6,500		6,500	1,590
Rental & Leases	41,000		41,000	24,953
Insurance	8,500		8,500	4,532
Repairs & Maintenance Svc	5,000		5,000	364,917
Printing & Binding	75,000		75,000	6,517
Promotional Activities	750,000		750,000	251,796
Other Current Charges	15,000		15,000	2,871
Office Supplies	2,500		2,500	44
Operating Supplies	15,000		15,000	1,379
Books Publications Memberships	35,000		35,000	17,648
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	-
Total Expenses	<u>2,071,601</u>	<u>-</u>	<u>2,071,601</u>	<u>887,092</u>
Net change in net position	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 134,118</u>
Net position-beginning of year				<u>73,832</u>
Net position-end of year				<u>\$ 207,950</u>

Final audited balances may vary from interim financial reports.



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	12.99%	113,726.00	-10.74%	100,647.00	19.23%	112,754.00		94,571.27		-
NOV	13.36%	76,472.00	-8.01%	67,457.00	11.00%	73,327.00		66,059.88		-
DEC	-31.22%	41,936.00	-7.14%	60,970.00	5.76%	65,657.00		62,079.90		-
JAN	-22.33%	51,371.66	-5.97%	66,143.00	-10.00%	70,339.00	23.92%	78,155.39		63,069.50
FEB	-31.47%	60,052.42	2.32%	87,624.00	-7.72%	85,637.00	5.64%	92,804.00		87,845.52
MAR	-44.29%	82,363.00	-4.76%	147,843.00	-2.82%	155,229.00	-20.33%	159,731.00		200,483.24
APR	-24.47%	112,356.97	-0.32%	148,756.00	-2.61%	149,230.00	17.10%	153,227.00		130,848.26
MAY	-10.91%	138,971.11	-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			9.27%	287,350.00	-1.10%	262,982.00	11.66%	265,911.00		238,143.02
AUG			6.93%	132,045.00	14.11%	123,488.00	-8.34%	108,223.00		118,070.60
SEP			-85.91%	16,021.00	14.31%	113,733.00	3.74%	99,494.00		95,907.58
TOTAL	-18.93%	677,249.16	-4.43%	1,505,872.00	2.11%	\$ 1,575,722	20.32%	\$ 1,543,161		\$ 1,282,495

2.96%

677,249.16 FY19 YTD
835,422.00 FY18YTD
(158,172.84)

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

7/9/19

3. REQUESTED MOTION/ACTION:

Board authorize President Vigil to extend an offer of Board Membership to County Commissioner Bill Dozier.

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)

In 2014, the Panama City Community Development Council, Inc. was established and the board of directors was defined as the five-seated Panama City Commissioners. The intention of the board has always been to expand the board composition to include tourism partners as the operations became more routine.

In 2018, the Board of Directors voted to accept Nirav Banker, owner / operator of Rodeway Inn, as the small lodging partner with a property of less than 100 rooms. Jennine Brown, general manager of Holiday Inn, was also accepted as the large lodging partner with a property of more than 100 rooms. At that time the board discussed board composition for the future, and indicated that 2019 should introduce two new tourism partners and remove two members of the city commission.

The ramifications of hurricane Michael have had unforeseen circumstances for many. Jennine Brown has submitted her resignation from the Holiday Inn and subsequently the Destination Panama City Board of Directors. Also, as a result of the storm, many of the tourism and hospitality partners are overwhelmed with personal and business repair & renovations. Understanding the situation has changed, staff reviewed the alternative and suggests that instead of burdening hospitality and tourism partners this year, that the best alternative be to invite Bay County Commissioner Bill Dozier to fill the seat of Jennine Brown, and then in two years, when the community has stabilized, introduce the two new tourism / hospitality partners to the board.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

7/9/19

3. REQUESTED MOTION/ACTION:

Board authorize approve the FY20 Program of Work 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)

Every year a program of work is developed to be a guiding light on the upcoming budget year. An FY20 Program of Work has been prepared for board consideration and approval.

Destination Panama City

Panama City Community Development Council

FY2020 Program of Work

Introduction

Created in 2015, Destination Panama City (PCCDC) is the official destination marketing organization for the City of Panama City. Programming for traditional marketing was successfully completed during fiscal years 2016-2018. In the first month of FY19, Hurricane Michael devastated the destination and many nearby communities. On October 10, 2018, 67% of the room inventory was immediately lost, performing arts venues like the Marina Civic Center and Martin Theatre were heavily damaged and will likely remain closed during the FY20 fiscal year. Due to the disaster, Destination Panama City had to quickly step up to help fill the Emergency Support Function 18 (Business Communication) with the county-wide Emergency Operations Center. In response, the DPC team immediately revised the DestinationPanamaCity.com to act as a resource for not only the public, but also local businesses to announce they had reopened. Given the magnitude of the event on revenue and attractions, the FY20 Program of Work will be uniquely “place making” oriented. Following are a brief description of the Program of Work Components:

- **Marketing / Media Plan – A comprehensive strategic marketing plan complete with proposed media buy to solidify a strong brand identity, place making to strengthen the connection between people and the places they share, increased local collaborations to support the evolution of the city as it rebuilds, and to increase year round tourism for Destination Panama City setting the stage for long-term growth.**
- **Visitor Information Services** – Operate and maintain an attractive Visitors Information Center. Aid guests with inquiries and provide both current and historical information about the destination. Move forward in the pursuit of building a new mixed-use Visitors Center that will serve as a point of pride for the city.
- **Special Events Grant Sponsorship Program** – Provide interagency liaison assistance, event management guidance, review and monitor event planning, scheduling, and advertising activities, and ensuring proposed events meet the brand standards desired by the destination. Determining and recommending financial assistance for targeted market advertisement for the purposes of enhancing the guest experience and attracting new guests.

Marketing / Media Plan

A comprehensive and complimentary marketing, public relations, event promotion, hospitality partner education, and visitor’s information services program has been established to attract a targeted demographic of visitors to the City of Panama City. In FY20, Destination Panama City will be engaging a new marketing agency of record. The future agency will assist in the

creation of ongoing campaigns to highlight:

- Establish Panama City as a leisure destination of regional and national importance.
- Establish Panama City as a water sports destination of national and international importance.
- Establish Panama City as a destination fueled by a creative economy with opportunities for creative engagement.
- Establish Panama City as a destination for small groups, meetings and events.
- Establish Panama City as an affordable destination for youth, collegiate, and adult sporting events, capitalizing on existing community assets like Tommy Oliver Stadium and other local athletic areas.

To fulfill these goals, Destination Panama City will use a variety of mediums. With 50% reduction in budget (cause Hurricane Michael), traditional marketing focuses will be digital and social media driven with a mix of CTAs (calls to action) directing towards increased social following, engagement and unique new and returning website traffic.

The Destination Panama City Visitor's Guide will be a major project for the upcoming year. With much of the content needing to be revised due to the hurricane, a new look and feel to the guide will help showcase an emerging Panama City. In addition to the continuation of the Panama City Oyster Trail brochure, new brochures highlighting Parks, Paths, and Boat Launches will be produced.

Print media received as added value for digital media buys will be utilized for the promotion of Panama City as a stop on the US Civil Rights Trail and for the revisiting of creative content developed during the Postcards from Panama City campaign that spoke to our journey on the greatest recovery story ever told.

Online marketing through social media channels will be utilized to develop and build a strong strategic program that facilitates a "social persona" based on Panama City's brand identify while ensuring a consistency in style and tone of voice. Actively following and engaging community influencers will aide in energizing engagement through meaningful, purpose driven content. The creation of compelling digital campaigns will propel destination awareness through creative messaging and constant monitoring of post analytics. In-house staff management allows a local, personal voice of the community, and more expedient responses thereby improving our social media engagement.

The Destination Panama City staff will continue to work collaboratively with the new marketing agency of record to create campaigns that showcase the best the city has to offer. The staff will also continue to work closely with the Northwest Florida Beaches International Airport by ensuring that "desk sides" to new direct flight cities are scheduled to increase DPC visibility in these emerging markets.

Visitor Information Services

After being displaced by Hurricane Michael, Destination Panama City staff worked in a construction trailer for seven months. In May 2019, Destination Panama City Visitors Center reopened its doors at the historic Sherman Arcade building in downtown Panama City. Due to reduced staff, the Visitors Center is open Monday through Friday, 9:00 a.m. – 5:00 p.m. and for special events in the evenings and weekends as required.

The Visitors Center is staffed with paid employees, community volunteers, summer college interns (majoring in Marketing, Public Relations, Communications, or Journalism), and a Hurricane Michael displaced grant worker. Staff is trained to provide information and recommendations to visitors regarding local and regional attractions, shopping, and culinary experiences. Staff routinely ensures public areas are clean and accessible, that brochures, rack cards, menus, special event schedules, and area business information is available and current.

The hurricane presented an opportunity to build a new multi-purpose Visitors Center that can be a point of pride for the community. It will be able to fulfill all the essential Visitors Center services as well as provide a meeting space and event venue for activities on St. Andrews Bay. The proposed location, commonly referred to as the Panama City kayak launch, is owned by the City of Panama City. The City Commission has graciously agreed to entertain a long-term lease, and funding for the facility will be sought through grant and partnership with funds raised post hurricane by our partnering county destination marketing organization, Visit Panama City Beach.

Special Events Grant Sponsorship Program

Area special events aide to increase guest interest and traffic to the destination. A Special Events Grant Sponsorship Program has been developed with the grant application available online at www.DestinationPanamaCity.com for community partners and event management organizers to easily download and submit.

With a focus on place making, the continued support of traditional signature events and newly developed events is paramount. With decreased funding levels, Destination Panama City staff will work with event organizers to promote as many local events as possible. This is especially important because of the loss of the performing arts venues. Locals and loyalists will be seeking activities that bring them to our public spaces and private venues. Event grant programming is essential to the spirit of the community and to showcase a vibrant vitality that is necessary in thriving neighborhoods. Grant funding levels per event may be reduced to invest in broader variety of events and activities.

A tentative list of supported public events includes, but is not limited to:

- Krewe of St. Andrews Mardi Gras Parade
- Sailing / Regatta Races
- Panama City Songwriters Festival
- July 4th – Salute to Freedom
- Sunshine State Athletic Council North West Florida Championship

Quantitative & Qualitative Organizational Goals for FY20

The comparison of prior year and current year revenue and average daily rates, will be significantly skewed because of the ramifications of Hurricane Michael. However, the evaluation of digital analytics for website, social media, visitor inquiries, subscriber database, and lead fulfillment will continue to be tracked and reported for use in decision making and future strategic and financial planning.

Additionally, visitor decision tracking analytics will be utilized to further understand the visitor profile, assess the visitor behavior in vacation planning, and to learn where the best points of influence exist for media placement.

As the Northwest Florida Beaches International Airport continues positive passenger trend and increased direct flight alternatives, we will enhance our recruitment efforts through strategic desk sides and targeted social media messaging. The southeast drive market remains the strongest originator of visitors to the area, especially for spontaneous travel.

The following cities are currently identified as year round or seasonal direct flight markets:

- | | |
|---------------------------------|-----------------------------|
| • Baltimore, MD / Washington DC | • Austin, TX |
| • Atlanta, GA | • Houston, TX |
| • Dallas / Ft Worth, TX | • Nashville / Knoxville, TN |
| • St. Louis, MO | • Chicago, IL |
| • Charlotte, NC | • Denver, CO |
| • Kansas City, MO | |

The following states are identified as major originators in the southeast drive market:

- Georgia
- Alabama
- Mississippi
- North Carolina
- South Carolina
- Tennessee
- Kentucky

The target audiences for visitor recruitment are:

- Cultural visitors
- Arts & entertainment enthusiasts
- Water sport recreationalists (including boating, fishing, kayaking, and paddle boarding)
- Youth, collegiate, and adult sport tournaments
- Small groups for tour operators & family / military reunions, weddings, and educational seminars / sessions / conferences.

CORE MESSAGING

Destination Panama City is defined with messaging that communicates the destination's core assets as identified in the brand promise and conveyed in the themeline and brand logo. The focus remains highlighting the underutilized and often overlooked assets identified in the tourism report adopted by the DPC Board in 2015. The core messaging will continue to embrace the uniqueness of the community, the historic significance, the idealic venues filled with eclectic sounds from local musicians, inspired visual and performing arts, and culinary creations worthy of international recognition. We will continue to target the experiential traveler and those seeking stories found only off the beaten path. We will also leverage the proximity to neighboring communities complimented by the affordability of Panama City. In alignment with the #PCOysterTrail we will encourage people to find their pearl in Panama City because it is "where life sets sail".

Brand Promise

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

Administrative Overview – Quarterly PCCDC Board meetings are scheduled with occasional special meetings called for time sensitive issues. The President & CEO provides a status report on current activities, collections, special events, and financial position. The Quarterly Board Meetings are generally scheduled for the fourth Tuesday of the quarter; special meetings are called when necessary. All meetings are compliant with Sunshine Law meeting notice requirements.

Corporation Objectives – PCCDC manages the activities of the organization in compliance with local, state, and federal laws, ordinances and practices. The PCCDC retains the City of Panama City – City Clerk for services of accounting, financial reconciliation, pre-audit and payroll. The PCCDC also retains a third party Certified Public Accountant to complete a post fiscal year audit

of financial activity. The end of year audit report is delivered to the PCCDC Board of Directors, the Bay County Tourist Development Council, the Bay County Board of County Commissioners and the Bay County Clerk of Court.

The PCCDC retains, Attorney Mike Burke, of Burke & Blue as the PCCDC Board Attorney as legal advisor.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

7/9/19

3. REQUESTED MOTION/ACTION:

Board authorize President Vigil to advertise the FY20 Marketing of Agency of Record RFQ.

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)

Destination Panama City was represented by Robin Malpass & Associates from 2015 to December 2019. An RFQ process was underway when Hurricane Michael made landfall on October 10, 2018. The devastation caused by the storm required the cancelation of the formal presentations to the short listed responding agencies.

Staff recommends re-advertisement of the RFQ as presented. As circumstances in Panama City have changed, the responding agencies will likely need to change their submittals in order to be relevant to the current status of the community, our amenities, and our budget.



DESTINATION PANAMA CITY FLORIDA

REQUEST FOR QUALIFICATIONS

MARKETING / CREATIVE / MEDIA BUYING / PUBLIC RELATIONS SERVICES

To: Interested Agencies

Attached is a request for qualifications (RFQ) to provide marketing / creative / media buying / public relations services for Destination Panama City. The contract term for the services will commence on January 1, 2020, for a period of twenty-four months, with two one-year extensions possible.

This RFQ is being sent to all interested firms who can demonstrate the necessary experience and the capability to handle a program of the size, scope and complexity of the marketing / creative / media buying / public relations services of Destination Panama City.

The selection process is identified on page 6 of the attached RFQ.

Request for Qualification submittals must be received into the Destination Panama City Visitor's Center office no later than August 24, 2019 at 3PM Central Time. Late submissions will not be considered. Please submit one (1) original and ten (10) copies to:

Jennifer M. Vigil, President & CEO
Destination Panama City
228 Harrison Avenue, Suite 103, Panama City, FL 32401

DESTINATION PANAMA CITY

MARKETING & PUBLIC RELATIONS SERVICES – REQUEST FOR QUALIFICATIONS

Destination Panama City (PCCDC) requests you provide a written presentation outlining your firm's qualifications for marketing / creative / media buying / public relations services.

BACKGROUND

Destination Panama City (PCCDC) was formed as a not-for-profit corporation to provide destination sales, marketing and promotional services for the Panama City Tourist Tax District. Annually, the budget and program of work outline Destination Panama City's plans to attract tourists through marketing research, advertising and public relations efforts, as well as through both conducting and supporting special events, and developing or assisting in the development of capital projects whose predominate purpose is the attraction of tourists.

Each respondent shall furnish the information required in the Scope of Services and in the Response Format of submittal and each accompanying sheet thereof on which an entry is made. Responses submitted in any other format may be rejected at the sole discretion of Destination Panama City.

It is the respondent's responsibility to assure that the responses are received to the Destination Panama City Visitor's Center office, 228 Harrison Avenue, Suite 103, Panama City, FL 32401, no later than the closing deadline state on the Request for Qualifications cover page. Any responses received after the closing deadline will not be accepted or considered. No telegraphic or facsimile responses will be considered.

All responses must be submitted with one (1) original and ten (10) copies. This includes specifically the Request for Qualifications cover page, the signature section and any section on which annotations are required or exceptions are taken, and any supporting documentation or literature being submitted with the response.

It will be the responsibility of the respondent to contact Destination Panama City office prior to submitting a response to ascertain if any addenda have been issued, to obtain all such addenda, and to return executed addenda with their response.

The Contractor will report directly to President / CEO on their activities in accordance with other policy. Contractors will be required to present updated materials, ideas and designs to the Destination Panama City Board of Directors at each quarterly meeting. President / CEO will communicate any changes to the scheduled board meeting to the Contractor.

The Contractor will assume responsibility for the performance of all required services, whether or not subcontractors are involved. Destination Panama City will consider the Contractor to be the sole point of contact with regard to all materials and will not maintain contacts with any subcontractors. The Contractor will specify any subcontractors it intends to use and what their function(s) will be.

All materials, ideas, designs and layouts developed for Destination Panama City under this contract are the property of Destination Panama City and may not be used for any other purpose without prior written consent and will remain the sole property of Destination Panama City regardless of termination of services for any reason. If subcontractors are used, the Contractor shall obtain all necessary release to assure all materials, ideas and layouts are the property of Destination Panama City.

RESPONSE AND SIGNATURE SECTION

Destination Panama City reserves the right to reject any or all responses, without recourse, to waive technicalities or to accept the response which in its judgement best serves the interest of Destination Panama City. Cost of submittal of responses is considered an operational cost of respondents and shall not be passed on to or be borne by Destination Panama City.

Destination Panama City reserves the right to request any additional information needed for clarification from any respondent(s) during the evaluation period of the responses.

Failure to comply with these instructions may be cause of disqualification of your response.

Firm Date

Authorized Signature

Print Name and Title

RFQ responses and any questions regarding this RFQ should be addressed and submitted to:

Jennifer M. Vigil, President / CEO
Destination Panama City
228 Harrison Avenue, Suite 103
Panama City, FL 32401
850.215.1700

It is the intent and purpose of Destination Panama City that this RFQ procedure promotes competition. It shall be the responsibility of responding parties (respondents) to advise Destination Panama City at the address noted above, if any language, requirements, etc., or any combination thereof, inadvertently restricts or limits the requirements stated in the RFQ to a single source. Such notification must be submitted in writing and must be received by Destination Panama City no later than ten (10) days prior to the closing date.

GENERAL PROVISIONS

Any contract resulting from this RFQ is deemed effective only to the extent of funds available, and shall contain the following provisions. At the time of contracting services, materials, equipment, or other items, other provisions may be added as determined by Destination Panama City.

Bay County and Destination Panama City do not require occupational licenses unless located within the City limits of Panama City. However, respondents must provide a current Department of Business and Professional Regulation license or certification, if such are required by Florida Law to provide the desired services, materials, equipment, or other items.

Any permits, licenses, or fees required will be the responsibility of respondent and no separate payment will be made for same.

All documents and other materials made or received in conjunction with this project will be subject to the public records disclosure requirements of Chapter 119 Florida Statutes, unless exempted therein. Responses will become part of the public domain upon opening and Respondents shall not submit information or pages either marked "proprietary" or otherwise restricted in any way.

Special Provision – There is one (1) attachment to this RFQ and is to be attached with the completed RFQ by respondent. **Attachment A – Insurance and Risk Management Requirements**

SCOPE OF SERVICES

The purpose of the RFQ is to obtain the service of an agency qualified to handle the Destination Panama City account. Destination Panama City is seeking a full service marketing / creative / media buying / public relations firm with extensive experience in destination marketing.

Advertising, promotions and public relation efforts are targeted to, but not limited to, major domestic markets throughout North America.

The selected Contractor shall be the principal provider and / or advisor to Destination Panama City for the following related services:

1. Creation and development of creative advertising strategy and overall advertising campaign
2. Production and execution of advertising campaign
3. Evaluation of advertising (creative) campaign
4. Provide strategic recommendations / input to Destination Panama City annual media plan
5. Media planning and buying
6. Create advertising components that are consistent with print, online, television, radio, and social media campaigns.
7. Other related advertising / marketing related activities as directed.

Destination Panama City requires unique, innovative concepts and strategies that will produce quantifiable results. On October 10, 2018, Panama City was devastated by Hurricane Michael. The city will be recovering for some time to come. All proposals should be cognizant of the conditions and special budgeting priorities the destination is facing.

The selected Contractor will work with Destination Panama City staff and should be able to suggest strategies to expand the impact of the branding and marketing campaign while allowing for the broadest possible exposure. Such strategies may include maximizing the usage of cooperative advertising as well as identifying promotional and public relations opportunities.

It is the intentions of Destination Panama City to have the selected Contractor explore possible joint-advertising programs which would pair Destination Panama City with travel-related advertisers such as, but not limited to, airline companies, automobile rental companies, consumer goods / corporate companies, and other hospitality-related ventures.

TERMS OF AGREEMENT

The term of this agreement is for two years, commencing January 1, 2019, with two additional one-year extensions.

TERMINATION AND NON-APPROPRIATION

Termination – Either party may terminate this agreement for failure of the other to fully perform a material obligation or covenant herein upon giving the non-performing party sixty (60) days notice.

Non-Appropriation – Performance of Destination Panama City of its obligations under this Agreement shall be subject to and contingent upon the monies from the tourist development tax collected in the Panama City Tourism Tax District being lawfully available appropriated and contracted to it by the Board of County Commissioners of Bay County, Florida, for such purposes. If at any time, or for any reason, these funds are not available, this agreement will be immediately terminated without penalty or future obligation.

RESPONSE FORMAT

The response must be submitted on 8.5" x 11" paper, numbered, typed, with headings, sections and sub-sections identified appropriately. The response must be divided into sections, with references to sections of this RQ made on a section number / paragraphed number basis.

All respondents shall submit all required information at the time of the submission of responses. Failure to provide the required information will affect the evaluation of the response.

1. Transmittal Letter
 - a. The letter must be on official business letterhead of the organization proposing to become the Contractor. The letter is to transmit the Request for Qualifications and shall identify all material and enclosures being forwarded.
2. Organization Ownership and Management
 - a. Provide the name, address, and telephone number of the legal entity with whom the contract will be written and all trade names used.

- b. Provide the name, address, and telephone numbers of the organization's principal officers and other owners as well as subcontractors identified in the proposal.
 - c. Identify type of business (sole proprietorship, partnership, corporation, etc.).
 - d. If Contractor is a corporation, provide copy of the certification from Florida Secretary of State verifying Contractor's status and good standings must be provided; and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida.
 - e. Provide FEIN (Federal Employer Identification Number) of respondent or SSNs (Social Security Number) in the case of sole proprietorship or partnerships.
3. Organization's Structure and Experience
- a. Provide an organizational chart of the organization, including contact points between the organization and Destination Panama City. Include all subcontractors to be employed on the project.
 - b. Disclose the organization's total number of employees, both full and part time.
 - c. Provide a short history of the organization and include a history of subcontractors to be employed on these projects.
 - d. Disclose the name(s) of the person(s) in the organization management who will work on the account and how much of his or her time will be spent on the account.
 - e. Provide a summary noting the qualifications and experience of each person who will work on the account as well as any subcontractors.
 - f. Provide hours of operation and staffing availability.
 - g. Describe the organization's experience in tourism, or directly related field. Include tourism experience of all subcontractors.
 - h. Identify any accounts the organization is handling which may be perceived to be in competition with Destination Panama City or which may pose a conflict of interest.
 - i. Provide examples of work developed by your creative team in each medium: print (magazine & newspaper), television, radio, collateral, direct mail and if available interactive media. This information should include standard objectives, target audience, strategy and results of each medium.
 - j. Describe the organizations' experience relative to promotion / marketing / advertising / public relations in international markets, specifically Canada.
 - k. Describe any experience in working with airlines and announcing new airline routes for an airport, if any.
 - l. Any additional information that respondent considers pertinent for consideration should be included in a separate section of the response.
4. Proximity to and familiarity with the City of Panama City, Florida
- a. Describe familiarity with the City of Panama City, Florida
 - b. Identify travel times / airline availability for travel to the City of Panama City, Florida that would be used by respondent to demonstrate accessibility to the destination for business purposes.
5. Client Information for each Area of Concentration (Marketing / Creative, Media Buying, Public Relations, Website Management / Hosting)

- a. List your current clients in declining order of size and the years you have worked for them.
 - b. Name the two most recent past clients. Have any of these terminations been due to agency non-performance? If so, explain.
 - c. Provide names of any travel / tourism clients you now serve in any organization's office.
 - d. Provide a list of accounts gained in the past two years and comment on why your organization was chosen to service these new accounts.
6. Billing
- a. Provide methodology and options for pricing all projects that may be assigned through the contract term as it relates individually to advertising, creative, public relations, marketing services, and website maintenance & hosting.
 - b. Identify percent (%) commission on media buys.
7. Additional Information
- a. Any additional information that respondent considers pertinent for consideration should be included in a separate section.

CONSIDERATION OF RESPONSES AND EVALUATION

SELECTION PROCESS

Destination Panama City President /CEO will receive responses from potential respondents in response to RFQ. Based on the responses to the criteria listed in the RFQ, the President / CEO will short list respondents for further consideration.

The short-listed respondents may be invited to make formal presentation(s) at specific time and place. Those respondents invited to make formal presentation will be asked to present samples of existing work, ideas and attitudes towards handling of this account, and specific concepts to achieve the maximum return possible.

Destination Panama City President / CEO, Chairman and Vice Chairman will evaluate the responses. Presentations, if requested, may be made during the monthly partner engagement meeting and/or before the Destination Panama City Board of Directors. The DPC Board of Directors will rank the respondents with whom negotiations shall be pursued, and engage in negotiations beginning with the most responsive / responsible respondent until a mutually agreeable contract is reached with one of the ranked respondents, until a proposed contract may be recommended by the President / CEO to the DPC Board of Directors for approval.

ATTACHMENT A – INSURANCE AND RISK MANAGEMENT REQUIREMENTS

DESTINATION PANAMA CITY DEFINED

The term Destination Panama City (wherever it may appear) is defined to mean the Panama City Community Development Council itself, its Board of Directors, Charter Officers, to the extent of their interests, and officers, employees, volunteers, representatives, and agents thereof.

RESPONDENT DEFINED

The term respondent means the person or entity which is a respondent to this Request for Qualifications, any subsidiaries or affiliates, officers, employees, volunteers, representatives, agents, consultants, and sub-consultants.

INSURANCE

Respondent shall provide the following described insurance, except for coverage specifically waived by the County, on policies with insurers acceptable to the County.

The insurance requirements shall not limit the liability of the respondent. Destination Panama City does not represent that these types and amounts of insurance are sufficient or adequate to protect respondent's interests or liabilities, but are merely minimums.

Except for Workers' Compensation and Professional Liability, respondent's insurance policies shall be endorsed to name Destination Panama City (PCCDC) as an additional insured to the extent of the County's interests arising from any contract or agreement between Destination Panama City and respondent.

Except for Workers' Compensation respondent waives its right of recovery against Destination Panama City or the County to the extent permitted by its insurance policy limits.

Respondent shall request that its insurers' policies include or be endorsed to include a severability of interest / cross liability provision so Destination Panama City will be treated as if a separate policy were in existence without increasing policy limits.

Respondent's deductible / self-insured retention shall be disclosed to Destination Panama City and the County and may be disapproved by Destination Panama City. They shall be reduced or eliminated at the option of Destination Panama City.

WORKERS' COMPENSATION COVERAGE

Respondent shall purchase and maintain Workers' Compensation insurance for all Workers' Compensation obligations imposed by State law and employers' liability limits at least \$100,000 each accident, and \$100,000 each employee / \$%00,000 policy limit for disease. Respondent shall also purchase any other coverage required by law for the benefit of employees.

GENERAL, AUTOMOBILE AND EXCESS OR UMBRELLA LIABILITY COVERAGE

Respondent shall purchase and maintain coverage on forms no more restrictive than the latest additions of the Commercial General Liability and Business Auto policies of the Insurance Services Office.

Minimum limits of \$1,000,000 per occurrence for all liability, with the exception of automobile(s), must be provided, with excess or umbrella insurance making up the difference, if any, between the policy limits of underlying policies(including employers liability required in the Workers' Compensation Coverage section) and the amount of coverage required.

Commercial General Liability. A policy including, but not limited to, comprehensive general liability including bodily injury, personal injury, property damage in the amount of a combined single limit of not less than \$1,000,000. Coverage shall be provided on an occurrence basis.

BUSINESS AUTO LIABILITY

Minimum amounts of \$500,000 per occurrence for Business Auto Liability coverage is to include bodily injury and property damage arising out of operation, maintenance or use of any auto, including owned, non-owned, and hired automobiles, and employee non-ownership use.

WATERCRAFT / AIRCRAFT LIABILITY

If respondent(s) provision of services involves utilization of watercraft or aircraft, watercraft and / or aircraft liability coverage must be provided to include bodily injury and property damage arising out of ownership, maintenance or use of any watercraft or aircraft including owned, non-owned, and hired.

EXCESS OR UMBRELLA LIABILITY

Umbrellas Liability is preferred, but an excess liability equivalent may be allowed. Whichever type of coverage is provided, it shall not be more restrictive than the underlying insurance policy coverage.

PROFESSIONAL LIABILITY, MALPRACTICE AND / OR ERRORS OR OMISSIONS

Destination Panama City requires the following terms and types of insurance for professional, malpractice, and errors or omissions liability.

HOLD HARMLESS

Destination Panama City and the County shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property or loss of use arising out of performance of any agreement or contract between Destination Panama City or the County and the respondent, unless such claims are a result of Destination Panama City or the County's own negligence.

PROFESSIONAL LIABILITY / ERRORS OR OMISSIONS

Respondent shall purchase and maintain professional liability or errors or omissions insurance with minimum limits of \$1,000,000 per occurrence.

If a claim made form for coverage is provided, the retroactive date of coverage shall be no later than the inception date of claims made coverage, unless the prior was extended indefinitely to cover prior acts.

Coverage shall be extended beyond the policy year, either by a supplemental extended reporting period (ERP) of as great a duration as available, and with no less coverage and with reinstated aggregate limits; or by requiring that any new policy provide a retroactive date no later than the inception date of claims made coverage.

CERTIFICATES OF INSURANCE

Required insurance shall be documented in Certificates of Insurance which provide that Destination Panama City and the County shall be notified at least 30 days in advance of cancellation, non-renewal or adverse change.

New Certificates of Insurance are to be provided to Destination Panama City and the County at least 15 days prior to coverage renewals.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

7/9/19

3. REQUESTED MOTION/ACTION:

Board approve the FY20 Budget 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)

Each year Destination Panama City prepares an annual budget for review and approval by the Board of Directors with a complete proposed media placement program.

Due to Hurricane Michael, the FY20 Budget projections as prepared by the Bay County Budget Office have been reduced by 61%. Destination Panama City was awarded a \$250,000 grant from VISIT FLORIDA following hurricane Michael that drastically salvaged the revenue deficits realized after the storm.

While staff does not anticipate a 61% reduction in revenue, staff agrees that the most fiscally responsible approach is to tailor a marketing program to fit the parameters of this conservative projection. As noted by the Tourist Development Tax report in item 4 of this agenda, as of May 2019, FY19 collections are down approximately 19% (\$158,000) year to date.

The proposed media plan will require more grass roots activities that will need to be completed in-house. To offset the staffing costs, President Vigil completed a grant application for the hurricane Michael dislocated worker program and was awarded two staff members for up to 2080 each for one year. This will allow the grant workers to do some of the routine tasks and free up President Vigil and the Social Media Strategist for concept, design, and implementation of the new campaigns, and to allow significantly more time to integrate with the community partners that hold events to ensure there is something to do every week in Panama City.

In FY19, through the Visit Florida Marketing Grant, Visit PCB marketing & public relation agency assistance, and state displaced worker grant we have been able to maintain a position in the black without utilizing any of the cash carry forward or the \$500,000 disaster fund. The plan for FY20, is to continue on this path of fiscal responsibility while still delivering another year of high quality marketing for Panama City.



Budget Expenditures

ACCOUNT	Actual FY17	Actual FY18	Proposed FY19	FY19 YTD	Proposed FY20	% Change
51200 - Regular Salaries	172,814.92	184,389.26	227,000.00	136,383.67	171,037.81	-7%
513000 -Other Salaries & Wages	15,334.00	628.05	0.00	0.00	0.00	-100%
51400 - Overtime	735.00	601.30	2,000.00	0.00	0.00	-100%
51500 - Special Pay	11,000.00	9,835.00	6,000.00	13,079.93	6,000.00	-39%
52100 - FICA	14,730.99	14,905.50	17,510.00	11,429.25	13,189.32	-12%
52200 - Retirement Contributions	10,480.98	15,703.14	22,708.00	11,392.49	16,403.78	4%
52207 - Health Insurance	25,892.62	29,093.47	44,000.00	14,710.00	22,000.00	-24%
52208 - Dental Insurance	1,084.70	952.58	1,500.00	467.60	750.00	-21%
52300 - Life Insurance	550.58	550.88	1,000.00	473.75	500.00	-9%
52400 - Workers Comp	1,259.00	53.00	2,500.00	5,680.00	1,250.00	2258%
52500 - Unemployment Insurance	1,252.66	652.59	2,000.00	39.61	2,000.00	206%
53100 - Professional Services	10,674.45	1,900.00	20,000.00	0.00	20,000.00	953%
53200 - Accounting & Auditing	5,220.00	10,258.00	23,500.00	613.45	23,500.00	129%
53400 - Other Contractual	32,485.88	36,265.83	10,000.00	5,435.91	6,000.00	-83%
53401 - Other Contractual Promotion		101,600.00	171,400.00	45,727.61	102,500.00	1%
54000 - Travel Per Diem Staff	14,799.72	18,919.21	23,000.00	16,801.79	25,000.00	32%
54001 - Travel Per Diem Non-Staff	4,724.80	5,769.77	8,000.00	400.96	5,000.00	-13%
54100 - Communications	6,956.02	8,762.20	8,000.00	3,064.49	7,500.00	-14%
54200 - Postage & Freight	11,343.48	16,178.34	22,000.00	21,887.89	25,000.00	55%
54300 - Utility	5,515.75	6,311.31	6,500.00	1,955.36	5,000.00	-21%
54400 - Rentals & Leases	33,478.32	33,264.49	41,000.00	27,207.64	25,000.00	-25%
54500 - Insurance	7,791.27	9,536.14	8,500.00	7,284.65	10,000.00	5%
54600 - Repair & Maintenance	4,886.62	7,673.82	5,000.00	370,339.29	6,000.00	-22%
54700 - Printing & Binding	43,330.98	43,783.18	75,000.00	7,258.65	30,000.00	-31%
54800 - Promotional Activities	1,567,099.15	756,226.13	750,000.00	261,855.34	400,000.00	-60%
54900 - Other Current Charges	2,312.35	21,742.72	15,000.00	4,158.31	20,000.00	-8%
55100 - Office Supplies	268.17	748.10	2,500.00	63.08	1,000.00	34%
55200 - Operating Supplies	8,593.07	10,770.87	15,000.00	4,177.23	12,000.00	11%
55400 - Books, Pubs, Memberships	16,317.31	22,466.95	35,000.00	18,173.65	30,000.00	34%
55500 - Training	245.00	2,303.50	7,000.00	0.00	6,000.00	160%
55900 - Depreciation	532.50	532.50	0.00	0.00	0.00	0%
56200 - Buildings & Land	0.00	0.00	413,301.00	0.00	0.00	0%
56400 - Machinery & Equipment	0.00	0.00	3,000.00	0.00	3,000.00	0%
55700 - Operational Reserve for Contingei	0.00	0.00	82,682.00	0.00	3,869.09	0%
Total Expenses	2,031,710.29	1,372,377.83	2,071,601.00	990,061.60	999,500.00	
			VISIT FLORIDA GRANT	250,000.00		
			Insurance Building	363,561.12		
			Insurance Contents	20,000.00		
			Actual Expenditures	356,500.48		
			Actual TDT Collections YTD	677,249.16		

BUDGET REVENUE

	FY17	FY18	FY19	FY20
Tourism Revenue	1,255,000.00	1,407,000.00	1,482,000.00	799,500.00
Penalties			3,000.00	
Interest			10,600.00	
Cash Carry Forward	800,000.00	190,000.00	663,300.00	200,000.00
Anticipated Revenue	2,055,000.00	1,597,000.00	2,158,900.00	873,600.00
Less Co - Attorney			5,087.00	6,753.00
Less Co - Admin			37,752.00	22,800.00
Less Clerk Finance			44,460.00	44,547.00
			2,071,601.00	999,500.00

Notes of significant change:

- 53400 - Reductions in janitorial and landscaping for Visitors
 - 54400 - Reduced rent in Sherman Arcade Visitors Center
 - 52400 - Workers Comp Renewal invoice fell outside of FY18
 - 53100 - With Hurricane little need for professional services - atty
 - 53200 - Increased due to formalization of the contract with City of Panama City for Accounting, IT and HR services.
 - 55500 - Conferences for professional development have been listed under Memberships, efforts to properly categorize activities is ongoing.
- ALL NOTES OF SIGNIFICANT CHANGE ARE COMPARED TO FY18 ACTUAL BECAUSE OF THE IRREGULARITIES OF FY19 WITH HURRICANE MICHAEL**

Media Plan

Media Buys

UnDiscovered Florida	\$	10,000.00
Madden Media	\$	10,000.00
USA Today	\$	10,000.00
BeachTV	\$	4,000.00
Local Palate	\$	10,000.00
Digital Billboard	\$	14,000.00
Local Newspapers	\$	5,000.00

Events & Sponsorships \$ 175,000.00

Social Media \$ 25,000.00

Videography & Photography Assets \$ 25,000.00

Opportunistic (Sojern \$12,000) \$ 112,000.00

Total Marketing & Media Plan \$ 400,000.00

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

7/9/19

3. REQUESTED MOTION/ACTION:

Board authorize staff to submit attached Pre-Application to Triumph Gulf Coast for consideration.

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)

Destination Panama City is committed to fiscal solvency and responsibility while creating added value to the City of Panama City. A cooperative effort to fund the new Visitors Center is in negotiations with Bay County TDC, however, to obtain funding for additional structures and equipment to ensure the facility can serve as a fully equipped meeting space and/or Community Sailing Center additional funds may be required.

Staff has prepared the attached pre-application in the format required by Triumph Gulf Coast and requests board authorization to submit the application.

TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

The PANAMA CITY COMMUNITY DEVELOPMENT COUNCIL, INC. (dba DESTINATION PANAMA CITY) BOARD OF DIRECTORS approved the Official Panama City Visitor’s Center as a crucial project for Triumph submittal on **XX/XX/XXXX**. The BAY COUNTY BOARD OF COUNTY COMMISSIONERS will provide a letter of support pending Triumph pre-application review and development of a full application.

APPLICANT INFORMATION:

Name of Individual/Entity/Organization: Panama City Community Development Council, Inc. (dba Destination Panama City)

Brief Description of Background of Individual/Entity/Organization: Destination Panama City was created as a 501c6 by the City of Panama City to serve as the official tourism agency for the City responsible for the administration of the tourist development tax revenue generated within the city limits. Destination Panama City contracts annual with the Bay County Board of Commissioners to provide the marketing and promotional services for the City of Panama City tourist development taxing district.

Contact Information:

Primary Contact Information:	Jennifer Vigil
Title:	President & CEO, Destination Panama City
Mailing Address:	6214 North Lagoon Drive, Panama City, FL 32408
Telephone Number:	850-832-5262
Email Address:	Jennifer@DestinationPanamaCity.com
Website:	www.pcgov.org

Names of co-applicants, partners or other entities, organizations that will have a role in the proposed project or program: City of Panama City, Visit Florida, and Bay County Tourist Development Council

REQUIRED EXECUTIVE SUMMARY:

In a maximum of three (3) pages, please describe the proposed project or program, including (i) the amount of funds being sought from Triumph Gulf Coast; (ii) the amount and identity of other sources of funds for the proposed project or program; (iii) the location of the project or program; (iv) summary description of the proposed program, including how the program will be transformational and promote economic recovery, diversification, and enhancement of the disproportionately affected counties, and (v) a summary timeline for the proposed project or program.

1) Amount of funds being sought from Triumph Gulf Coast:

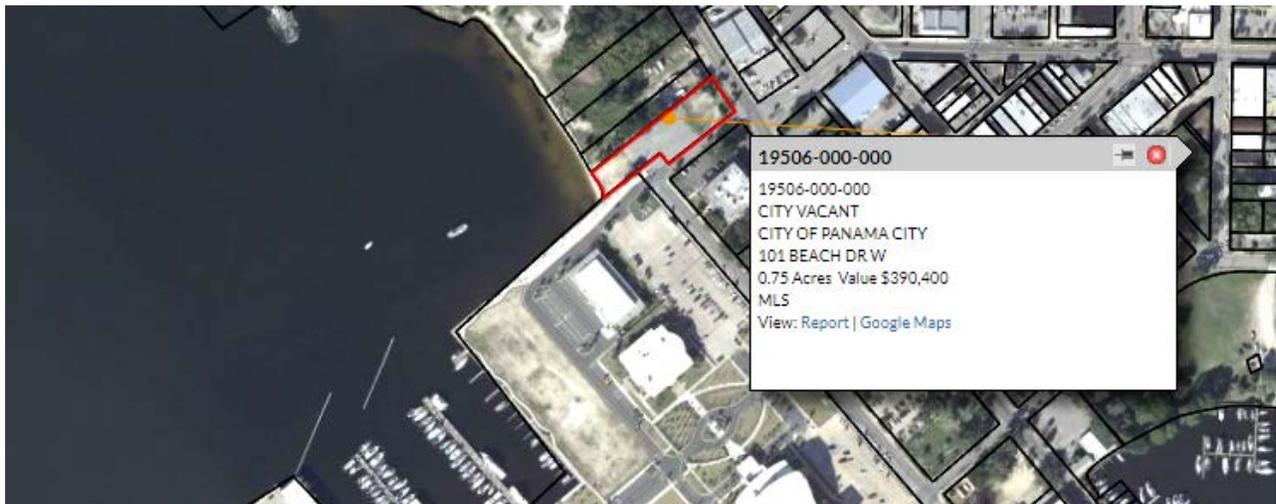
City of Panama City is requesting \$400,000 for the design and construction of an Official City of Panama Visitor’s Center that will serve a multi-purpose facility to host small events and sailing regattas.

2) Amount and Identity of Other Sources of Funds for The Proposed Project:

A long term (99 Year lease) with City of Panama City would eliminate the land acquisition expense. Destination Panama City in partnership with the Bay County Tourist Development Council would contribute up to \$400,000 towards the design and construction.

3) Location of the Project or Program:

The proposed location is Parcel ID 19506-000-000 in Bay County Florida. Parcel outlined in orange in map below. This request would seek a 99 year lease from the City of Panama City with permission to construct a multi-se facility that housed the official Visitors Center, public meeting space, and facilities for a Community Sailing Center to host regattas on their parcel at the northern gateway to the City of Panama City Marina.



4) Summary Description of the Proposed Program:

Currently, Destination Panama City is “homeless” due to circumstances that arose as a result of Hurricane Michael. The agency is now providing services from a temporary rental location in the historic downtown district, prior to May, the agency was housed in a temporary construction trailer. Destination Panama City is the youngest destination marketing organization in the State of Florida, just recently created in 2014 with collections beginning in January 2015.

Over the years, the City of Panama City recognized that it was losing much of its industry due to lack of identity and lack of promotion. Visit Panama City Beach and the Mexico Beach CDC have existed for decades and have been wildly successful at creating an identity for themselves. Destination Panama City is on course to expand awareness of the City of Panama City and all its amenities.

In the 2015 Tourism & Economic Impact reported St. Andrews Bay was considered the most under utilized asset in the community. Since that time, the city has lost a great deal of its cultural amenities as a result of the devastation of hurricane Michael in October 2018. Since 2016, Destination Panama City has worked in collaboration with US Sailing and other private sailing organizations. The ideal bay conditions make Panama City a strong contender for future world class sailing events. Likewise, bringing a community sailing center to the community will provide positive alternatives to our local schools and create a synergy in the downtown area.

The proposed facility is approximately 3,000 square feet on pilings to elevate the structure and not obstruct the current slope for stormwater mitigation and known flood areas. There will be handicap accessible boardwalks constructed, an elevator, and a variety of informational plaques to be placed throughout the property identifying native species and ecological facts. A similar facility has been constructed in Apalachicola.





This project will effectively revitalize the historic downtown of the City of Panama City bringing activity, educational opportunities, and a much needed venue.

5) Summary Timeline for the Proposed Project or Program:

A contract for Design Build will be advertised in October 2019 for 30 days. Selection and negotiation are anticipated to be complete by January 2020. Construction will begin in March 2020 with anticipated completion July 2020.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

7/9/19

3. REQUESTED MOTION/ACTION:

Board determine 3 board members to serve as the CEO Performance Evaluation Committee

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)

Per the employment contract of Jennifer Vigil, President & CEO, of Destination Panama City, every July a three-person evaluation committee is to be selected to complete the attached performance evaluation and meet with Ms. Vigil to review the completed evaluation one on one with Ms. Vigil.

Each committee member is tasked with recommending whether or not there will be any increase in compensation for Ms. Vigil.

Upon completion of the three performance evaluations, a matrix of the completed evaluations will be provided to the Board as an agenda item. The board will then determine whether accept or reject the recommendations of the performance evaluation committee.

FY19 Performance Evaluation Committee Members were former Chairman Mike Nichols, Nirav Banker, and Jennine Brown.

DESTINATION PANAMA CITY (PCCDC) PRESIDENT & CEO PERFORMANCE EVALUATION

Purpose: The purpose of evaluating the President & CEO is to look at the performance of the President & CEO during the evaluation period. It is an opportunity for a better understanding of and greater appreciation for the expectations of the DPC BOARD.

Format: There are no perfect evaluation tools. However, the evaluation should be a thoughtful, effective, sensitive, and positive process. To some extent, evaluating the President & CEO also is an evaluation of the organization as a whole. Therefore, please make comments about specific segments the organization as a whole as you may deem appropriate.

Rating: This evaluation consists of several categories that the President & CEO is involved with or has responsibility. Specific job responsibilities are listed for each general area to be rated. Following each category you are asked to indicate your assessment on the following scale:

Exceptional (4)

This rating describes performance which consistently exceeds the expectations of the County Commission and is clearly superior in terms of quality and performance standards.

Exceeds Expectations (3)

This rating describes performance which routinely exceeds expectations of the County Commission and reflects a thorough and efficient effort.

Meets Expectations (2)

This rating indicates fulfillment of the job requirements and expectations of the County Commission.

Below Expectations (1)

This rating indicates marginal fulfillment of the County Commission's expectations and shows a need for significant improvement.

Each category also allows space for comments. You are encouraged to make comments on each item and provide as much feedback as desired. For ratings of "1", please provide a suggested corrective action plan for the President & CEO in each category as rated. The more feedback given, the greater the opportunity for meaningful discussion.

A place for your assessment of the President & CEO's overall rating is also provided, along with space for your comments and suggestions for improvement and commendations.

I. Organizational Management and Leadership

- Plans and organizes the work that goes into providing services established by the decisions of the DPC BOARD.
- Evaluates and keeps up with current technology and professional development.
- Selects, leads, directs and develops staff.
- Keeps the DPC BOARD appropriately informed about organizational status and changes.
- Delegates authority and responsibly to staff while retaining ultimate responsibility for staff performance.
- Is knowledgeable of City, County, State and Federal laws and ordinances affecting DPC operations and ensures compliance.
- Explores alternatives and presents well thought-out and properly documented recommendations.
- Provides appropriate support and assistance to the DPC BOARD.
- Strives to create an environment that promotes innovation, accomplishment and accountability.
- Takes responsibility for setting realistic objectives for the organization based on the goals of the DPC BOARD, the annual Program of Work and overall vision of the Tourism Study.
- Knows when to act and when to defer action.
- Has the capability and willingness to make hard decisions when required, and accepts responsibility for those decisions and those of subordinates.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

II. Fiscal and Business Management

- Plans, organizes and administers the adopted budget. Ensures compliance with statutory requirements.
- Plans, organizes and presents the annual budget with overall Media and Marketing Plan.
- Prepares and provides periodic event & tourism economic impact reports.
- Makes informed, reasoned, and responsible budgetary and financial recommendations and decisions.
- Displays a clear understanding of the DPC’s financial resources and the priorities of the DPC BOARD.
- Recommends a balanced budget consistent with established Bay County Commission goals and guidelines.
- Effectively oversees the maintenance, preservation and operation of DPC facilities, buildings and equipment.
- Plans, organizes and supervises most cost-effective and economic utilization of human and fiscal resources.
- Recommends priorities for human and fiscal resources.
- Recommends priorities for the allocation of funds.
- Works in conjunction with the Bay County TDC and the Clerk of Court to ensure ratification of DPC BOARD budget approval.
- Generates creative ideas, campaigns and solutions that will solidify the City’s position as a tourist destination.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

III. Communication and Relationships with DPC BOARD

- Maintains effective and timely communication, both verbal and written, with the DPC BOARD.
- Maintains availability to elected officials, both personally and through designated staff.
- Establishes and maintains a system of reporting of current DPC plans and activities.
- Plans, organizes and submits materials for presentation to the DPC BOARD in clear, concise and comprehensive manner.
- Avoids personality biases or partisanship issues.
- Is sensitive to DPC BOARD concerns and priorities.
- Responsive to inquiries and suggestions from DPC BOARD members, industry partners, and the general public.
- Provides adequate expertise and guidance, recommendations and alternatives in policy-making while respecting the integrity of the DPC BOARD as a body.
- Responds equally to each member of the DPC BOARD and implements directives of the BOARD as a whole rather than individually.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

IV. Community and Intergovernmental Relations

- Effectively communicates DPC practices, policies and decisions to the public and others.
- Appropriately participates in community and civic activities.
- Establishes and maintains an image of the DPC to the Community that represents quality services and professionalism.
- Willing to meet with citizens and community groups regarding their interests and concerns.
- Possesses and promotes an attitude and feeling of helpfulness, courtesy and sensitivity to the public.
- Communicates in a clear and unbiased manner on both special and routine events and issues.
- Promptly responds to and addresses citizen inquiries and public concerns.
- Maintains awareness of activities & initiatives in the City and other nearby areas that may relate to or affect the overall tourism draw to the County.
- Designs, organizes and staffs official tourism Visitor’s Information Center(s).
- Maintains effective working relationships with groups and other destination marketing organizations with which the City is involved or interfaces.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

V. Personal and Professional Traits

- Demonstrates composure, appearance and attitude consistent with an executive position.
- Able to separate professional and personal lives.
- Maintains personal integrity. Actions and decisions reflect moral and ethical standards.
- Viewed positively by others both inside and outside the organization.
- Energetic and willing to spend necessary time to do a good job.
- Unbiased in decision-making and presents rational and interpersonal viewpoints based on facts and qualified opinions.
- Understands the values, attitudes and goals of others.
- Innovative and self-motivated.
- Values personal and professional development and endeavors to increase ability to serve and perform.
- Builds cohesiveness in staff.
- Effectively motivates the organization.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

VI. Overall Performance Rating

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

COMMENTS AND OBSERVATIONS:

SUGGESTIONS FOR IMPROVEMENT:

COMMENDATIONS:

Date

Board Member

President's Report

1. Marketing Initiatives

- a. Postcards from Panama City
- b. July 4th Salute to Freedom
- c. Inflatable Boat Giveaway
- d. SSAC - Sunshine State Athletic Council, November 2, 2019
- e. GCSC Men's & Women's Basketball Tournaments, October & November 2019
- f. The Sports Relationship Conference - Bay Point Sheraton, September 2019
- e. Florida Encounter - Bay Point Sheraton, November 2019
- g. UWSS Reunion, May 2020

2. Website Redesign

- a. Working with Gorgeous Marketing
- b. Investigating potential partnerships with local businesses to host live web cams for bay conditions, sunsets, etc.

3. Host Share Properties

- a. Working with the local host share property owners group to propose legislation to the City of Panama City.

4. City of Panama City Gateway Signage - this item was scheduled for consideration on the October 2018 agenda, require direction on how to proceed.

5. Staffing Updates

6. Ramifications of reduced VISIT FLORIDA funding - Hwy 231 Welcome Center

JUNE ACTIVITY REVIEW

FY19

CURRENT FAN COUNT

- + 21% • Facebook - 26,408
- + 9% • Instagram - 3,677
- 1% • Twitter - 971

MESSAGES RECIEVED

306 Total

LINK CLICKS

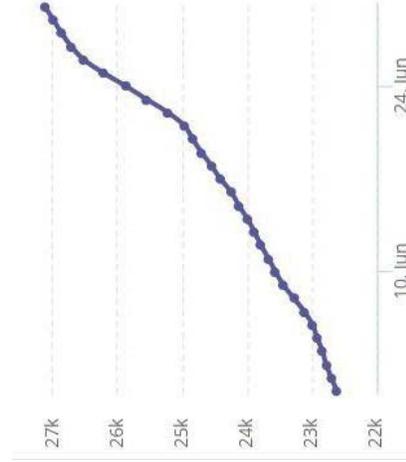
32,401 Total

ENGAGEMENT

- Facebook - 11,390
- Instagram - 2,537
- Twitter - 658

TOTAL USERS REACHED

2,040,440 Total



POPULAR POSTS



destination_pc
Shell Island

2W Reply
View replies (1)

destination_pc #LoveFL #ExploreFL #Travel #Explore #ShareALittleSunshine #Photooftheday #Sun #Sunshine #TravelLife #TravelPics #VisitFlorida #staysallyflorida #roamflorida #pureflorida #floridabeaches #gulfc coast #gulfcostlife

2W Reply
alan082693 Hope it looks that clear on the 4th!!

30uNJJUL

Destination PC
@destination_pc

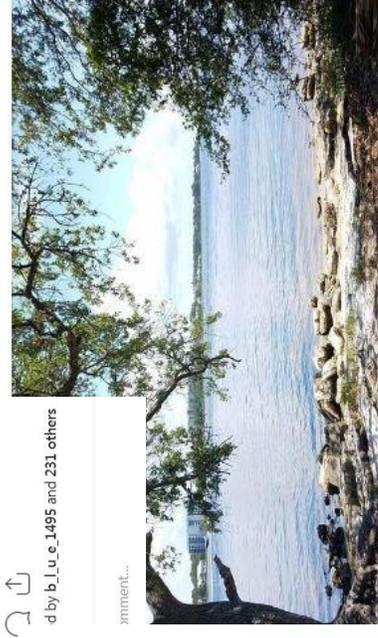
A3: While on your trip to Panama City, you have to try the #PCoysterTrail! Explore 13 of PC's finest oyster spots and enjoy our local delicacy. #FLTravelChat #WhereLifeSetsSail



12:20 PM - 18 Jun 2019

2 Retweets 14 Likes

1 2 14 ill



Comment...
d by b_Lu_e_1495 and 231 others

145
people Reached

Boosted on Jun 26, 2019
by Jennifer Vigil

Finishes in 4 days

People Reached
4.6K

Post Engagement
808

View Results

983
Engagements

Boost Again

563

9 Comments 68 Shares