



DESTINATION PANAMA CITY
REGULARLY SCHEDULED QUARTERLY MEETING
August 3, 2022
9:00AM

- 1) Roll Call
- 2) Approval of Minutes – April 12, 2022 (pg 2)
- 3) Acceptance of TDT Revenue Reports – FY22 Collections thru May 2022 (pg 5)
 - a) Presentation by Michael Remick, Bay County Clerk of Court, TDT Division (pg 10)
- 4) Financial Status Reports period ending May 30, 2022 (pg11)
- 5) Approve Hybrid Cultural Grant Writing & Administrative Support Plan (pg 14)
- 6) Quina Grundhoefer Contract – St Andrews School (pg27)
- 7) Authorize RFP Advertising for Marketing & Public Relations (pg 30)
- 8) MOU Support Services Contract Termination (pg 43)
- 9) Support Services Plan (pg 45)
- 10) Presentation by Fahlgren Mortine, Agency of Record (pg46)
- 11) Approval of FY22 Amended Budget (pg 47)
- 12) Approval of FY23 Program of Work (pg 49)
- 13) Approval of FY23 Proposed Budget (pg 55)
- 14) CEO Evaluation Committee (pg 57)
- 15) CEO Update
 - a) Organizational Accreditation – Staff Credentialing
- 16) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

Motion to Accept Minutes for April 12, 2022 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))

Minutes for April 12, 2022 are attached for consideration of approval.



DESTINATION PANAMA CITY
MEETING MINUTES
April 12, 2022

9:00AM (immediately following the City of Panama City Commissioner Meetings)

- 1) Roll Call – Chairman Nirav Banker and Board Members Greg Brudnicki, Billy Rader, Joshua Street, Kenneth Brown, and Jenna Haligas were all present.
- 2) Approval of Minutes – February 8, 2022
 - a) Board Member Rader motioned to approve Minutes of 04/08/22 as presented; seconded by Board Member Greg Brudnicki. Motion passed unanimously.
- 3) Acceptance of TDT Revenue Reports – FY22 Collections thru February
 - a) Board Member Greg Brudnicki motioned to accept the TDT Revenue reports as presented; seconded by Board Member Joshua Street. Motion passed unanimously.
- 4) Financial Status Reports period ending February 28, 2022
 - a) Board Member Greg Brudnicki motioned to accept the Financial Status reports as presented; seconded by Board Member Joshua Street. Motion passed unanimously.
- 5) Acceptance of FY21 Annual Audit
 - a) Board Member Jenna Haligas motioned to approve the annual audit; seconded by Board Member Billy Rader. Motion passed unanimously.
- 6) Destination Panama City Board Vacancy & Composition
 - a) CEO Vigil explained Jennine Brown had relocated and therefore had to resign her role as Chairman. Vigil also presented a letter of interest to fill the “Large Lodging Partner” board position from Scott Pilla, the current General Manager of Marriott Townplace Suites. Vigil explained that Mr. Pilla had excellent Partner Engagement Meeting attendance and was well positioned to fill the role.
 - b) Board Member Greg Brudnicki motioned to nominate Nirav Banker as Chairman, Billy Rader as Vice Chairman, and Board Member Brudnicki remaining in Secretary/Treasurer role. Motion was seconded by Board Member Joshua Street and passed unanimously.
- 7) Ratification of Grant RFP Publication

- a) Board Member Greg Brudnicki motioned to ratify CEO Vigil's decision to publish RFP for Grant Writing Services, seconded by Board Member Joshua Street. Motioned passed unanimously.
- 8) Proclamation for National Travel & Tourism Week
 - a) Board Members Greg Brudnicki motioned to acknowledge May 1-7, 2022 as Tourism Appreciation Week in Panama City. Board Member Billy Rader seconded the motion which passed unanimously.
- 9) Approval of Position Description for Sports & Events Liaison Coordinator
 - a) Board Member Greg Brudnicki motioned to approve the advertisement of the Sports & Events Liaison Coordinator position; seconded by Chairman Nirav Banker. Motion passed unanimously.
- 10) CEO Update
 - a) Legislative Update – CEO Vigil provided a legislative update on tourism related bills such as SB512 addressing short term rental regulation; which did not pass this year but is expected to return in the next legislative season.
 - b) Marketing & Public Relations Update - CEO Vigil provided a brief explanation of Bay County Chamber of Commerce's Tourism Appreciation Month activities, Downtown After Dark, Salute to Freedom planning progress, and the FY23 Budget preliminary planning.
- 11) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. 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

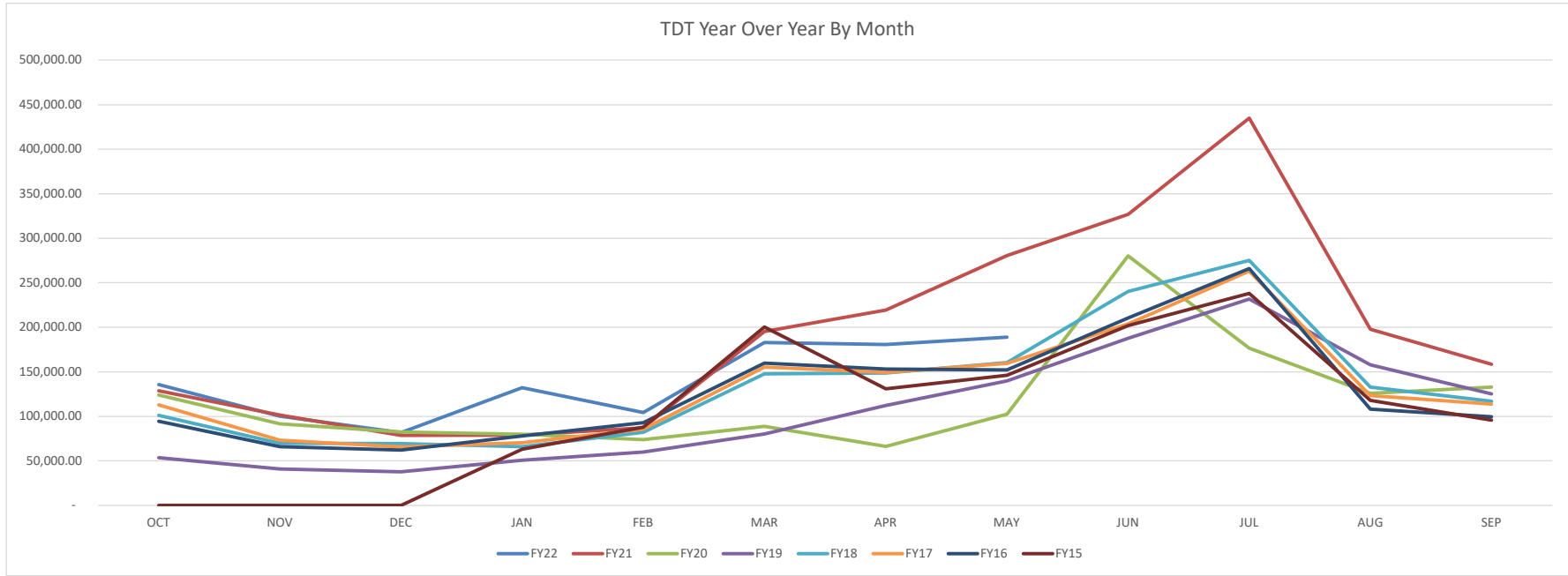
BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

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.

Destination Panama City creates the TDT Monthly Analysis report, also attached.

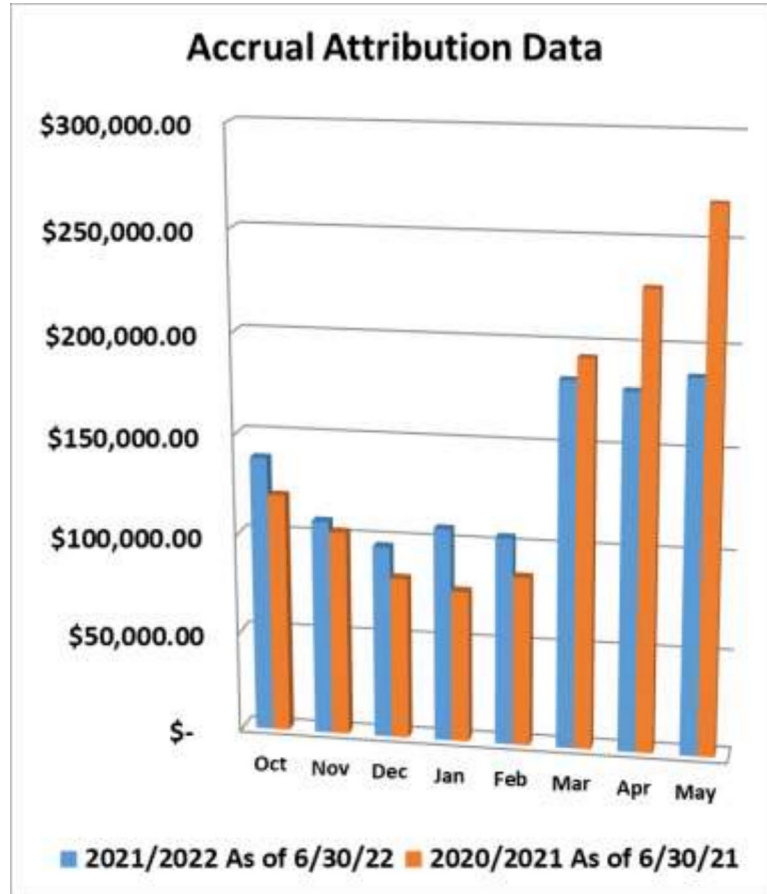


	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15
OCT	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27	-
NOV	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88	-
DEC	81,802.37	78,649.26	82,443.03	37,691.14	69,355.65	65,657.00	62,079.90	-
JAN	132,165.89	78,908.76	79,980.05	50,642.49	66,053.88	70,339.00	78,155.39	63,069.50
FEB	104,387.19	87,288.10	73,996.73	59,891.56	82,266.95	85,637.00	92,804.00	87,845.52
MAR	182,793.74	195,307.74	88,811.23	80,393.83	147,842.53	155,229.00	159,731.00	200,483.24
APR	180,812.49	219,349.92	66,107.75	112,406.97	148,755.72	149,230.00	153,227.00	130,848.26
MAY	188,943.25	280,541.00	102,481.39	139,913.92	160,287.99	159,517.00	152,286.00	146,220.71
JUN	-	326,761.40	280,201.96	187,808.86	240,405.16	203,829.00	210,619.00	201,906.34
JUL	-	434,980.46	176,685.02	231,805.34	275,072.33	262,982.00	265,911.00	238,143.02
AUG	-	197,980.46	125,871.61	158,028.14	132,766.82	123,488.00	108,223.00	118,070.60
SEP	-	158,520.08	132,963.41	125,158.45	116,889.75	113,733.00	99,494.00	95,907.58
TOTAL	1,106,831.99	2,288,686.70	1,425,047.70	1,278,148.43	1,610,744.01	1,575,722.00	1,543,161.44	1,282,494.77



Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	<u>2021/2022 As</u> <u>of 6/30/22</u>	<u>2020/2021 As</u> <u>of 6/30/21</u>	<u>Variance</u>	<u>Variance %</u>	<u>2020/2021</u> <u>FINAL 6/30/22</u>
Oct	\$ 138,259.34	\$ 120,055.75	\$ 18,203.59	15.16%	\$ 133,565.86
Nov	\$ 107,978.17	\$ 102,962.22	\$ 5,015.95	4.87%	\$ 102,962.22
Dec	\$ 96,725.96	\$ 81,208.00	\$ 15,517.96	19.11%	\$ 81,160.38
Jan	\$ 107,240.95	\$ 76,372.67	\$ 30,868.28	40.42%	\$ 76,372.67
Feb	\$ 104,458.92	\$ 85,127.94	\$ 19,330.98	22.71%	\$ 85,361.71
Mar	\$ 182,800.90	\$ 193,703.89	\$ (10,902.99)	-5.63%	\$ 193,820.31
Apr	\$ 178,675.05	\$ 227,798.10	\$ (49,123.05)	-21.56%	\$ 229,606.18
May	\$ 186,535.87	\$ 267,995.07	\$ (81,459.20)	-30.40%	\$ 270,956.42
Jun-Sep	\$ 576.91	\$ 353.04			
	\$ 1,103,252.07	\$ 1,155,576.68	\$ (52,324.61)	-4.53%	\$ 1,173,805.75

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

Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401

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

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



Tourist Development Tax, Bay County, Florida

FY2022 Cash/Accrual Breakdown

Panama City

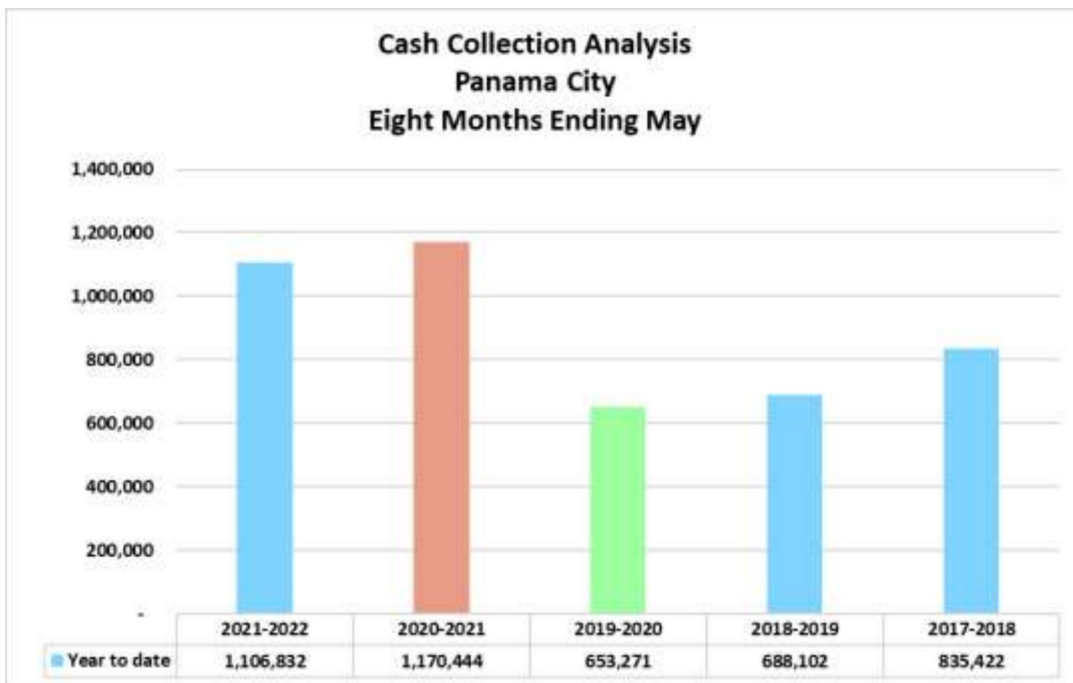
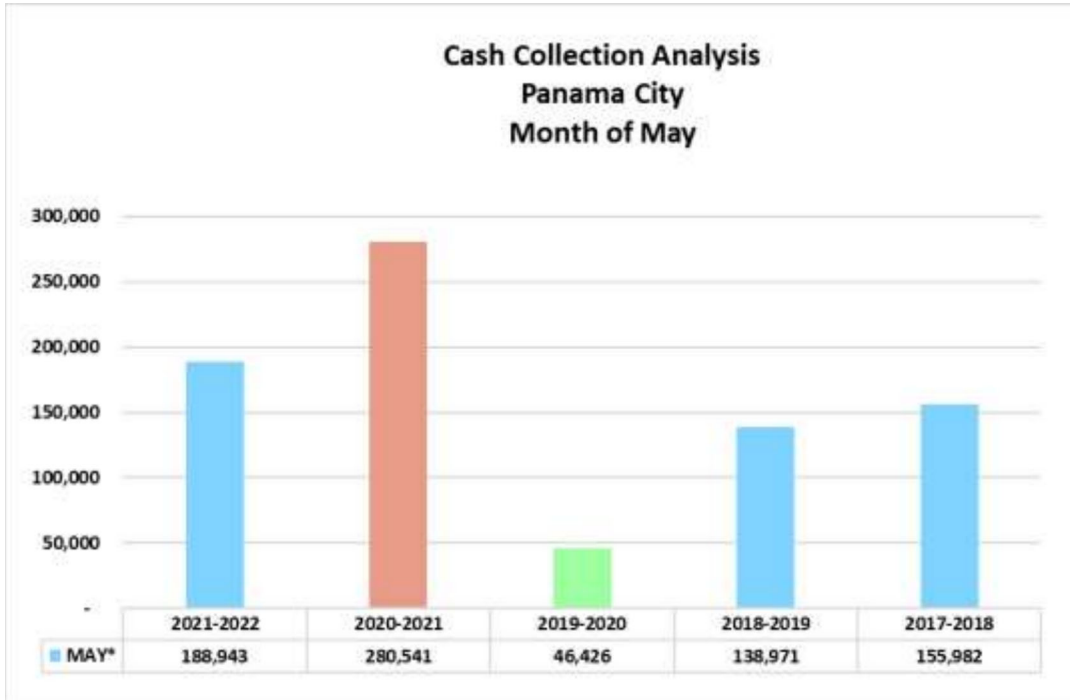
		Collected in												
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun					
Pre	\$	1,646.81	648.85					557.20	727.06				\$	3,579.92
Oct	\$	134,081.27	3,843.09		293.95		41.03						\$	138,259.34
Nov	\$	80.00	95,269.79	148.09	12,480.29								\$	107,978.17
Dec	\$		357.25	81,545.23	12,503.65			1,193.09	1,126.74				\$	96,725.96
Jan	\$			109.05	106,888.00	165.10		78.80					\$	107,240.95
Feb	\$					103,829.83	535.34	93.75					\$	104,458.92
Mar	\$					392.26	182,129.62	279.02					\$	182,800.90
Apr	\$						87.75	178,128.11	459.19				\$	178,675.05
May	\$							242.43	186,293.44				\$	186,535.87
Jun	\$							240.09	336.82				\$	576.91
Jul	\$												\$	-
Aug	\$												\$	-
Sep	\$												\$	-
Post	\$	135,808.08	100,118.98	81,802.37	132,165.89	104,387.19	182,793.74	180,812.49	188,943.25				\$	1,106,831.99

Attributed period

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Tourist Development Tax, Bay County, Florida



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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

NO MOTION

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 Bay County Clerk of Court is responsible for collection, reporting, and enforcement of the Tourist Development Taxes. Michael Remick, with the TDT Division, will make a brief presentation.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

Board accept the Unaudited Financial Status Reports period ending May 31, 2022.

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)

City of Panama City Accounting Department has prepared the Financial Status Reports thru May 31, 2022 (attached).

Panama City Community Development Council, Inc.
Statement of Net Position, **UNAUDITED**
May 31, 2022
Interim financial reporting; for internal management use only

Assets	
Cash and cash equivalents	\$ 487,898
Accounts receivable	135,428
Equipment & furniture	13,402
Building - Visitor Center	1,360,555
Allowance for depr/amort	(2,662)
	<u>\$ 1,994,621</u>
Total assets	
Total liabilities	
Liabilities and Net Position	
Liabilities:	
Accounts payable	\$ -
Notes payable	47,330
Other accrued liabilities	17,459
Deposits	100,000
	<u>164,789</u>
Total liabilities	
Net position:	1,829,832
Unrestricted net position	
	<u>\$ 1,994,621</u>
Total liabilities and net position	

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, 2022
Interim financial reporting; for internal management use only

	Adopted Budget	Budget Amendments	Amended Budget	Y-T-D Actual
Revenues:				
Intergovernmental:				
Bay County TDC Contract	\$ 1,434,281		\$ 1,434,281	\$ 1,224,326
Bay County Carry Forward Revenue	365,719		365,719	-
Revenue - Penalties	-		-	-
Advertising revenue PC CDC	-	-	-	2,040
Total intergovernmental	1,800,000	-	1,800,000	1,226,366
Miscellaneous:				
Investment/Interest earnings	-		-	184
Facility rent	-		-	1,549
Facility rent non-taxable	-		-	350
Pvt contribs & donations	-		-	707
Miscellaneous	-		-	41
Event booth rentals	-		-	1,643
Sponsorship revenue	-		-	14,500
Alcohol sales	-		-	23,637
Merchandise sales	-		-	-
Event ticket sales	-		-	37,769
Total miscellaneous	-	-	-	80,380
Total Revenues	1,800,000	-	1,800,000	1,306,746
Expenses:				
Personal services	311,038	5,500	316,538	168,975
Operating expenses:				
Professional Services	8,000		8,000	729
Professional Services-DIB	-		-	-
Accounting & Auditing	21,000	13,000	34,000	33,875
Other Contractual Svcs	8,000	5,000	13,000	5,384
Other Contractual Svcs Dues	165,470	50,000	215,470	112,104
Travel and Per Diem	25,000		25,000	11,728
Non-staff Travel Expenses	5,000		5,000	256
Communication Services	12,000		12,000	6,997
Freight & Postage Service	15,000		15,000	1,858
Utility Services	10,200		10,200	4,989
Rental & Leases	6,360		6,360	4,758
Insurance	20,000		20,000	1,071
Repairs & Maintenance Svc	17,000		17,000	2,616
Printing & Binding	25,000	20,000	45,000	41,755
Promotional Activities	750,000	100,000	850,000	739,039
Other Current Charges	15,000		15,000	8,764
Office Supplies	1,000	1,000	2,000	1,232
Operating Supplies	20,000		20,000	12,890
Books Publications Memberships	25,000		25,000	22,637
Training	7,500		7,500	2,683
Operational Reserve For Contingency	327,432	(204,500)	122,932	-
Capital Outlay:				
Buildings			-	-
Machinery & Equipment	5,000	10,000	15,000	18,649
Total Expenses	1,800,000	-	1,800,000	1,202,989
Net change in net position	\$ -	\$ -	\$ -	\$ 103,757
Net position-beginning of year				1,726,075
Net position-end of year				\$ 1,829,832

Final audited balances may vary from interim financial reports.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

4/12/2022

3. REQUESTED MOTION/ACTION:

Board approve CEO Vigil’s recommendation for a hybrid team-based solution for grant writing, administration, fundraising, and support for the St. Andrews School project.

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 April 2022, the Board approved CEO Vigil to advertise an RFQ for Grant Writing & Administrative Support for the St. Andrews School Project. The RFQ was published for more than 30 days. There was one official submittal from BTW Services.

CEO Vigil also reached out to Leslee Keys (professional resume attached), former Grants director at Flagler College, in St. Augustine. Ms. Keys is well known in the historic preservation fundraising and grant writing for her successes on this type of project. Ms. Keys would like to be involved in the project but felt a day-to-day local person would be most advantageous to the grant administration and reporting.

At this time, CEO Vigil requests the Board approve a hybrid approach to the cultural grant writing, administrative support, and fundraising efforts by authorizing her to engage Robin Malpass, with Robin Malpass Associates, Betty Webb, with BTW Services, and Leslee Key, with Lesless Key & Associates as a team to work on the St. Andrews School Project with aggregate consultancy fees not to exceed \$50,000. If costs exceed \$50,000 (excluding grant commissions) CEO Vigil must return to the Board to request additional funds.

- BTW Services Proposal
- Leslee Keys & Associates Bio
- Robin Malpass – Final St. Andrews School Recommendation Report



Proposal for Grant Writing and Administrative Services



Panama City Community Development Council Inc

Submitted By:

BTW Services, Inc.

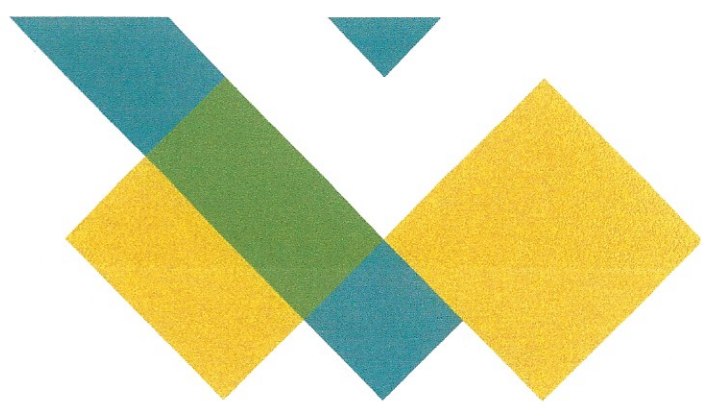
PO Box 473

Apalachicola, Florida 32329

850-323-0567

bettytaylor.webb@gmail.com





BTW Services, Inc.

PO Box 473
Apalachicola, Florida 32329
850-323-0567
bettytaylor.webb@gmail.com

May 26, 2022

Jennifer Vigil, President & CEO
101 West Beach Drive
Panama City, Florida 32401

Dear Ms. Vigil,

Thank you for this opportunity to submit our response to the Destination Panama City (Panama City Community Development Council Inc) search for Grant Writing and Administrative Services.

Formed in 2016, BTW Services offers an array of qualifications that include over 3 decades of experience in grant writing, administrative services, and project management. We specialize in local government projects and tourism related initiatives as highlighted within this proposal. We have the experience to connect project visions with potential funding sources that achieve the best results possible for our clients.

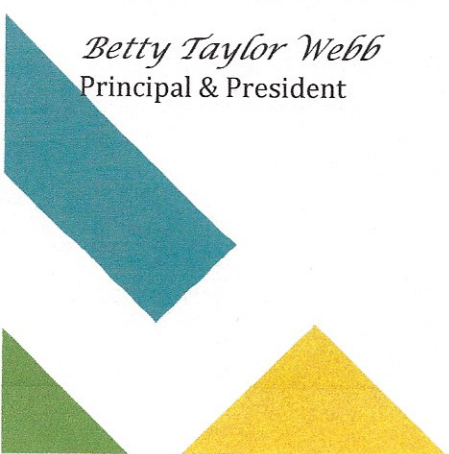
The two projects mentioned in your Request for Proposal, the St. Andrews School and Sports Tourism Development, have sparked our attention because of my past experience in these two areas. I am honored to have worked on the renovation of two historic school buildings that are now utilized as cultural and community centers, *Apalachicola Holy Family Catholic School* and *Bascom School House*, both of which have been beautifully renovated with grants that I have successfully written and administered, as well as cultural program funding related to the Apalachicola History, Cultural and Arts Center. I have also written grants and/or administered several recreational programs to build and renovate waterfront parks, mooring facilities, community parks, splash pad, playgrounds, and recreation centers in Apalachicola. BTW Services has also served as project manager for a Northwest Florida regional tourism destination marketing organization for the past six years.

BTW Services is a woman-owned small business based out of Franklin County, Florida vested in the success of local communities in the surrounding area and would be honored to add Destination Panama City as our newest client to create a trusted and reliable partnership for these services.

I am standing ready to answer any questions or provide additional information related to this proposal.

Respectfully submitted,

Betty Taylor Webb
Principal & President





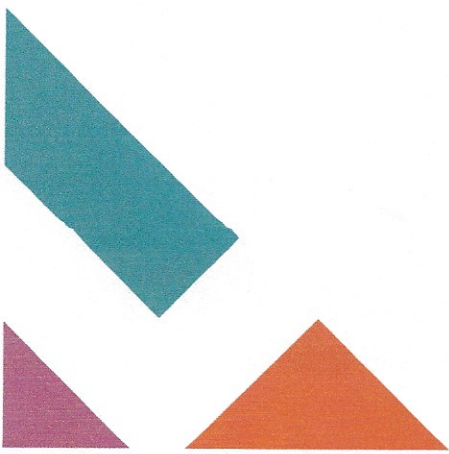
BTW Services, Inc.

Qualifications

Betty Webb, Principal and President, is a retired City Administrator after 30 years of service and started her own business in 2016 to provide grant writing, administrative services, and project management due to her widespread local government institutional knowledge. Being a native of Apalachicola and familiar with the surrounding Florida Panhandle communities, along with serving as project manager since 2016 for a ten-county regional destination marketing organization that spans from Walton County to Gadsden County, north to the state line and south to the Gulf coast, Betty is familiar with the dynamics of and challenges faced by her neighboring Northwest Florida communities.

Mrs. Webb has written, administered and/or overseen millions of dollars in grant funded projects over the past 36 years, including technical assistance projects, water, sewer and stormwater projects, recreation facilities, mooring facilities, Preservation 2000 land acquisition projects, historic restoration, new construction, as well as disaster recovery activities on multiple occasions with FEMA and mitigation projects with FDEM.

Betty, along with her assistant team and partners, specifically puts a focus on facilitated project planning with clients, the preparation and submission of grant applications, comprehensive administration and management of projects, and contractor procurement and oversight, as well as the assurance that all reporting requirements are met and deliverables of the project are adhered to in compliance with grant or funding source agreements and guidelines.





Project History & Clients

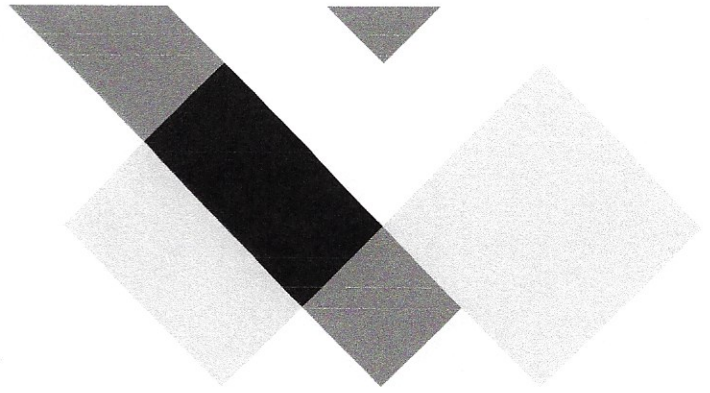
BTW Services Projects - Grants written, administered, and managed 2016-2022 - \$2,283,200

FL Cultural Facilities - Town of Bascom School Renovation 2016-2020 Total Grant Funds	\$ 256,000
FDEM - Apalachicola Hurricane Loss Mitigation Program 2017-2018	\$ 94,000
FDEM - Carrabelle Hurricane Loss Mitigation Program 2019-2020	\$ 94,000
FDEM - Carrabelle Hurricane Loss Mitigation Program (2) 2020-2021	\$ 94,000
NFWFMD - Apalachicola Water Quality Improvement/Stormwater Retrofit 2021	\$ 400,000
FDEO - Riverway South Regional Rural Development Project 2016-2018 Total Project	\$ 316,000
FDEO - Riverway South Regional Rural Development Project 2019-2020 Total Project	\$ 307,000
VISIT FLORIDA - Business Grant & Marketing Grant Total Projects	\$ 17,000
FDEO - Riverway South Regional Rural Development Project 2020-2021 Total Project	\$ 300,100
FDEO - Riverway South Regional Rural Development Project 2021-2022 Total Project	\$ 92,000
USDA - Eastpoint Business Corridor and Waterfront Feasibility Study 2021-2022	\$ 71,500
FL Cultural Programs - Town of Bascom School Renovation and Museum 2022	\$ 92,000
FDOT - Eastpoint Highway Beautification Project 2022 Total Project	\$ 74,600
FDEO - Application Submitted for Calhoun County Economic Development Study	\$ 75,000

Additionally, the City of Apalachicola contracted with BTW Services in 2016-2018 to complete and close-out the following list of projects after Betty Webb's retirement from the City, these grants were written, administered and/or overseen by Betty during employment with the City - \$9,725,875

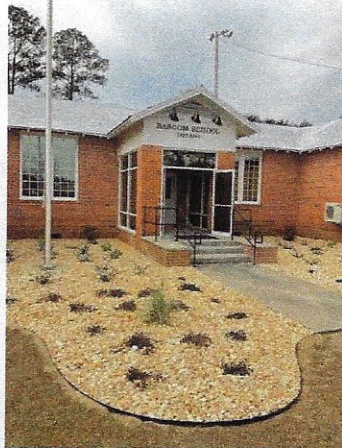
EPA Economic Development & FDEO CDBG - COA Scipio Creek Mooring Basin Improvements	\$ 2,554,596
NFWFMD - Apalachicola Water Quality Improvement/Stormwater Retrofit 2015-2017	\$ 2,535,000
FDOE - 21st Century Community Learning Center (COA afterschool program) 2015-2017	\$ 1,483,292
FL Department of State/Additional (Key & PALS)- New Apalachicola Library Construction	\$ 981,000
FL Division of Elder Affairs - Holy Family Senior Center - Historic Renovation Project	\$ 800,000
FDEO CDBG - Downtown Restroom New Construction	\$ 700,000
FDEP - TTHM Apalachicola Water Plant Improvements	\$ 158,141
FDOT - Apalachicola Highway Beautification	\$ 120,000
Florida Division of Cultural Affairs - Apalachicola School of Art 2015-2017	\$ 75,000
FDEP FRDAP - Apalachicola Johnson Complex Playground & Splash Pad	\$ 100,000
FDEP Engineering Services - Apalachicola Battery Park Marina Improvements	\$ 44,846
FDEO - Technical Assistance Apalachicola Stormwater Monitoring	\$ 30,000
FDEM - Apalachicola Hurricane Loss Mitigation Program	\$ 94,000
FDOS - Apalachicola Historic District GIS Mapping Phase I	\$ 50,000





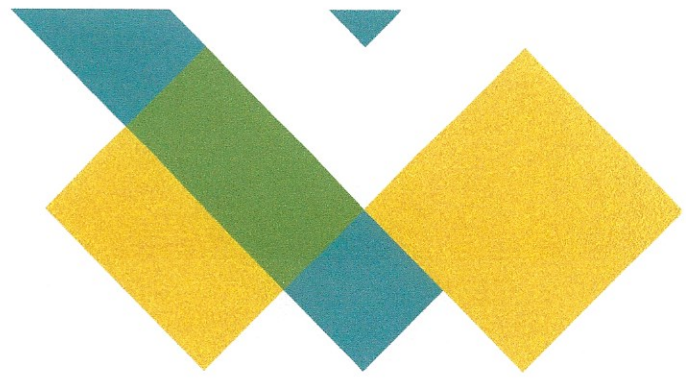
BTW Services, Inc.

Sample Work



Websites to Visit: www.bascomschoolhouse.com
www.explorenorthwestflorida.com





BTW Services, Inc.

Additional Information

FEES FOR SERVICES

Fees are negotiable for special projects, assignments or non-grant funded services based on projected workload and estimated dedicated hours needed for each specific agreement, plus deliverable cost if applicable.

There is generally no upfront charge for grant writing services if administration of the grant is assured to BTW Services in writing prior to start of application process. Services for grant funded projects are charged a standard industry percentage of the grant award amount up to 15% or the allocated maximum amount allowed by the grant provider. However, upfront cost for engineering, architectural or other services may be required depending on application requirements. Cost for services to write complex grant applications (such as USDA) may require an upfront fee that is negotiable.

REFERENCES

John Alter, Bascom School Renovation Committee, 850-569-2412, treeman@alterbevisfarms.com

Lynn Martina, President Eastpoint Civic Association, 850-899-7577, lynnmartina@fairpoint.net

Courtney Dempsey, City of Carrabelle Administrator, 850-697-2727 citycbel@fairpoint.net

Deborah Guillotte, City of Apalachicola City Clerk, 850-653-9319 deborahguillotte@cityofapalachicola.com

Let's get started!



KEYS AND ASSOCIATES, LLC

Leslee F. Keys, PhD, Principal

207 Mission Cove Circle, St. Augustine, FL 32084-1179

FEID: 82-4333605

Email: keysandassociates@gmail.com

Mobile: 904-814-1022

Distinguished Alumni in Historic Preservation, *University of Florida*

Research Associate, *Historic St. Augustine Research Institute*

Roy E. Graham Award for Excellence in Historic Preservation Education and

Trustee Emerita, *Florida Trust for Historic Preservation*

EXPERTISE

Historic preservation planning, documentation, public outreach, protection, financial incentives and education/training

Non-profit/government administration, strategic planning, disaster planning/recovery, marketing and public relations

Securing/implementing/administering more than \$30 million for non-profits

Conference/workshop/publication and speaker series design, planning and management

Published author and editor, professional speaker, expert witness, faculty member and visiting scholar

EDUCATION

Doctoral Program in Historic Preservation with Honors, University of Florida

Master of Urban and Regional Planning, Virginia Tech

Master of Arts in History with Honors, courses and comprehensive exams, Virginia Tech

Bachelor of Science in Pre-Law, History, and Political Science, Honors College, Ball State University,

SECRETARY OF THE INTERIOR PROFESSIONAL QUALIFICATIONS STANDARDS

National Park Service Standards – meets requirements in History and Architectural History

HISTORIC PRESERVATION PLANNING AND MANAGEMENT; DISASTER PLANNING AND RECOVERY

Texas Statewide Historic Preservation Plan, with The Craig Group and The Lakota Group, 2021-2022

McCall Historic Preservation Plan Update - 2022, McCall, Idaho, with The Craig Group, 2021-2022

Delaware State Historic Preservation Office, Organizational Assessment, with The Craig Group, 2020

Castillo de San Marcos National Monument, NPS, "Interpreting Tribal Heritage at Fort Marion", 2018-2022

Hurricanes Matthew (2016) and Irma (2017), St. Augustine, Florida, Local Disaster Documentation Team Member

Flagler College, St. Augustine, Florida, Historic Campus Planning and Management Team, 2005-2018

Ximenez-Fatio House Museum, St. Augustine, Florida, Long Range/Strategic Plan, Museum Director, 2002-2005

St. Francis Barracks Complex, St. Augustine, Florida, Preservation Plan, with Michael Emrick and Associates, 2002

Ribault Inn and Club, Timucuan Preserve, NPS, Jacksonville, Florida, Planning Committees, 1997-2000

Hurricane Andrew, Florida Keys Post-Disaster Recovery, Staff Administrator, State of Florida, 1993-1997

Locust Grove National Historic Landmark, Louisville, Kentucky, Board of Directors & Long-Range Planning Committee, 1988-1993

CULTURAL RESOURCES REPORTS

Cultural Resource Assessment of Fisher's Mill, 15JF551, Jefferson County, Kentucky, Archaeological Report No. 183, 1988, with Kim A. and Stephen McBride, Cultural Resource Management, Department of Anthropology, UK

REHABILITATION TAX CERTIFICATION/AD VALOREM TAX EXEMPTION PROJECTS

34 Granada Street, St. Augustine, Florida, 2019

62 Spanish Street, St. Augustine, Florida, 2015

34 Cordova Street, St. Augustine, Florida, 2014-2016

54 Marine Street, St. Augustine, Florida, 2006-2008

15, 15 ½ Bridge Street, St. Augustine, Florida, 2006-2008

Dyal-Upchurch Building, Jacksonville, Florida, 2001-2005

2137 Myra Street, Jacksonville, Florida, 2003

Cathedral Place Tower [Exchange Bank Building], St. Augustine, Florida, 2003

4240 Lakeside Drive, Jacksonville, Florida, 1997

Purcell, Flanagan & Hay, P.A., Law Offices, John Locke Doggett House, Jacksonville, Florida, 1997

Harris-Ramos/Southernmost House, Key West, Florida, 1996

NATIONAL HISTORIC LANDMARK – NOMINATIONS

Churchill Downs, Jefferson County Government, Louisville, Kentucky, archival resource, 1986
 Locust Grove, Jefferson County Government, Louisville, Kentucky, planning team, 1990
 Hotel Ponce de Leon, Flagler College, St. Augustine, Florida, co-author, 2005

NATIONAL REGISTER OF HISTORIC PLACES -- NOMINATIONS

St. Augustine Beach Hotel, St. Augustine Beach, Florida, 2021
 Ribault Club Inn, Jacksonville, Florida, co-author, 1999
 Fishing Camp for George M. L. LaBranche, Islamorada, Florida, 1997
 Harrods Creek Historic District, Louisville, Kentucky, 1991
 Lyndon Cottage, Louisville, Kentucky, 1990
 Arthur P. Stitzel House, Louisville, Kentucky, 1989
 Nock House and Cottage, Louisville, Kentucky, 1989
 Harry Hall Merriwether House, Louisville, Kentucky, 1989
 Drumanard Historic District, Louisville, Kentucky, 1988
 Country Estate Property Type in Jefferson County, Louisville, Kentucky, 1991
 Gentleman Farm Property Type in Jefferson County, Louisville, Kentucky, 1988
 Suburban Development Context in Jefferson County, Louisville, Kentucky, 1988
 Jefferson County, Kentucky – Resurvey, 1988
 Waterstreet Historic District, Xenia, Ohio, 1980
 Jacob H. W. Mumma House, Dayton, Ohio, 1980
 Dayton Fire Department, Station #16, Dayton, Ohio, 1979

LOCAL HISTORIC DISTRICTS AND LANDMARKS – DESIGNATIONS

St. Johns Quarter Historic District, Jacksonville, Florida, 1998
 Riverside-Avondale Historic District, Jacksonville, Florida, 1998

HISTORIC PROPERTY SURVEYS

Jefferson County, Kentucky, resurvey, 1988
 Waterstreet Neighborhood, Xenia, Ohio, 1980
 Southern Dayton View Neighborhood, Dayton, Ohio, 1980
 Upper Dayton View Neighborhood, Dayton, Ohio, 1980

HISTORICAL MARKERS

Florida East Coast Railway General Office Buildings, St. Augustine, Florida, 2008
 Fullerwood Park National Register Historic District, St. Augustine, Florida, 2016

RECENT MEDIA COVERAGE AND ONLINE PRESENTATIONS

Ohio v. The World. “Henry Flagler: The Ohioan Who Built Florida.” August 2021
<https://podcasts.apple.com/us/podcast/henry-flagler-the-ohioan-who-built-florida/id1210853919?i=1000532956668>
 “A Most Beautiful College Campus” – 50 Years of Progress and Achievement.” April 7, 2021.
<https://www.facebook.com/FlaglerCollege/videos/a-most-beautiful-college-campus-50-years-of-progress-and-achievement/480914156430320/>.
 Architects + Artisans Podcast. “Carrère and Hastings in St. Augustine.” March 2021.
<https://architectsandartisans.com/the-classicist-carrere-hastings-in-st-augustine/>
 Environment America, “‘The Oldest City Underwater’ Screening and Discussion,” Boston, Massachusetts, 2020.
<https://www.facebook.com/EnvironmentFlorida/videos/595338477817298/>.
 Madeline Ostrander. “The Sea vs. St. Augustine.” *Hakai Magazine*, May 19, 2020.
<https://www.hakaimagazine.com/features/the-sea-versus-st-augustine/>
 Kevin Spear, “Climate Action Heroes Do Their Part – Large or Small.” *Orlando Sentinel*. September 19, 2019.
<https://www.orlandosentinel.com/news/os-ne-florida-climate-action-heroes-20190919-u6vsnhkrone5jmjkodreyp7gva-story.html>
 America Adapts the Climate Change Podcast. “Keeping History Above Water – St. Augustine, Cultural Heritage and Sea Level Rise,” May 21, 2019. <https://www.stitcher.com/show/america-adapts/episode/keeping-history-above-water-st-augustine-cultural-heritage-and-sea-level-rise-60842151>
 Mallory Hopkins, “The Oldest City Underwater.” Documentary, Flagler College TV, St. Augustine, Florida, March 16, 2019. <https://www.youtube.com/watch?v=2C18TVLYS7g>

Painting the Town with Eric Dowdle: St. Augustine. July 2018

<https://www.byutv.org/player/abbf8d7d-29fa-4118-9e77-2ec70803f8df/painting-the-town-with-eric-dowdle-st-augustine>

“Flagler College and the Hotel Ponce de Leon.” American History TV, C-SPAN, March 22, 2015.

<https://www.c-span.org/video/?325155-1/henry-flagler-ponce-de-leon-hotel>

CONFERENCE AND EDUCATIONAL PROGRAM PLANNING AND MANAGEMENT

- World Monuments Fund-Britain. Sponsored International Delegate. Sea Change: Managing the Challenge of Protecting Coastal Heritage in the Face of Climate Change, Blackpool, England, 2019
- Keeping History Above Water: Nantucket, Workshop Facilitator and Speaker, 2019
- Keeping History Above Water: St. Augustine – Envision 2050, International Conference, Co-Chair and Speaker, 2017-2019
- Keeping History Above Water: Annapolis, International Conference, Steering Committee and Speaker, 2017
- Historic Preservation, Building Codes and Resiliency Workshop Series, St. Augustine, Sarasota & Pensacola, 2016-2017
- MMM4 Mangrove and Macro-benthos Meeting, Smithsonian Environmental Research Center, Flagler College Faculty Liaison, St. Augustine, 2016
- Tidally United: Cultural Resources Shoreline Monitoring and Public Engagement Summit, St. Augustine, 2016
- Keeping History Above Water: Newport, International Conference, Steering Committee, 2016
- Smithsonian Environmental Research Institute, International Conference, St. Augustine, Host Institution Liaison, 2015
- National Council for History Education, National Conference, St. Augustine, Host Institution Liaison, 2015
- International Planning History Society, International Conference, St. Augustine, Co-Chair, 2014
- Florida Conference of Historians, Session Manager, St. Augustine, 2013
- Florida Trust for Historic Preservation, Statewide Preservation Conference, St. Augustine, State Co-Chair, 2013, 2006
Jacksonville, Local Co-Chair, 2001
- Florida Department of Education, Summer Institute for Teacher Education, Democracy’s Laboratory Social Science Teacher’s Programs, Program Director, St. Augustine, 2009, 2010, 2011
- National Trust for Historic Preservation, National Preservation Conference, Session Manager & Tour Leader, Louisville, 2004
- National Alliance of Preservation Commissions, Forum Conference, Host Committee and Session Manager, Indianapolis, Indiana – 2004; San Antonio, Texas – 2002; Pittsburgh, Pennsylvania – 2000
- National Trust for Historic Preservation and Florida Trust for Historic Preservation, Preservation Law Seminar, Jacksonville, Chair, 1997
- Kentucky Heritage Council, State Preservation Conference, Louisville, Co-Chair, 1995, 1993, 1991

PUBLICATIONS, EXHIBITIONS AND SPECIAL PROJECTS

- “America’s Cultural VIP.” St. Johns Cultural Council, content contributor and segments editor, 2021
- “The Modern Wonder of the Ancient City.” *The Classicist*, Vol. 17, New York: Institute for Classical Architecture & Art, 2020.
- “A Tale of Two Cities, Annapolis and St. Augustine: Balancing Preservation and Community Values in an Era of Rising Seas.” *Parks Stewardship Forum*, George Wright Society, UC Berkeley, 36:1, 2020.
- Flagler College: The First Fifty Years*, co-author with Tom Graham and sponsored by the William R. Kenan, Jr. Charitable Trust, Flagler College, 2019
- Ideas & Images: Scholars and Artists in Residence*, Flagler College, 2007-2019 – program director
- Flagler50: A Renowned College and a Preservation Legacy*, Flagler College, 2018-2019 – Exhibit, Curricula Guides, “Florida Stories” Mobile Phone App – Campus Walking Tour
- Hotel Ponce de Leon: The Rise, Fall, and Rebirth of Flagler’s Gilded Age Palace*, University Press of Florida, 2015
- St. Augustine America’s First City: A Story of Unbroken History and Enduring Spirit*, associate editor, Editions du Signe, International Publishing House, 2015
- Tapestry: The Cultural Threads of First America*, City of St. Augustine, academic consultant, 2015 - Exhibition
- Journey: 450 Years of the African-American Experience*, City of St. Augustine and Flagler College, 2014 – Exhibition, Curricula Guides, Interpretive Panels
- Hotel Ponce de Leon: The Architecture and Decoration*, co-author with Tom Graham, Flagler College, 2013
- “Planning and Painting in Paradise” 125th Anniversary Hotel Ponce de Leon, exhibit text panel, 2012
- A Crowning Achievement*, printed and electronic media materials, 2009-2010
- Art Building and Annex*, printed materials, 2005-2006
- Flagler’s Legacy Tours, ADA equivalent experience, text panels, 2006; script co-editor, 2005-present;
- Ximenez-Fatio House Museum, text panels, printed and interactive interpretive program; 2002-2005
- Old Town St. Augustine*, St. Augustine, Florida, 2004
- “Design Review Fosters Successful Heritage Tourism; A View from “The Nation’s Oldest City,”” *The Alliance Review; News from the National Alliance of Preservation Commissions*, co-author, Athens, Georgia, Jan/Feb 2000

“... and the rest is history; St. Augustine: Henry Flagler’s ‘Newport of the South.’” *Florida Planning*, Florida Chapter, APA, co-author, Tallahassee, Florida, September 1998
Florida Women’s Heritage Trail, Duval, Monroe and St. Johns Counties’ sections contributor, 1997-2001.
Hurricane Preparedness and Recovery; A Manual for the Key West Historic Districts. Key West, Florida, 1996.
Key West; A Tropical Island With a Colorful Past. Key West, Florida, 1996.
Key West City Cemetery; A Self-Guided Walking Tour. Key West, Florida, 1995.
Historic Jefferson County, editor, Louisville, Kentucky, 1992.
Jefferson County Journey: Tours through the Historic Community. Louisville, Kentucky, 1992.
“Jefferson County’s Comprehensive Approach to Historic Preservation Planning.” *Newsletter*, Kentucky Chapter, APA, Louisville, Kentucky, Fall 1988.
Blueprint for Rehabilitation; A Positive Approach to Guidelines. Dayton, Ohio, 1982.
“Sound the Alarm’ for Adaptive Re-Use!” *Ionic Columns*, Dayton, Ohio, 1980.

FUNDRAISING FOR HISTORIC PRESERVATION, ARCHAEOLOGY, ARTS OR CULTURAL HERITAGE

Secured, facilitated, and/or administered more than \$30,000,000 in funding for the following entities:

City of Dayton, Ohio

City of Key West, Florida

City of St. Augustine, Florida

Louisville-Jefferson County Metro Government

Excelsior Museum and Cultural Center, St. Augustine, Florida

Flagler College, St. Augustine, Florida

Flagler Memorial Presbyterian Church, St. Augustine, Florida

Florida Trust for Historic Preservation, Tallahassee, Florida

Grace United Methodist Church, St. Augustine, Florida

Ancient City Baptist Church, St. Augustine, Florida

Fort Mose Historic State Park, St. Augustine, Florida

Historic Florida Keys Foundation, Key West, Florida

Jacksonville Historical Society, Jacksonville, Florida

Key West Women’s Club, Key West, Florida

Lightner Museum, St. Augustine, Florida

National Park Service, Timucuan Ecological and Historic Preserve, Jacksonville, Florida

National Society of the Colonial Dames of America in the State of Florida, Ximenez-Fatio House, St. Augustine, Florida

Old Island Restoration Foundation, Key West, Florida

Ribault Club Steering Committee, Jacksonville, Florida

Riverside-Avondale Preservation, Jacksonville, Florida

St. Augustine Historical Society, St. Augustine, Florida

St. Johns Cultural Council, St. Augustine, Florida

St. Johns County School District, St. Augustine, Florida

Springfield Preservation and Restoration, Jacksonville, Florida

Town of Hastings and Hastings High School, Florida

Trinity Episcopal Church, St. Augustine, Florida

Truman Little White House, Key West, Florida

Woman’s Exchange of St. Augustine, Pena-Peck House, St. Augustine, Florida

PROFESSIONAL SERVICE

University of Florida, Historic Preservation Program, Board of Advocates, 2021-Present

United States National Committee of the International Council on Monuments and Sites (US/ICOMOS), Board of Directors, 2017-2020

National Alliance of Preservation Commissions, Commissions Assistance and Mentoring Program (CAMP) Trainer, 2018-present; Board of Directors, 1996-2004; Fundraising Committee, 1996-2000, 2003-2004; Nominating Committee Chair, 2000-2002; Treasurer, 2002-2003

Florida Trust for Historic Preservation

Trustee Emerita, 2015-Present: Immediate Past President, 2013-2015; President, 2011-2013; Vice-President, 2009-2011; Treasurer, 2008-2009; Secretary, 2005-2007; Board of Trustees, 2002-Present; Member, 1984-1986 and 1993-Present

Statewide Conference State Co-Chair, St. Augustine, 2006 and 2013

Governance Committee Chair, 2008

Florida Trust House Circle of 100 Donor, 2010-2014, Patron, 2007

Conservation Easement Committee, Chair, 2003-2007

Statewide Conference Local Chair, Jacksonville, 2001
 Preservation Awards Judge, 2000-2007
 Insiders' Tour Coordinator, St. Augustine, 2002, 2010; Key West, 1995
 Preservation Day Sponsor Representative, 2002-2009
 Nominating Committee Member, 2013-2014, 2002-2003
 FEMA Damage Assessment Volunteer Captain, City of St. Augustine, Hurricane Matthew 2016
 St. Augustine Sister Cities Association, Flagler College Representative, 2009-2017
 St. Johns County Chamber of Commerce
 Board of Directors, 2009-2011, Economic Development Council, 2007-2017, Nominating Committee, 2009
 Historic St. Augustine Area Council, St. Augustine, Florida, Immediate Past President, 2009-2011; Vice
 President, 2008-2009; Secretary-Treasurer, 2004-2008; Member, 1997-Present
 St. Johns American Heritage Rivers Steering Committee, Florida Division of Historical Resources, 1998-2000
 St. Johns County Visitor and Convention Bureau, Tourism Task Force, 1998-1999
 Gullah-Geechee National Heritage Corridor (Southern Passages), State of Florida Representative, 1998-2000
 African-American History Task Force, State of Florida Advisor, 1998-2000
 Visit Florida, Eco-Heritage Tourism Committee and Northeast Region Co-Chair, 1997-2000; Cultural, Heritage, Rural,
 Nature Committee, 2012-2013
 City of St. Augustine Historic Architectural Review Board, Ex-Officio Advisor, and Historic Preservation Advisory
 Council, Department of State Representative, 1997-2002
 St. Augustine Heritage Council, 1997-2001
 Key West, Florida, Historic Architectural Review Commission, Member, 1993-1995
 Kentucky-Indiana Planning and Development Authority, Regional Mobility Task Force, Transportation Plan, Chairman,
 1990-1992
 Preservation Kentucky (Commonwealth Preservation Advocates), 1989-1993, Secretary 1991-1993
 Preservation Action Board of Directors, 1988-1993
 Jefferson County, Kentucky, Historic Preservation Commission, Member, 1988-1993
 Riverside-Avondale Preservation, Inc., Member, 1983-1988
 Oregon Historic District Society, Member, 1981-1983

HONORS AND AWARDS

St. Johns Cultural Council, Recognizing Outstanding Women in the Arts (ROWITA) Award, 2020-2022
 Anderson Community Schools, Hall of Fame Honoree, 2020-2021
 Orlando Sentinel, Climate Action Hero, 2019
 Florida Trust for Historic Preservation, Award for Adaptive Use, Alumni House at Anderson Cottage, 2018
 Florida Trust for Historic Preservation, Outstanding Achievement – Restoration/Rehabilitation, Hotel Ponce de Leon, 2017
 Florida Trust for Historic Preservation, Preservation Education/Media – Book Award, *Hotel Ponce de Leon: The Rise,
 Fall, & Rebirth of Flagler's Gilded Age Palace*, 2017
 University of Florida, College of Design, Construction & Planning, Historic Preservation Program, 2016 – Inaugural
Distinguished Alumni Award Recipient
 Historic St. Augustine Research Institute, 2016 – *William L. Proctor Award for Best Publication on St. Augustine History*
 Flagler College, 2016 - *Dean's Award for Excellence in Service to College and Professional Development*
 Florida Trust for Historic Preservation, 2015 - *Roy E. Graham Award for Excellence in Historic Preservation Education*
 Florida Trust for Historic Preservation, Outstanding Achievement for Restoration/Rehabilitation, 2014 –
Hotel Ponce de Leon Solarium
 Florida Trust for Historic Preservation, Meritorious Achievement in Preservation Education/Media, 2014 –
Hotel Ponce de Leon: The Architecture & Decoration
 Florida Trust for Historic Preservation, Outstanding Achievement for Adaptive Use, 2012 –
Florida East Coast Railway General Office Buildings
 American Institute of Architects-Florida Association, First Place Building Award, 2012 –
Florida Architecture: 100 Years. 100 Places. Competition – Ponce de Leon Hotel, Flagler College
 Council for the Advancement and Support of Education, Southeast District III, Special Merit Award, 2011 –
A Crowning Achievement: The Campaign for Restoration of the Solarium
 Florida Trust for Historic Preservation, Outstanding Achievement in Adaptive Use, 2008 –
Artists' Studios and Edison Boiler Building – Molly Wiley Art Building
 Florida Trust for Historic Preservation, Outstanding Achievement in Preservation Education/Media, 2004 -
Ximenez-Fatio House Museum Comprehensive Educational & Interpretive Program
 Who's Who in American Women, Who's Who in America, Who's Who in the World—2001 edition; Who's Who in the
 South and Southwest—2000 edition

Historic Florida Keys Foundation, Key West, Florida, Certificate of Excellence, 1997–

Key West Armory Rehabilitation

Old Island Restoration Foundation, Inc., Key West, Florida, 1995 - *Meritorious Restoration or Preservation Award*

Honorary Conch, Key West, Florida, 1995

Kentucky Society of Architects/AIA, Honor Award, 1992 - *Farnsley-Moremen House*

Preservation Alliance of Louisville and Jefferson County, Kentucky, Medallion Award, 1992 - *Farnsley-Moremen House*

Louisville Historical League, Award 1993 – *Farnsley-Moremen House*

Commonwealth of Kentucky and Ida Lee Willis Memorial Foundation, 1991 - *Service to Preservation Award*

Historical Confederation of Kentucky, 1989 - Exhibit, Publication & Oral History Awards

Honorable Order of Kentucky Colonels, 1988

Preservation Alliance of Louisville and Jefferson County, Kentucky, 1988 - *Award*

National Association of Counties, 1988, 1987 - *Achievement Awards*

Jacksonville Historic Landmarks Commission, Jacksonville, Florida, 1986 - *Preservation Award*

Outstanding Young Woman of America, 1983 - *Nominee*

Dayton Area Council of Historic Neighborhoods, Dayton, Ohio, 1983 - *Preservation Achievement Award*

City of Dayton Department of Planning, Dayton, Ohio, 1981 - *Employee of the Year*

Virginia Tech, Blacksburg, Virginia, 1977-1979 - *Graduate Research Assistant*, 1976 *Graduate Teaching Assistant*

PRESERVATION/REHABILITATION PROJECTS – PERSONAL RESIDENCES

3308 Wayne Avenue (1928), Dayton, Ohio, East End historic neighborhood –1979-1981

37 Hess Street (1854), Dayton, Ohio, Oregon National Register Historic District, 1981-1983

Dayton Public Television program based on “This Old House” broadcast the preservation project, 1982-1983

1620 Willow Branch Avenue (1926), Jacksonville, Florida, Avondale National Register Historic District - 1984-1986

2330 Village Drive (1922), Louisville, Kentucky, Highlands National Register Historic District – 1986-1991

2133 Edgehill Road (1922), Louisville, Kentucky, Highlands National Register Historic District – 1991-1993

37 Bay View Drive (1928), St. Augustine, Florida, Fullerwood National Register Historic District – 2003-2019

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

Authorize CEO Vigil to execute the contract with Quina Grundhoefer Architects in the amount of \$100,750.00 for the Cultural, Heritage, and Creative tourism plan for St. Andrews School.

6. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

6. 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)

At the April 12, 2022 Destination Panama City Board Meeting, CEO Vigil was directed to advertise an RFQ for Cultural Grant Writing & Administrative Assistance. Since that time, CEO Vigil has developed a hybrid team approach to efficiently and expeditiously to move the project forward. Initial discussions with the team outlined the need for conceptual drawings, redesign of space, construction documents, bid packages, and media arts requirements. Since the City of Panama City had already engaged Quina Grundhoefer Architects, CEO Vigil recognized the clear advantage and cost savings it would be to engage them for what would be essentially a change order to the project completed by the City of Panama City.

Carter Quina delivered the attached four phase proposal to CEO Vigil on July 22, 2022. Phase One was within CEO Vigil's spending authority and she executed the contract to begin work for the onsite redesign and graphics. All four phases are projected to be \$100,750. CEO Vigil is requesting the Board authorize her to execute the contract and continue to move forward with the project.

- Quina Grundhoefer Architects Proposal
- Robin Malpass Final Report for St Andrews School



July 21, 2022

Jennifer M. Vigil, President & CEO
Destination Panama City (DPCCDC)
101 West Beach Drive
Panama City, Florida 32401

**Re: St Andrews Media Arts Center
Change Order for Additional Services**

Dear Jennifer,

Please accept this proposal letter to provide Architectural and Engineering Services for the revisions to the St. Andrews School Master Plan and the addition of a media arts facility in the old historic school according to the proposal prepared by Robin MalPass. As you are aware our firm prepared 100% construction documents for the site and building renovations based on the design process we led with the City of Panama City which included public input. During this time, it is my understanding that the MalPass report was being prepared to consider cultural tourism opportunities for the property.

To complete your vision and that of the Destination Panama City Board, revisions will be made to the site master plan that include maintaining the existing pavilion and its restrooms, which is presently being used for the restoration of the Governor Stone schooner, and the relocation of the stage to the southwest corner of the site. Other revisions include the elimination of the playground and the farmer's market area to be replaced by festival grounds for art and music. This revision will require a new grading and utility plan and a new landscape plan for the south portion of the site.

As we discussed, you are seeking various funding sources and already have some commitments. For these efforts, you need updated graphic material documenting the new site design and you need fees broken down in the phases we discussed.

Phase One Site Re-Design and Graphics:

Our fee to development the site redesign and prepare presentation graphic material for your use is \$6,750. This includes mostly architectural services but will also include a review by the civil engineer and the landscape architect for the project.

Revisions to the Construction Documents

I have also estimated the cost of revising the construction documents for these revisions once the redesign is approved. This will require detailed revisions of the construction plans by all disciplines including the civil engineer, landscape architect, structural engineer, electrical engineer, and mechanical engineer. The estimated cost of this phase is \$64,000.

Phase Two Site Work Bid Package:

It is my understanding that this part of the site improvements will be phased in once funding is available and will include the demolition of the existing library and the site improvements located mostly on the north side of the property. This does not require revision of construction documents except to package them for bidding and permitting. Our fee for this phase of the work is \$5,500.

Phase Three Media Arts Center Renovations:

This phase of the work is an additive scope to include the media arts center implementation into the bid documents already produced. I spoke with Margaret and JD with the Public Eye and understand that their work will be a “design build” type of contract. Therefore, our team does not need to engage an AV consultant to fully document the media technology needs. The majority of the work for my team to complete will be by our electrical engineer to support the technology specified as well as architectural revisions and additions to properly cover windows and provide the appropriate floor, wall and ceiling finishes. We anticipate the cost of this work to be in excess of \$1 million in addition to the scope already established and our fee for the revisions to support the Public Eye plan is \$24,500.

To summarize our proposal, see the following:

Phase One Site Redesign & Graphics	\$ 6,750
Revision to Construction Documents	\$ 64,000
Phase Two Site Work Bid Package	\$ 5,500
Phase Three Media Arts Center	\$ 24,500
TOTAL FEE	\$100,750

Please call if you have any questions or comments. We will be happy to proceed with the Phase One Redesign and Graphics immediately upon your approval.

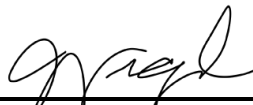
Thank you for this opportunity as we look forward to assisting you in making Panama City the premier City in the Panhandle.

Sincerely,



Carter Quina, AIA

7/25/22 – Authorization to proceed with Phase One Redesign and Graphics Only - \$6,750

	Jennifer Vigil	7/28/2022
Authorization Signature	Name	Date

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

Board approve the proposed Marketing & Public Relations RFQ and authorize DPC advertise for services.

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))

Fahlgren Mortine has been Destination Panama City's Marketing Agency of Record for fiscal years 2020, 2021, and 2022.

While staff is currently pleased with the performance of the agency; it is understood that for the sake of transparency and commitment to being a fiscally responsible organization it is prudent to advertise services every few years to ensure our rates and services continue to provide a competitive advantage in the marketplace.

Staff has prepared the attached Request for Qualifications (RFQ) and requests the board's approval to advertise. Staff will review all submittals and deliver a list of the top five firms to the board. Each of the top five will deliver a presentation to the board for consideration of engagement. Current marketing and public relations contracts do not expire until December 2022. Staff intends to have a special meeting for the presentation by firms during the month of November 2022.



*REQUEST FOR QUALIFICATIONS
MARKETING & PUBLIC RELATIONS AGENCY OF RECORD*

Destination Panama City is seeking proposals from qualified individuals or firms to conduct professional services and act as Marketing & Public Relations Agency of Record.

Proposals may be submitted in person at the Destination Panama City, 101 West Beach Drive, Panama City, FL 32401. Submittals must be notated that they are for the Marketing & Public Relations RFQ along with the firm's name and address. Please review all documents pertaining to this request before submitting requested information. Submittals will be accepted until 3:00 p.m., CDT, on Wednesday, September 14, 2022. Specifications may be obtained at the Destination Panama City offices located at 101 West Beach Drive, Panama City, FL 32401, or they may be obtained on our website at DestinationPanamaCity.com/partners

Destination Panama City reserves the right to reject any one or all proposals, or any part of any proposal, to waive any informality in any proposal, and to award a contract deemed to be in the best interest of the Destination Panama City.

DESTINATION PANAMA CITY
JENNIFER M. VIGIL
PRESIDENT & CEO



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, 2023, 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 September 14, 2022 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
101 West Beach Drive, 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, 101 West Beach Drive, 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
101 West Beach Drive
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 - non local only
6. Create advertising components that are consistent with print, digital, television, radio, and social media platforms.
7. Other related advertising / marketing related activities as directed.

Destination Panama City requires unique, innovative concepts and strategies that will produce quantifiable results.

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, 2023, with two additional one-year extensions (if approved).

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, planning and account management.
 - 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 / \$100,000 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:

8/3/2022

3. REQUESTED MOTION/ACTION:

Board authorize CEO Vigil to sign and deliver the MOU Support Services Contract Termination letter.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

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

Since inception, the City of Panama City has provided support services (for a fee) to Destination Panama City. While DPC appreciates the support; CEO Vigil recommends termination of the MOU Support Services Contract while ensuring a smooth transition of records and uninterrupted day-to-day operations.

- MOU Support Services Contract Termination letter

August 3, 2022

Hon. Mark McQueen, City Manager
501 Harrison Avenue
Panama City, Florida 32401
via hand delivery

Re: Notice of Termination of Agreement for Services between City of Panama City and Panama City Community Development Council, Inc.

Dear Mark:

Panama City Community Development Council, Inc. (“Destination Panama City”) is now in its 8th year of existence. Over the course of our 8-year history we have gone from a small organization working out of borrowed City offices, through Hurricane Michael working out of a temporary trailer and very little stock of hotel rooms to a beautiful building on St. Andrews Bay and in the gateway corridor to Downtown Panama City. We have also grown from the 5 original board members consisting of only the City Commissioners to a 7-member board which includes people that are part of the Panama City Hospitality Industry.

I am proud to say that along our journey the City of Panama City has been there to support us. Specifically, through the support agreement, the City has provided Destination Panama City with back of office administration, such as benefits administration, accounting services and information technology resources. We greatly appreciate this assistance and just as we have grown from borrowed spaces to a gateway location and from 5 members to 7, we are of the opinion that it is time to grow into our own back office administrative responsibilities.

In addition to saying thank you to the City for all of its support over the years, the purpose of this letter is to exercise our right to terminate the Agreement for Administrative Services pursuant to paragraph 5(b). Destination Panama City will assume day-to-day responsibilities of the benefits administration, information technologies, and accounting on October 1, 2022. However, to assume a smooth transition, we respectfully ask the city accounting department to be available throughout the annual audit as conducted by Carr, Riggs, and Ingram. We ask the same cooperation with the HR/benefits team to ensure uninterrupted pay and benefits to our employees. Given the contract renewal date is April 1, 2023, the support through the audit and transition will alleviate the need for any proration of the contract.

The support we’ve received during these years has been invaluable; and rest assured, our growth only strengthens our commitment to support the City of Panama City in its efforts to be the premiere city in the panhandle.

Respectfully,

Jennifer Vigil, CEO
Destination Panama City - PCCDC

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

Authorize CEO Vigil to obtain quotes and review support service alternatives for accounting, IT, payroll, and benefits administration.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

This agenda item is dependent on the Board approving the MOU Support Services Contract Termination.

CEO Vigil requests permission to review alternatives for the operational components covered in the MOU Support Services Contract, recommend a new Support Services Plan based on functionality and cost, and allow the Chairman to approve the execution of the contracts identified in the new Support Services Plan.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

NO MOTION

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)

Fahlgren Mortine, the Agency of Record, for Destination Panama City, will be making a presentation regarding marketing concepts via zoom.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

8/3/2022

2. REQUESTED MOTION/ACTION:

Motion to approve the FY22 Amended Budget recognizing \$1,160,000 cash carry forward from prior year savings and unanticipated tourism revenue and allocating \$300,000 in the current fiscal year to forward special projects and new creative concepts for future marketing campaigns.

4. AGENDAPRESENTATION 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 Agreement for Marketing and Promotional Services (attached) between Destination Panama City and Bay County Board of County Commissioners, any unused prior year tourism revenue and any unanticipated tourism revenue recognized at the close of the Bay County Annual Audit is immediately made available to Destination Panama City.

At the close of the FY21 audit, Destination Panama City carried forward \$1.16M in unanticipated revenue.

CEO Vigil has prepared an Amended FY22 Budget (attached) recognizing \$300,000 of the carry forward funds for a grand FY22 cash carry forward total of \$665,719; and \$325,000 of the additional funds available for projects in the Proposed FY23 budget. The remaining \$535,000 will remain unbudgeted but available.

Fiscal responsibility and conscientious project management has allowed Destination Panama City to construct a beautiful Visitor's Center in the historic downtown area without incurring debt service and without utilizing any of the organization's \$500,000 disaster reserve funds.

Budget Expenditures

ACCOUNT	FY22	FY22 Amended	Changes
51200 - Regular Salaries	227,792.00	227,792.00	0.00
513000 -Other Salaries & Wages	0.00	0.00	0.00
51400 - Overtime	0.00	0.00	0.00
51500 - Special Pay	11,000.00	13,000.00	2,000.00
52100 - FICA	17,417.00	17,417.00	0.00
52200 - Retirement Contributions	22,079.00	22,079.00	0.00
52207 - Health Insurance	33,000.00	25,000.00	-8,000.00
52208 - Dental Insurance	1,125.00	1,125.00	0.00
52300 - Life Insurance	750.00	750.00	0.00
52400 - Workers Comp	1,875.00	1,875.00	0.00
52500 - Unemployment Insurance	1,500.00	1,500.00	0.00
53100 - Professional Services	8,000.00	8,000.00	0.00
53200 - Accounting & Auditing	34,000.00	34,000.00	0.00
53400 - Other Contractual	13,000.00	13,000.00	0.00
53401 - Other Contractual Promotion	215,470.00	300,000.00	84,530.00
54000 - Travel Per Diem Staff	25,000.00	25,000.00	0.00
54001 - Travel Per Diem Non-Staff	5,000.00	1,000.00	-4,000.00
54100 - Communications	12,000.00	12,000.00	0.00
54200 - Postage & Freight	15,000.00	15,000.00	0.00
54300 - Utility	10,200.00	10,200.00	0.00
54400 - Rentals & Leases	6,360.00	6,360.00	0.00
54500 - Insurance	20,000.00	20,000.00	0.00
54600 - Repair & Maintenance	17,000.00	17,000.00	0.00
54700 - Printing & Binding	45,000.00	45,000.00	0.00
54800 - Promotional Activities	850,000.00	1,200,000.00	350,000.00
54900 - Other Current Charges	15,000.00	15,000.00	0.00
55100 - Office Supplies	2,000.00	2,000.00	0.00
55200 - Operating Supplies	20,000.00	10,000.00	-10,000.00
55400 - Books, Pubs, Memberships	25,000.00	30,000.00	5,000.00
55500 - Training	7,500.00	5,000.00	-2,500.00
55900 - Depreciation	0.00	0.00	0.00
56200 - Buildings & Land	0.00	0.00	0.00
56400 - Machinery & Equipment	15,000.00	20,000.00	5,000.00
55700 - Operational Reserve for Continger	122,932.00	902.00	-122,030.00
Total Expenses	1,800,000.00	2,100,000.00	300,000.00

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

PRESENTER NAME:
Jennifer Vigil, CEO
Destination Panama City

DATE:
8/3/2022

1. REQUESTED MOTION/ACTION:

Motion to approve the FY23 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:

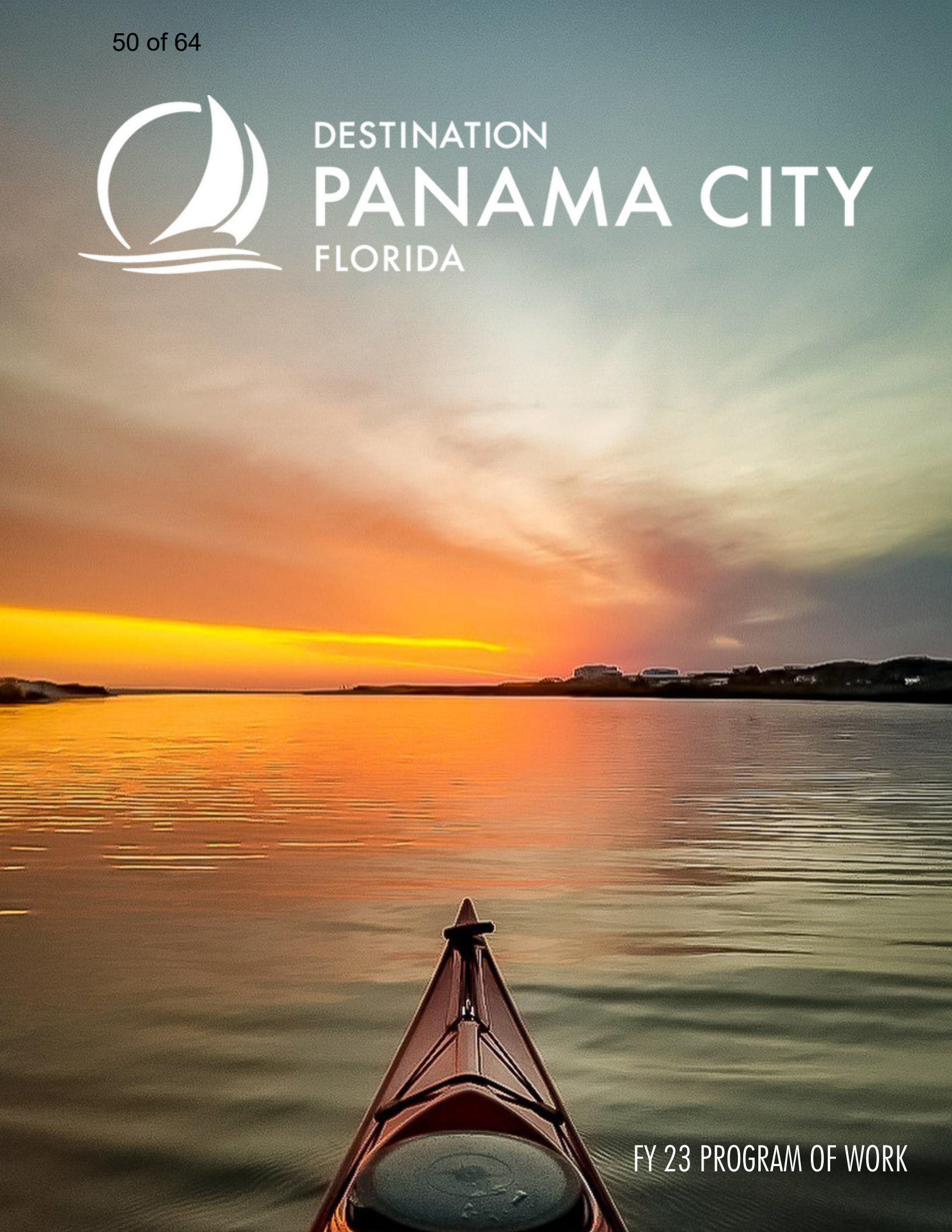
DETAILED ANALYSIS ATTACHED?: Yes No

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 FY23 Program of Work & Marketing Plan has been prepared for board consideration and approval.



DESTINATION
PANAMA CITY
FLORIDA





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 90% 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 FY22 Program of Work continued the "Placemaking" efforts that were initiated in 2020. Over the past two years, great headway has been made in collectively re-imagining, reinventing, and strengthening the connection between people and places. With the entrepreneurial investments in the historic districts and national brands opening along the tourism corridor, Panama City is truly the place "Where Life Sets Sail". In FY22, the organization conducted research to define the post-hurricane visitor profile as well as identification of strong and emerging markets. Between the rebuild efforts, the renaissance of the historic districts, and the influx of new residents during the international pandemic, we also recognized the community was changing. To ensure we were driven by the philosophy that people want to visit a City loved by its citizens, we engaged members of the community to gauge community sentiment and also to hear from them what makes Panama City special.

The FY23 Program of Work will continue on the path of Placemaking, Storytelling, and the opportunities for adventure in and around Panama City. While COVID-19 devastated many tourism destinations around the world, Panama City was uniquely positioned to thrive economically because of the pure abundance of nature we have in Northwest Florida and the positions taken at the State level in regards to the pandemic. As the City of Panama City has not regained much of the major tourism infrastructure, new efforts in product development will help build pride and strengthen the identity of the community. New product development initiatives include redeveloping St. Andrews School into a Cultural, Heritage, and Creative tourism amenity, and more collaborative efforts with sports tourism with community partners like Bay District Schools and the City of Panama City.

- 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 was completed in July 2021 and is already welcoming new visitors and hosting special events.
- 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. Even post hurricane, we recognize the core concepts and ultimate vision remain relevant. Therefore, the FY23 budget recognizes the need for new product development and a continued commitment to supporting the grassroots events happening around the City. The FY23 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.

Comprehensive and complimentary marketing, public relations, event assistance, partner education, and visitor's information services programs have been established to attract a targeted demographic of visitors to the City of Panama City. In FY23, Destination Panama City will be promoting a new campaign that is founded around what makes Panama City special, and that is the Community and the People. Research conducted in FY22 identified four brand pillars will support the creative strategy - those are 1) Food & Entertainment, 2) Art & Music, 3) Local Loyalty, and 4) Being a Coastal Destination. In addition, staff will work towards enhancing cultural and adventure bookings, ecotourism initiatives, new product development, and embracing opportunities to collaborate with local/national influencers and corporate partnerships. Staff will continue to support 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, and 3) Lead generation.

- Website: With ever changing digital APIs, website optimization is always a challenge. In FY23, we will launch a partnership with IT1 Digital that will drastically improve the partner profiles, the community events directory, and allow our visitors to build their own itineraries.
- Social Media: The Destination Panama City social media channels continue to grow in popularity and reach. FY23 will be heavily focused on Instagram Reels, TikTok, Facebook, and Pinterest.

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, and 3) Increase engagement on media partners platforms to encourage future collaborations.

Public Relations efforts will focus on: 1) The development of an annual content calendar to ensure continued engagement with the media, 2) Consider the implementation of a fully functional CRM platform to track communications and ensure follow up, and 3) Increase earned media goals by 100%.



Target Audiences

WHERE: Marketing efforts will focus primarily on the Southeast US Drive Market (700 mile radius). This market has shown to be our strongest and has high rates of revisitation. The target markets will be re-evaluated as the fiscal year progresses to ensure that the Destination Panama City brand is top of mind as the economy changes and as more international destinations travel policies are amended.

WHO: Young Millennials, Gen Z, Empty Nesters 55+, Boomers, and Canadian Snowbirds 55+

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. Current room night count is just over 1700 with just over 40 registered host share properties.

Some examples of placements include, but are not limited to:

- Google
- Visit Florida Co-Ops (VF funds 25% of the cost)
- Visit Florida Sanctioned Media (VF has negotiated member rates below standard media kit rates)
- Madden
- TravelSpike

Print media will be limited to local market partnerships - Bay County Chamber & Panama City Beach Chamber relocation guides, etc. unless bundled with digital. Paid Social Media will be used to leverage press releases, local events, and scheduled campaigns.

Research

In FY22, Destination Panama City completed Visitor Profile Research, Sports Tourism Research Development, STR Forecasting, STR Monthly Trends, the implementation of Voyage Data Dashboard, and Creative & Cultural Tourism recommendations for potential product development at St. Andrews School. In FY23, we plan to revisit visitor behavior profile research and event economic impact.

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, and 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 support) to develop Panama City as a year round destination.
- Staff complete professional credentialing through Destinations International and Southeast Tourism Society to properly position the organization for DMAP accreditation application.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

8/3/2022

2. REQUESTED MOTION/ACTION:

Motion to approve the FY23 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 FY23 Proposed Budget brings forward \$325,000 in prior year savings and unanticipated tourism revenue. A total of \$1.16M was recognized at the close of the FY21 Bay County Annual Audit.

As of the most recent Financial Status report, the organization holds \$1,829,832 in unrestricted net position; \$1,373,957 of that is building and equipment.

The organization still maintains the full \$500,000 in disaster reserves.

The total budget for FY23 is \$2,503,232.00. The budget is designed to be flexible enough to utilize operational reserves for opportunistic marketing and promotion opportunities. It increases the support of local events that will draw tourists to the destination by \$90,000. Significant efforts will be made throughout the fiscal year to develop co-op programming with lodging partners and other tourism partners to further the "place making" initiatives that have proven successful since the major City amenities were destroyed in 2018.

The budget includes an expenditure of \$20,000 for destination research dashboard that will help aggregate all the data points for improved forecasting and marketing decisions.

Most major changes to the budget are directly related to a full staff roster and the return of business travel (trade shows, media missions, conferences).



Budget Expenditures

ACCOUNT	Actual FY17	Actual FY18	Actual FY19	Actual FY20	Actual FY21	Amended FY22	FY22 - YTD	Proposed FY23	% Change	Reason
51200 - Regular Salaries	172,814.92	184,389.26	171,076.99	153,979.03	162,645.21	227,792.00	159,555.71	303,097.60	33%	Added 1FTE
513000 - Other Salaries & Wages	15,334.00	628.05	13,774.89	1,925.23	173.08	0.00	0.00	0.00	0%	
51400 - Overtime	735.00	601.30	144.00	0.00	0.00	0.00	0.00	0.00	0%	
51500 - Special Pay	11,000.00	9,835.00	14,759.93	13,431.95	21,935.59	13,000.00	12,967.80	13,000.00	0%	
52100 - FICA	14,730.99	14,905.50	15,428.26	13,485.82	14,118.56	17,417.00	13,191.38	23,027.77	32%	Added 1FTE
52200 - Retirement Contributions	10,480.98	15,703.14	15,593.14	17,569.03	17,570.54	22,079.00	14,249.92	18,074.76	-18%	Delayed merit
52207 - Health Insurance	25,892.62	29,093.47	30,553.61	19,134.40	19,712.67	25,000.00	16,426.90	44,000.00	76%	Added 1FTE
52208 - Dental Insurance	1,084.70	952.58	901.80	544.36	560.48	1,125.00	397.48	1,500.00	33%	Added 1FTE
52300 - Life Insurance	550.58	555.88	542.80	403.15	419.42	750.00	178.92	1,000.00	33%	Added 1FTE
52400 - Workers Comp	1,259.00	53.00	568.00	557.00	557.00	1,875.00	0.00	3,125.00	67%	Added 1FTE
52500 - Unemployment Insurance	1,252.66	682.59	40.87	225.66	673.88	1,500.00	353.64	1,500.00	0%	
53100 - Professional Services	10,674.45	1,900.00	0.00	3,579.80	122.50	8,000.00	1,141.25	8,000.00	0%	
53101 - Professional Services DIB			613.45	0.00	0.00		0.00		0%	
53200 - Accounting & Auditing	5,220.00	10,258.00	10,940.20	10,887.00	23,220.00	34,000.00	24,875.00	25,000.00	-26%	No PPP / CARES ACT
53400 - Other Contractual	32,485.88	36,265.83	6,185.28	0.50	3,306.32	13,000.00	7,679.56	12,000.00	-8%	
53401 - Other Contractual Promotion	0.00	101,600.00	50,886.19	129,070.84	134,061.84	300,000.00	143,341.15	300,000.00	0%	
54000 - Travel Per Diem Staff	14,799.72	18,919.21	6,468.62	1,694.06	3,232.11	25,000.00	15,041.13	30,200.00	21%	Added 1FTE
54001 - Travel Per Diem Non-Staff	4,724.80	5,769.77	667.52	2,997.54	0.00	1,000.00	255.63	8,000.00	700%	No Travel During Covid
54100 - Communications	6,956.02	8,362.20	7,682.92	8,135.16	5,960.54	12,000.00	8,962.50	12,000.00	0%	
54200 - Postage & Freight	11,343.48	16,178.34	142.61	397.87	280.33	15,000.00	2,277.64	17,000.00	13%	Resume Welcome Center Freight
54300 - Utility	5,515.75	6,311.31	3,613.93	2,571.79	7,846.87	10,200.00	7,022.05	12,000.00	18%	New Visitor's Center
54400 - Rentals & Leases	33,478.32	33,264.49	33,361.97	31,959.60	22,297.01	6,360.00	5,663.91	8,000.00	26%	Increased Storage Unit Rates
54500 - Insurance	7,791.27	9,536.14	8,334.42	3,974.00	13,337.20	20,000.00	11,756.60	18,000.00	-10%	
54600 - Repair & Maintenance	4,886.62	7,673.82	53,072.17	0.00	3,661.72	17,000.00	6,158.21	16,000.00	-6%	
54700 - Printing & Binding	43,330.98	43,783.18	8,625.71	5,001.27	7,492.95	45,000.00	41,755.06	38,000.00	-16%	
54800 - Promotional Activities	1,567,099.15	756,226.13	425,051.09	436,274.79	437,043.54	1,187,500.00	962,103.64	1,200,000.00	1%	
54900 - Other Current Charges	2,312.35	21,742.72	5,568.32	13,969.47	28,327.90	15,000.00	8,839.16	13,000.00	-13%	
55100 - Office Supplies	268.17	748.10	639.93	2,160.38	1,973.54	2,000.00	1,269.47	2,500.00	25%	
55200 - Operating Supplies	8,593.07	10,770.87	7,373.35	6,463.82	18,796.04	20,000.00	14,974.81	20,000.00	0%	
55400 - Books, Pubs, Memberships	16,317.31	22,466.95	19,596.55	19,660.29	21,713.42	30,000.00	29,186.62	40,000.00	33%	US Travel, Brand USA,
55500 - Training	245.00	2,303.50	753.00	2,020.33	2,328.00	7,500.00	6,642.50	7,500.00	0%	
55900 - Depreciation	532.50	532.50	532.50	533.00	0.00	0.00	0.00	0.00	0%	
56200 - Buildings & Land	0.00	0.00	0.00	68,927.00	1,302,368.44	0.00	0.00	0.00	0%	
56400 - Machinery & Equipment	0.00	0.00	0.00	0.00	0.00	20,000.00	18,648.91	5,000.00	-75%	New Computers in FY22
55700 - Operational Reserve for Continge	0.00	0.00	0.00	0.00	0.00	902.00	902.00	302,706.87	33460%	Special Projects
Total Expenses	2,031,710.29	1,372,012.83	913,494.02	971,534.14	2,275,736.70	2,100,000.00	1,535,818.55	2,503,232.00		

BUDGET REVENUE

	FY17	FY18	FY19	FY20	FY21	FY22	FY23
Tourism Contract	1,255,000.00	1,407,000.00	1,482,000.00	799,500.00	1,071,040.00	1,434,281.00	2,178,232.00
Penalties			3,000.00		3,000.00		
Interest			10,600.00		10,600.00		
Cash Carry Forward (\$1.16M bal)	800,000.00	190,000.00	663,300.00	100,000.00	1,288,212.00	665,719.00	325,000.00
	2,055,000.00	1,597,000.00	2,158,900.00	899,500.00	2,372,852.00	2,100,000.00	2,503,232.00

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

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. Each member selected to the committee is to complete the attached performance evaluation then meet individually with Ms. Vigil to review their completed forms.

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 to accept or reject the recommendations of the performance evaluation committee.

**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