



DESTINATION PANAMA CITY
REGULARLY SCHEDULED QUARTERLY MEETING
July 28, 2020
9:00AM (approximate time, follows City Commission Meeting)

- 1) Roll Call
- 2) Approval of Minutes – June 9, 2020
- 3) Acceptance of TDT Revenue Reports – Collections thru May 2020
- 4) Acceptance of Financial Reports - June 30, 2020
- 5) Approve Amended FY20 Budget
- 6) Approve FY21 Program of Work & Marketing Plan
- 7) Approve FY21 Proposed Budget
- 8) Updates
 - a) Visitors Center Bid Opening
 - b) Inshore Artificial Reef
 - c) 2020 Events
 - d) Welcome Back & Visitors Guide Campaigns
- 9) Public Participation
- 10) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

7/28/2020

2. REQUESTED MOTION/ACTION:

Motion to accept minutes of the regular meeting of June 9, 2020 as presented

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

The meeting minutes of June 9, 2020 have been prepared and are attached for board review and approval.



DESTINATION PANAMA CITY
MINUTES
June 9, 2020

9:00AM (approximate time, follows City Commission Meeting)

- 1) Roll Call – Present: Chairman Jenna Haligas, Board Members Greg Brudnicki, Mike Nichols, Billy Rader, Kenneth Brown, Nirav Banker. Absent: Jennine Brown
- 2) Approval of Minutes – May 12, 2020
 - a) Motion to Approve Minutes as presented made by Board Member Nichols, seconded by Board Member Kenneth Brown, and passed unanimously.
- 3) Acceptance of TDT Revenue Reports – Collections thru April 2020
 - a) Motion to Approve TDT Revenue Reports as presented made by Board Member Brudnicki, seconded by Board Member Nichols, and passed unanimously.
- 4) Visitors Center – Permission to Advertise RFP for Construction
 - a) Motion to authorize CEO Vigil to advertise the RFP for Construction of the new Visitors Center made by Board Member Brudnicki, seconded by Board Member Kenneth Brown, and passed unanimously.
- 5) Inshore Artificial Reef Project Consideration
 - a) CEO Vigil gave a brief synopsis of the potential inshore artificial reef project with an estimated timeline of two years for permitting. Board Member Brudnicki motioned to authorize CEO Vigil to execute agreement with Fish Haven Services for permit work related to the Inshore Artificial Reef project at 101 West Beach Drive. The motion was seconded by Board Member Nichols and the motion passed unanimously.
- 6) CEO Vigil provided brief updates on the FY21 Program of Work, the FY21 Proposed Budget and the alternative plan for July 4th Salute to Freedom event

due to the situation with Covid-19 pandemic and the state only being at Phase 2 of the Governor's Phased ReOpening Plan.

- 7) There was no public participation
- 8) The meeting was adjourned by Chairman Haligas.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

7/28/2020

2. REQUESTED MOTION/ACTION:

Motion to Accept TDT Revenue Reports for 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)

Clerk of Court TDT division collects revenue and provides the attached reports.



TDT Monthly Analysis

	FY20	% change	FY19 5.00%	% change	FY18 5.00%	% change	FY17 5.00%	% change	FY16 5.00%	% change	FY15 5.00%
OCT	131.67%	123,861.73	-47.21%	53,465.19	-10.17%	101,281.73	19.23%	112,754.00	94,571.27		-
NOV	123.84%	91,643.79	-41.31%	40,942.54	-4.86%	69,765.50	11.00%	73,327.00	66,059.88		-
DEC	118.73%	82,443.03	-45.66%	37,691.14	5.63%	69,355.65	5.76%	65,657.00	62,079.90		-
JAN	57.93%	79,980.05	-23.33%	50,642.49	-6.09%	66,053.88	-10.00%	70,339.00	78,155.39	23.92%	63,069.50
FEB	23.55%	73,996.73	-27.20%	59,891.56	-3.94%	82,266.95	-7.72%	85,637.00	92,804.00	5.64%	87,845.52
MAR	10.47%	88,811.23	-45.62%	80,393.83	-4.76%	147,842.53	-2.82%	155,229.00	159,731.00	-20.33%	200,483.24
APR	-41.19%	66,107.75	-24.44%	112,406.97	-0.32%	148,755.72	-2.61%	149,230.00	153,227.00	17.10%	130,848.26
MAY	-26.75%	102,481.39	-12.71%	139,913.92	0.48%	160,287.99	4.75%	159,517.00	152,286.00	4.15%	146,220.71
JUN			-21.88%	187,808.86	17.94%	240,405.16	-3.22%	203,829.00	210,619.00	4.32%	201,906.34
JUL			-15.73%	231,805.34	4.60%	275,072.33	-1.10%	262,982.00	265,911.00	11.66%	238,143.02
AUG			19.03%	158,028.14	7.51%	132,766.82	14.11%	123,488.00	108,223.00	-8.34%	118,070.60
SEP			7.07%	125,158.45	2.78%	116,889.75	14.31%	113,733.00	99,494.00	3.74%	95,907.58
TOTAL	23.29%	709,325.70	-20.65%	1,278,148.43	2.22%	1,610,744.01	2.11%	\$ 1,575,722	\$ 1,543,161	20.32%	\$ 1,282,495

2.96%

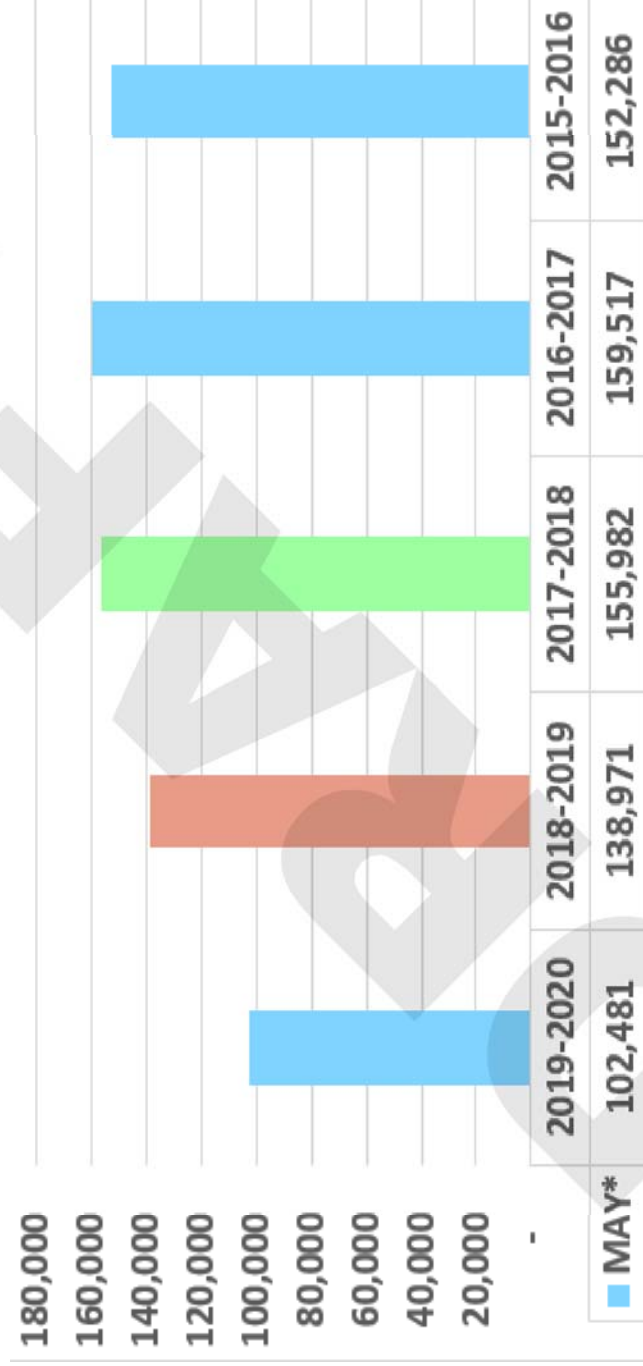
709,325.70 FY20 YTD
 575,347.64 FY19 YTD
 845,609.95 FY18YTD

-16.12%

-18.63%

Cash Collection Analysis: Panama City

For the month ending
May 31, 2020



*Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. September period collections are generated October 1st through October 31st). As a result, these figures will correspond with the October column in the Cash/Accrual Breakdown.



Cash Collection Analysis: Panama City

Eight months ending May 31, 2020



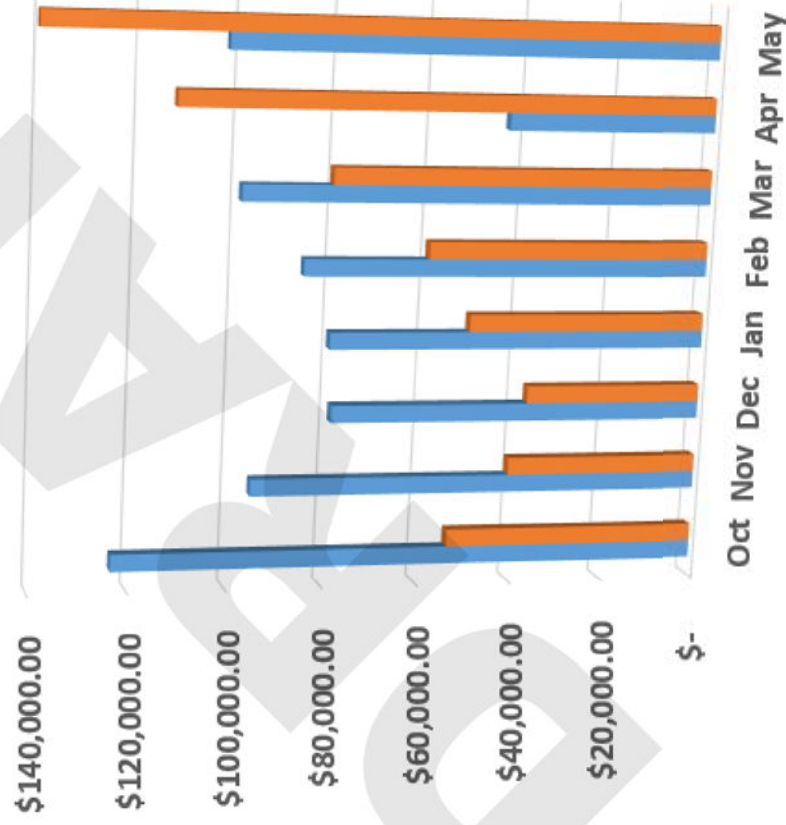
*Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. September period collections are generated October 1st through October 31st). As a result, these figures will correspond with the October column in the Cash/Accrual Breakdown.



Accrual Attribution Data

Panama City

	<u>2019/2020 As</u> <u>of 6/30/20</u>	<u>2018/2019 As</u> <u>of 6/30/19</u>	<u>Variance</u>	<u>Variance %</u>	<u>2018/2019</u> <u>FINAL 6/30/20</u>
Oct	\$ 123,225.69	\$ 53,465.19	\$ 69,760.50	130.48%	\$ 53,465.19
Nov	\$ 95,203.28	\$ 40,942.54	\$ 54,260.74	132.53%	\$ 40,942.54
Dec	\$ 78,999.83	\$ 37,527.04	\$ 41,472.79	110.51%	\$ 40,885.58
Jan	\$ 79,863.76	\$ 50,642.49	\$ 29,221.27	57.70%	\$ 50,642.49
Feb	\$ 85,756.52	\$ 59,891.56	\$ 25,864.96	43.19%	\$ 59,891.56
Mar	\$ 99,014.02	\$ 80,393.83	\$ 18,620.19	23.16%	\$ 80,393.83
Apr	\$ 44,145.17	\$ 112,406.97	\$ (68,261.80)	-60.73%	\$ 111,952.23
May	\$ 102,318.81	\$ 139,789.59	\$ (37,470.78)	-26.81%	\$ 139,045.44
Jun-Sep	\$ 162.58	\$ -	\$ -		
	\$ 708,689.66	\$ 575,059.21	\$ 133,630.45	23.24%	\$ 577,218.86



Cash / Accrual Breakdown

Panama City FY2020

Attributed period	Collected in												
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun					
Pre	\$ 636.04	\$ -											\$ 636.04
Oct	\$ 123,225.69	\$ -											\$ 123,225.69
Nov		\$ 91,643.79	\$ 3,550.25	\$ 9.24									\$ 95,203.28
Dec			\$ 78,892.78	\$ 107.05									\$ 78,999.83
Jan				\$ 79,863.76									\$ 79,863.76
Feb					\$ 70,308.95	\$ 1,993.52	\$ 13,454.05						\$ 85,756.52
Mar					\$ 3,687.78	\$ 86,817.71	\$ 8,508.53						\$ 99,014.02
Apr							\$ 44,145.17						\$ 44,145.17
May								\$ 102,318.81					\$ 102,318.81
Jun								\$ 162.58					\$ 162.58
Jul													\$ -
Aug													\$ -
Sep													\$ -
Post													\$ -
	\$ 123,861.73	\$ 91,643.79	\$ 82,443.03	\$ 79,980.05	\$ 73,996.73	\$ 88,811.23	\$ 66,107.75	\$ 102,481.39					\$ 709,325.70

*Note: This report delineates the attribution of collected revenue in a given reporting period.



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

1. PRESENTER NAME: Jennifer M. Vigil President & CEO	7/28/2020
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2. REQUESTED MOTION/ACTION:

Motion to accept financial reports thru June 30, 2020 as prepared by the City of Panama City Accounting division.

4. AGENDA PRESENTATION <input type="checkbox"/> PUBLIC HEARING <input type="checkbox"/> CONSENT <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/>	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes <input type="checkbox"/> No <input type="checkbox"/> IF No, STATE ACTION REQUIRED <input type="checkbox"/> N/A BUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT: DETAILED ANALYSIS ATTACHED?: Yes <input type="checkbox"/> No <input type="checkbox"/>
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6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

The unaudited financial reports for the period ending June 30, 2020 have been prepared by the City of Panama City Accounting division for board review and approval.

Panama City Community Development Council, Inc.
Statement of Net Position, **UNAUDITED**
June 30, 2020
Interim financial reporting; for internal management use only

Assets

Cash and cash equivalents	\$ 456,941
Accounts receivable	101,891
Equipment & furniture	2,662
Allowance for depr/amort	(1,731)
Total assets	<u>\$ 559,763</u>

Liabilities and Net Position

Liabilities:

Accounts payable	\$ 175,356
Other accrued liabilities	18,016
Deposits	100,000
Total liabilities	<u>293,372</u>

Net position:

Unrestricted net position	266,391
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Total liabilities and net position	<u>\$ 559,763</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 June 30, 2020
Interim financial reporting; for internal management use only

	Adopted Budget	Y-T-D Actual
Revenues:		
Intergovernmental:		
Bay County TDC Contract	\$ 799,500	\$ 556,141
Bay County Carry Forward Revenue	100,000	-
Advertising revenue PC CDC	-	-
Total intergovernmental	899,500	556,141
Miscellaneous:		
Investment/Interest earnings	-	2,446
Insurance proceeds	-	-
Private Contributions & Donations	-	217,240
Miscellaneous	-	504
Event booth rentals	-	-
Sponsorship revenue	-	8,156
Alcohol sales	-	-
Merchandise sales	-	-
Event ticket sales	-	2,275
Total miscellaneous	-	230,621
Total Revenues	899,500	786,762
Expenses:		
Personal services	233,131	163,956
Operating expenses:		
Professional Services	20,000	3,580
Accounting & Auditing	23,500	9,100
Other Contractual Svcs	6,000	9,000
Other Contractual Svcs Dues	102,500	100,316
Travel and Per Diem	25,000	1,694
Non-staff Travel Expenses	5,000	2,998
Communication Services	7,500	6,445
Freight & Postage Service	25,000	241
Utility Services	5,000	1,488
Rental & Leases	25,000	30,087
Insurance	10,000	494
Repairs & Maintenance Svc	6,000	-
Printing & Binding	30,000	5,001
Promotional Activities	300,000	360,848
Other Current Charges	20,000	7,693
Office Supplies	1,000	495
Operating Supplies	12,000	4,693
Books Publications Memberships	30,000	18,447
Training	6,000	2,020
Operational Reserve For Contingency	3,869	-
Capital Outlay:		
Buildings	-	-
Machinery & Equipment	3,000	-
Total Expenses	899,500	728,596
Net change in net position	\$ -	\$ 58,166
Net position-beginning of year		208,225
Net position-end of year		\$ 266,391

Final audited balances may vary from interim financial reports.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

7/28/2020

2. REQUESTED MOTION/ACTION:

Motion to approve amended budget with consideration for marketing campaign for Covid-19 response and preliminary costs for the design and construction of the new Visitors Center facility.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes No IF No, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

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

The FY20 budget amendment has been prepared to access Destination Panama City funds held in the 501c6 bank account to be used within the current fiscal year for expenses related to the marketing campaign for Covid-19 response and the preliminary costs for the design and construction of the new Visitors Center facility.

Staff was given direction at the board meeting in May 2020 to utilize reserves and earned funds to support these efforts in lieu of a loan and future debt service.



Budget Expenditures

ACCOUNT	Actual FY17	Actual FY18	Proposed FY19	FY19 YTD	Proposed FY20	Amended FY20
51200 - Regular Salaries	172,814.92	184,389.26	227,000.00	136,383.67	171,037.81	171,038.00
513000 -Other Salaries & Wages	15,334.00	628.05	0.00	0.00	0.00	0.00
51400 - Overtime	735.00	601.30	2,000.00	0.00	0.00	0.00
51500 - Special Pay	11,000.00	9,835.00	6,000.00	13,079.93	6,000.00	14,389.00
52100 - FICA	14,730.99	14,905.50	17,510.00	11,429.25	13,189.32	13,990.00
52200 - Retirement Contributions	10,480.98	15,703.14	22,708.00	11,392.49	16,403.78	17,204.00
52207 - Health Insurance	25,892.62	29,093.47	44,000.00	14,710.00	22,000.00	22,000.00
52208 - Dental Insurance	1,084.70	952.58	1,500.00	467.60	750.00	750.00
52300 - Life Insurance	550.58	550.88	1,000.00	473.75	500.00	500.00
52400 - Workers Comp	1,259.00	53.00	2,500.00	5,680.00	1,250.00	1,250.00
52500 - Unemployment Insurance	1,252.66	652.59	2,000.00	39.61	2,000.00	1,000.00
53100 - Professional Services	10,674.45	1,900.00	20,000.00	0.00	20,000.00	10,000.00
53200 - Accounting & Auditing	5,220.00	10,258.00	23,500.00	613.45	23,500.00	20,000.00
53400 - Other Contractual	32,485.88	36,265.83	10,000.00	5,435.91	6,000.00	90,000.00
53401 - Other Contractual Promotion		101,600.00	171,400.00	45,727.61	102,500.00	120,000.00
54000 - Travel Per Diem Staff	14,799.72	18,919.21	23,000.00	16,801.79	25,000.00	1,750.00
54001 - Travel Per Diem Non-Staff	4,724.80	5,769.77	8,000.00	400.96	5,000.00	3,000.00
54100 - Communications	6,956.02	8,762.20	8,000.00	3,064.49	7,500.00	8,300.00
54200 - Postage & Freight	11,343.48	16,178.34	22,000.00	21,887.89	25,000.00	250.00
54300 - Utility	5,515.75	6,311.31	6,500.00	1,955.36	5,000.00	2,200.00
54400 - Rentals & Leases	33,478.32	33,264.49	41,000.00	27,207.64	25,000.00	32,500.00
54500 - Insurance	7,791.27	9,536.14	8,500.00	7,284.65	10,000.00	11,000.00
54600 - Repair & Maintenance	4,886.62	7,673.82	5,000.00	370,339.29	6,000.00	0.00
54700 - Printing & Binding	43,330.98	43,783.18	75,000.00	7,258.65	30,000.00	5,100.00
54800 - Promotional Activities	1,567,099.15	756,226.13	750,000.00	261,855.34	300,000.00	450,000.00
54900 - Other Current Charges	2,312.35	21,742.72	15,000.00	4,158.31	20,000.00	15,000.00
55100 - Office Supplies	268.17	748.10	2,500.00	63.08	1,000.00	1,000.00
55200 - Operating Supplies	8,593.07	10,770.87	15,000.00	4,177.23	12,000.00	5,750.00
55400 - Books, Pubs, Memberships	16,317.31	22,466.95	35,000.00	18,173.65	30,000.00	25,000.00
55500 - Training	245.00	2,303.50	7,000.00	0.00	6,000.00	2,100.00
55900 - Depreciation	532.50	532.50	0.00	0.00	0.00	0.00
56200 - Buildings & Land	0.00	0.00	413,301.00	0.00	0.00	100,000.00
56400 - Machinery & Equipment	0.00	0.00	3,000.00	0.00	3,000.00	0.00
55700 - Operational Reserve for Contingent	0.00	0.00	82,682.00	0.00	3,869.09	0.00
Total Expenses	2,031,710.29	1,372,377.83	2,071,601.00	990,061.60	899,500.00	1,145,071.00
			VISIT FLORIDA GRANT	250,000.00		
			Insurance Building	363,561.12		245,571.00
			Insurance Contents	20,000.00		DPC Reserve Revenue
			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	100,000.00
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	799,500.00

Amended budget is requested to fund the Covid response campaign and the initial design and construction costs associated with the new facility.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

7/28/2020

2. REQUESTED MOTION/ACTION:

Motion to approve the FY21 Program of Work & Marketing Plan 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 FY21 Program of Work & Marketing Plan has been prepared for board consideration and approval.

With the uncertainty of the current situation, the Program of Work & Marketing Plan presented are very financially conservative. A significant amount of funds has been reserved in the contingency line of the budget so that a mid-year review of the program of work & marketing plan can be scaled accordingly.



DESTINATION
PANAMA CITY
FLORIDA

FY 21 PROGRAM OF WORK





Overview

Created in 2014, Destination Panama City (PCCDC) is the official destination marketing organization for the City of Panama City. Performing promotion and marketing activities pursuant to Florida Statute 125.0104 and under the oversight of the Bay County Tourist Development Council, Destination Panama City's mission is to promote and advertise in the City of Panama City both nationally and internationally.

Destination Panama City (PCCDC) is primarily funded by a 5% tax tourist development tax collected within the Panama City Tourist Development Tax District paid by overnight visitors and remitted by the taxing area hotels and short term rental properties. Additional funding is generated annually through cooperative marketing opportunities, grants, and event revenue.

Still recovering from Hurricane Michael (2018), just over 70% of the hotels and 75% of the short term rental properties within the taxing area have reopened. Due to the significant loss of essential tourism related infrastructure (Marina Civic Center, Martin Theatre, Panama City Marina, and St. Andrews Marina) the focus of FY20 Program of Work was "Placemaking". Over the past year, great headway has been made in collectively re-imagining, reinventing, and strengthening the connection between people and places. With the emerging entrepreneur partners in the historic districts and along the tourism corridor, Panama City is truly the place "Where Life Sets Sail".

The FY21 Program of Work will continue on the path of Placemaking and the opportunities for adventure in and around Panama City. With the introduction of the Covid-19 pandemic, our area is uniquely positioned to rebound faster than other areas because of the pure abundance of nature we have in Northwest Florida. As the City of Panama City has not regained much of the major tourism infrastructure, the efforts will be focused primarily on continuing to build upon and strengthen the identity of the community.

- Marketing / Media / Public Relations Plan — A comprehensive strategic marketing plan complete with proposed media to solidify a strong brand identity, placemaking 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 promote 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. Construction of the new multi-purpose Visitors Center that will serve as a point of pride for the city will be complete in the spring of 2021.
- Special Events Grant Sponsorship Program — Provide inter-agency 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 / Public Relations

In 2015, the Panama City Tourism Development & Economic Opportunity Study was accepted as the guiding document for all tourism and economic development initiatives. The FY21 Marketing Plan's goal continues to be: attracting new audiences to Panama City and Bay County on a year-round basis by showcasing Panama City's rich cultural heritage to travelers seeking enrichment and outdoor adventure in a scenic waterfront setting. Destination Panama City will also continue to be an advocate in the local community to influence product development consistent with the brand.

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 FY21, Destination Panama City will be promoting the new digital Visitors Guide, the new Visitors Center, enhancing cultural and adventure bookings, pursuing ecotourism initiatives such as the creation of an Inshore Artificial Reef, and embracing opportunities to collaborate with local and national influencers as well as corporate partnerships. Staff will continue to work ongoing campaigns and initiatives to:

- 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.

Utilization of Owned Media: The plan for owned media includes 1) Claiming our position in the market, 2) Constant relevant communication to engage and attract followers, 3) Lead generation.

- Website: In FY20, the new DestinationPanamaCity.com website was launched. The new website is ADA compliant, includes a BayCam for live viewing and the capability of going Facebook Live remotely, expanded ecotourism information for local and regional trails, and the new digital Visitors Guide available for download. In FY21, enhancements to the website will continue with partner collaborations, additional BayCams, and virtual tours of some favorite local spots.
- Social Media: The Destination Panama City social media channels continue to grow in popularity and reach. FY21 will see campaigns for "Panama City Sunsets" and "Let our Locals be your Guide". These campaigns will focus on the natural beauty, history, and culture of our area through the use of locals that have themselves earned substantial social media platforms.

Leveraging Earned Media: The plan for earned media includes 1) Increasing the distribution lists for press releases, 2) Scheduled and opportunistic press releases to stay top of mind with media partners, 3) Increase engagement on media partners platforms to encourage future collaborations.

Public Relations efforts will focus on: 1) Creation of a new Media Kit, 2) Creation of a local Influencer Program to leverage marketing dollars and embrace the relatable voice of our community in support of the "Let Our Locals be your Guide" programming, 3) Collaborate with Community Partners to source media assets.



Target Audiences

WHERE: The first two quarters of FY21, marketing efforts will focus primarily on the Southeast US Drive Market due to the 2020 Covid-19 pandemic. The target markets will be re-evaluated as the fiscal year progresses to ensure that the Destination Panama City brand is top of mind when travelers regain confidence in their safety when traveling longer distances.

WHO: The commonalities of our target audiences are their interests in History, Outdoor Adventure, Culinary, Arts & Culture

Primary Audience: 45+, college-educated, married, empty nesters, household income \$100k+

Secondary Audience: 30-44, college-educated, married, household income \$100k+, may or may not be traveling with children

WHEN: Most significant marketing activity will be purposed in elevating Spring & Fall visitation. Summer (peak season) will see less paid marketing spend and more organic content to maintain engagement.

Placements

Until room night inventory exceeds 2000 (pre-hurricane count), media placements will remain heavily on digital and social media platforms.

With a small budget the ability to be flexible in scheduling and messaging is paramount.

- Google
- Sojern
- Madden
- Adara

Print media will be limited to local market partnerships - Bay County Chamber & Panama City Beach Chamber relocation guides, etc.

Paid Social Media will be used to leverage press releases, local events, and scheduled campaigns.

Research

Research is needed to identify baseline visitor profile data, conversion analysis, cultural heritage tourism analysis, and ecotourism analysis. These activities are funding dependent and will not take place until the third quarter of FY21 when a mid-year review of revenue and expenses can be made.

Partner Engagement

Sustaining partner relationships will be continued by: 1) Partner Engagement Meetings, 2) Expanded Co-Op Marketing Opportunities, 2) Tourism Appreciation Month Summit, 4) Sponsorship of local events that enhance "placemaking", 5) Serve as liaison for festivals, events, lodging partners, 6) Continued Advocacy for product development consistent with the community brand, 7) Continue to support regional marketing throughout Northwest Florida.

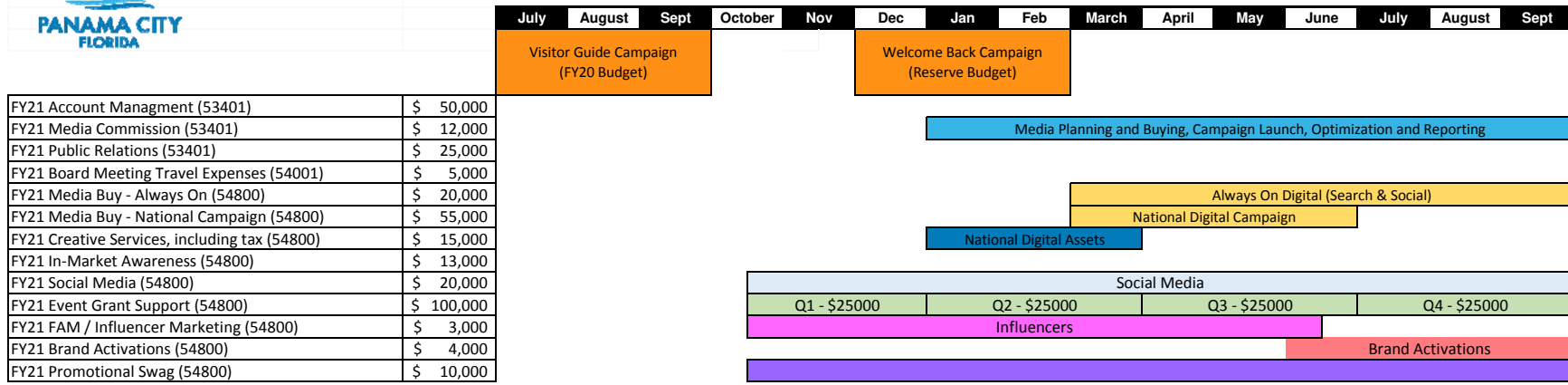


Goals

- Develop & Manage a Group Travel program to better position Panama City as a contender for youth and adult sports with the existing assets in Panama City. (Tommy Oliver Stadium, St Andrews Bay, etc.)
- Develop a Sales & Meetings PDF Planning Guide for planners to utilize while looking to host their next event in Panama City, Florida.
- Create partnerships to better manage content on travel sites.
- Exceed 100 million media impressions through earned media.
- Exceed 75k social media followers across all channels.
- Increase partner participation in TDC sponsored programs, co-ops, and meetings.
- Expand our Closed Partner Facebook Group to more broadly communicate messaging, opportunities and crisis information.
- Increase events in Panama City through sponsorships, advocacy, assistance both paid and in-kind to develop Panama City as a year round destination.
- Complete the construction of the new multi-use facility located at 101 West Beach Drive.



Destination Panama City
Visitor's Guide Campaign Marketing Plan



	Account Totals		
Professional Services - Promotion & Marketing 53401	\$ 87,000		Outside of FY21 Budget
Non-Staff Travel 54001	\$ 5,000		FY21 Fee Items
Promotion & Marketing 54800	\$ 240,000		FY21 Paid Media
			FY21 Creative Services
			FY21 Event Grant Support
			FY21 Social Media
			FY21 Influencers
			FY21 Brand Activations
			FY21 Promotional Swag

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

7/28/2020

2. REQUESTED MOTION/ACTION:

Motion to approve the FY21 Proposed Budget

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes No IF No, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

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

The attached FY21 Proposed Budget brings forward \$600k unanticipated revenue from prior years and \$386,000 of the disaster reserves for the completion of the new Visitors Center (without incurring a future external debt service) and a conservative marketing plan.

The budget is designed to be flexible enough to utilize operational reserves for any change orders in building construction or in the circumstance; any cost savings are realized they can be used to scale the marketing plan.

The budget also leaves a significant cushion of funds in the County cash carry forward funds to ensure the fiscal health of the organization.

This budget does expand the number of positions from the current year. Current FY20 budget personnel expenses funded 2 full time positions. The two other part-time staff members have been funded through a DEO grant program. The grant program is set to expire on September 30, 2020. Maintaining the current staffing level is essential to the mission of the organization especially with the new Visitors Center facility scheduled to open in May 2021. Staff will diligently seek additional grant funding sources to mitigate personnel costs, but those funds are currently not approved at the federal level through 2021 yet.

This budget does not include any cost of living, merit increases or bonuses for FY21.

FY 2020 Proposed Budget
Destination Panama City
Panama City Community Development Council, Inc.



Budget Expenditures

ACCOUNT	Actual FY17	Actual FY18	Actual FY19	Proposed FY20	FY20 YTD	Proposed FY21	% Change
51200 - Regular Salaries	172,814.92	184,389.26	171,076.99	171,038.00	107,210.82	197,356.00	15%
513000 -Other Salaries & Wages	15,334.00	628.05	13,774.89	0.00	0.00	0.00	0%
51400 - Overtime	735.00	601.30	144.00	0.00	0.00	0.00	0%
51500 - Special Pay	11,000.00	9,835.00	14,759.93	6,000.00	11,431.95	6,000.00	0%
52100 - FICA	14,730.99	14,905.50	15,428.26	13,189.00	9,072.40	15,150.00	15%
52200 - Retirement Contributions	10,480.98	15,703.14	15,593.14	16,404.00	11,797.59	19,036.00	16%
52207 - Health Insurance	25,892.62	29,093.47	30,553.61	22,000.00	11,495.68	33,000.00	50%
52208 - Dental Insurance	1,084.70	952.58	901.80	750.00	327.32	1,125.00	50%
52300 - Life Insurance	550.58	550.88	542.80	500.00	312.66	750.00	50%
52400 - Workers Comp	1,259.00	53.00	568.00	1,250.00	557.00	1,875.00	50%
52500 - Unemployment Insurance	1,252.66	652.59	40.87	2,000.00	225.66	1,000.00	-50%
53100 - Professional Services	10,674.45	1,900.00	0.00	20,000.00	3,579.80	10,000.00	-50%
53200 - Accounting & Auditing	5,220.00	10,258.00	10,940.20	23,500.00	9,100.00	21,000.00	-11%
53400 - Other Contractual	32,485.88	36,265.83	6,185.28	6,000.00	9,000.00	1,000.00	-83%
53401 - Other Contractual Promotion	0.00	101,600.00	50,886.19	102,500.00	78,759.63	128,850.00	26%
54000 - Travel Per Diem Staff	14,799.72	18,919.21	6,468.62	25,000.00	1,733.26	10,000.00	-60%
54001 - Travel Per Diem Non-Staff	4,724.80	5,769.77	667.52	5,000.00	2,997.54	5,000.00	0%
54100 - Communications	6,956.02	8,762.20	7,682.92	7,500.00	4,573.90	7,800.00	4%
54200 - Postage & Freight	11,343.48	16,178.34	142.61	25,000.00	225.93	5,000.00	-80%
54300 - Utility	5,515.75	6,311.31	3,613.93	5,000.00	1,487.76	3,000.00	-40%
54400 - Rentals & Leases	33,478.32	33,264.49	33,361.97	25,000.00	12,177.76	10,000.00	-60%
54500 - Insurance	7,791.27	9,536.14	8,334.42	10,000.00	494.00	10,000.00	0%
54600 - Repair & Maintenance	4,886.62	7,673.82	53,072.17	6,000.00	0.00	5,000.00	-17%
54700 - Printing & Binding	43,330.98	43,783.18	8,625.71	30,000.00	5,001.27	10,000.00	-67%
54800 - Promotional Activities	1,567,099.15	756,226.13	425,051.09	300,000.00	205,239.93	240,349.00	-20%
54900 - Other Current Charges	2,312.35	21,742.72	5,568.32	20,000.00	7,407.63	10,000.00	-50%
55100 - Office Supplies	268.17	748.10	639.93	1,000.00	494.70	1,000.00	0%
55200 - Operating Supplies	8,593.07	10,770.87	7,373.35	12,000.00	4,353.56	12,000.00	0%
55400 - Books, Pubs, Memberships	16,317.31	22,466.95	19,596.55	30,000.00	1,197.22	14,650.00	-51%
55500 - Training	245.00	2,303.50	753.00	6,000.00	2,020.33	2,500.00	-58%
55900 - Depreciation	532.50	532.50	532.50	0.00	0.00	0.00	0%
56200 - Buildings & Land	0.00	0.00	0.00	0.00	0.00	1,000,000.00	0%
56400 - Machinery & Equipment	0.00	0.00	0.00	3,000.00	0.00	0.00	-100%
55700 - Operational Reserve for Continger	0.00	0.00	0.00	3,869.00	0.00	288,599.00	7359%
Total Expenses	2,031,710.29	1,372,377.83	912,880.57	899,500.00	502,275.30	2,071,040.00	

BUDGET REVENUE

	FY17	FY19	FY20	FY21
Tourism Revenue	1,255,000.00	1,482,000.00	799,500.00	1,071,040.00
Penalties		3,000.00		
Interest		10,600.00		
Cash Carry Forward	800,000.00	663,300.00	100,000.00	1,000,000.00
Anticipated Revenue	2,055,000.00	2,158,900.00	873,600.00	1,150,481.00
Less Co - Attorney		5,087.00	6,753.00	2,852.00
Less Co - Admin		37,752.00	22,800.00	30,483.00
Less Clerk Finance		44,460.00	44,547.00	46,106.00
		2,071,601.00	799,500.00	1,071,040.00

Notes of significant change:

- 51200-Personnel grants related to hurricane Michael expire
- 54400 -Only partial year rent for mobile office
- 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.

ALL NOTES OF SIGNIFICANT CHANGE ARE COMPARED TO FY18 ACTUAL BECAUSE OF THE IRREGULARITIES OF FY19 WITH HURRICANE MICHAEL

CEO Updates

1. CEO Annual Evaluation
2. MOU City Services
3. Visitors Center RFP Status - Bid Opening July 30, 2020
4. Visitors Guide
5. Welcome Back Campaign
6. 2020 Events

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



MOU for City Services

3 messages

Jennifer Vigil <jennifer@destinationpanamacity.com>

Fri, Jun 12, 2020 at 10:32 AM

To: Mark McQueen <mmcqueen@pcgov.org>, "Jones, Jared" <Jjones@pcgov.org>, Jenna Haligas <jhaligas@pcgov.org>, Mike Burke <MBurke@burkeblue.com>, Nevin Zimmerman <nevin@nevinzimmerman.com>
Bcc: Greg Brudnicki <gbrudnicki@pcgov.org>, Commissioner Mike Nichols <mrichols@pcgov.org>, Billy Rader <brader@pcgov.org>, Kenneth Brown <kbrown@pcgov.org>, Nirav Banker <Niravbanker07@gmail.com>, Jennine Brown <lq0975gm@laquinta.com>

Jared,

I know we spoke recently about the MOU for City Services and how we can continue the contractual relationship going forward.

As a matter of history, we originally were billed by Darlene quarterly based on the estimated number of hours City staff reported working in DPC items. Darlene indicated that was difficult to keep up with and staff was not confident in their estimations so she suggested the annual contract amount of \$13,500.

We've spent two years collecting data, and before we go into the next fiscal year, I'd like to revisit the MOU's contract amount.

The contract provides DPC with "operational support services, benefits administration, information technology, and GAAP accounting services".

- Operational Support Services - We're unclear on what "operational support services" entails, however when I looked it up, it generally refers to telecommunication management. Previously, we were piggy backed on the City's cell phone plan & the business machines (copier) plan, so we did utilize City staff to facilitate those contracts. But about two years ago the auditors recommended we go out on our own contract for those services. Currently, I manage our telecommunications VoIP phone system, our cellular plan, and our business machines plan.
- Benefits Administration - At our peak, we had a maximum of four employees, we currently have two. The average industry cost for outsourcing HR & benefits administration varies from \$20-\$100 per month per employee. In our specific situation, we only utilize HR to be our health insurance liaison. I have been the responsible party for setting up retirement plans for our staff. (The accounting does go through the city as it comes from our payroll.)
- Information Technology - This service has been a struggle for us for many years. While we do need occasional support, like when we relocated, we very rarely need IT assistance. Since we have been allowed to have the Administrator password to our server, we have not utilized IT for routine issues. I, personally, resolved my issue with remote access. We completely understand with different functions our needs aren't exactly in alignment with the City - but we do appreciate the occasional assistance.
- GAAP accounting - after a couple of years of collecting data, we now know we average about 500 invoices annually. We also know that the average small business in the US spends between \$1,000 and \$5,000 on accounting services. At 500 transactions annually, we only normally generate 10 or fewer transactions per week.

Given the above, I would like to suggest the following amendment to the contract.

Original

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

Proposed

Exhibit A - Services & Management Fees - Management Fees - For the annual sum of \$8,800, payable as invoices by the City to Destination Panama City. The annual amount will be adjusted based on the following fee scheduled:

- Benefits Administration: \$500 annually per employee
- Information Technology: \$150 per month annually
- Accounting Services: \$6,000 annually (amended if number of annual invoices exceed 600)

Please let me know if this will work for the City and I will have it placed on our agenda and then routed to the City for consideration as well.

Thank you,

Jennifer M. Vigil

President & CEO
Destination Panama City (PCCDC)
101 West Beach Drive
Panama City, FL 32401
Office: [850.215.1700](tel:850.215.1700)
Cell: [850.832.5262](tel:850.832.5262)



jjones@pcgov.org <jjones@pcgov.org>

Fri, Jun 12, 2020 at 11:07 AM

To: Jennifer Vigil <jennifer@destinationpanamacity.com>

Cc: Mark McQueen <mmcqueen@pcgov.org>, Jenna Haligas <jhaligas@pcgov.org>, Mike Burke <MBurke@burkeblue.com>, Nevin Zimmerman <nevin@nevinzimmerman.com>

Jennifer,

It looks reasonable. I'll discuss with Mark and the team and let you know as soon as I can. What is your deadline for your agenda?

Jared Jones
Assistant City Manager
City of Panama City, FL
O: [850.872.3010](tel:850.872.3010)
F: [850.747.5964](tel:850.747.5964)

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UNDER FLORIDA LAW, E-MAIL ADDRESSES ARE PUBLIC RECORDS. IF YOU DO NOT WANT YOUR E-MAIL ADDRESS RELEASED IN RESPONSE TO PUBLIC RECORDS REQUEST, DO NOT SEND ELECTRONIC MAIL TO THIS ENTITY. INSTEAD, CONTACT THIS OFFICE BY PHONE OR IN WRITING.

On Jun 12, 2020, at 10:32 AM, Jennifer Vigil <jennifer@destinationpanamacity.com> wrote:

[Quoted text hidden]

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

Jennifer Vigil <jennifer@destinationpanamacity.com>

Fri, Jun 12, 2020 at 12:10 PM

To: "Jones, Jared" <jjones@pcgov.org>

Cc: Mark McQueen <mmcqueen@pcgov.org>, Jenna Haligas <jhaligas@pcgov.org>, Mike Burke <MBurke@burkeblue.com>, Nevin Zimmerman <nevin@nevinzimmerman.com>

PANAMA CITY

Visitor's Guide

DRAWING STRENGTH

How the arts helped lead a post-Hurricane Michael revival

A Day by the Bay

The most fun you can have on land or water

Eco-Adventures

Sunjammers' Brad Stephens takes us on an eco-adventure

Ales and Trails

For craft brews, oysters, history or recreation, we'll point you in the right direction

Kick off your trip and pick up some swag at our Visitor's Center in Historic Downtown, 101 West Beach Dr.



PANAMA CITY
FLORIDA | WHERE LIFE SETS SAIL

<p>VIDEO – AQUATIC ADVENTURE – TEXT OPTION A Asset: PanamCity_UGC-Video_edit_version A_FINAL.mov</p> <p>Text: Wade into calming waters, not seas of people. URL: DESTINATIONPANAMACITY.COM Headline: Room for everyone Link Dec: World-class sailing, fishing and more. CTA: Learn more</p>	
<p>VIDEO – AQUATIC ADVENTURE – TEXT OPTION B Asset: PanamCity_UGC-Video_edit_version B_FINAL.mov</p> <p>Text: Life is better by the Bay. URL: DESTINATIONPANAMACITY.COM Headline: Room for everyone Link Dec: World-class sailing, fishing and more. CTA: Learn more</p>	
<p>STATIC IMAGE – OPTION A Asset: PC_Stillimages_1080x1080_General_ALT.jpg</p> <p>Text: Wade into calming waters, not seas of people. URL: DESTINATIONPANAMACITY.COM Headline: Room for everyone Link Dec: Eclectic art, aquatic adventures and more CTA: Learn more</p>	
<p>STATIC IMAGE – OPTION B Asset: PC_Stillimages_1080x1080_General_ALT.jpg</p> <p>Text: Weekends were made for the Bay. URL: DESTINATIONPANAMACITY.COM Headline: Room for everyone Link Dec: Eclectic art, aquatic adventures and more CTA: Learn more</p>	
<p>STATIC IMAGE – OPTION C Asset: PC_Stillimages_1080x1080_Water_ALT.jpg</p> <p>Text: Leave the crowds in your wake. URL: DESTINATIONPANAMACITY.COM Headline: Room for everyone Link Dec: Eclectic art, aquatic adventures and more CTA: Learn more</p>	
<p>STATIC IMAGE – OPTION D Asset: PC_Stillimages_1080x1080_Food_ALT.jpg</p> <p>Text: The world's best oysters have never tasted better than right now. URL: DESTINATIONPANAMACITY.COM Headline: Room for everyone Link Dec: Eclectic art, aquatic adventures and more CTA: Learn more</p>	