

## Responses to RFQ Questions

1. Confirming you are not asking for any fees related to the work needed, correct?

Under Response Format, #6, page 6 of the RFQ requires a methodology and options for pricing all projects that be assigned through the contract term as it relates individually to advertising, creative, marketing services, planning, and account management. By this, we are asking the agency to spell out their billing options. If it is monthly retainer – what is covered under the monthly retainer. If it is by billable hour – what is the normal rates for media buys, creative, campaign management, planning, account management, etc. It also requires the agency to identify the percentage of commission on media buys.

2. So that I may better understand the scale, what is your annual budget?

Our FY23 Annual Budget is attached.

3. Do you have any research on targets?

All of the research data we have available is located at <https://destinationpanamacity.com/partners/>

4. Have you outlined specific goals in terms of growth in tax revenue?

Prior to Hurricane Michael (2018) our goal was 5-7% annual growth in Tourist Development Tax revenue. Since the hurricane destroyed about 20% of our room inventory, we wouldn't be comparing apples to apples. Pre-hurricane we had just over 2100 room nights; today we have just over 1700 room nights. With that being said, northwest Florida performed remarkably well during the pandemic and we exceeded our 10-year tourist development tax goal in year 6. I've attached the most recent Tourist Development Tax revenue report.

5. In an effort to save our planet, can we provide 5 hard copies and a digital file.

We have 7 board members. Feel free to provide 7 hard copies and a digital copy.

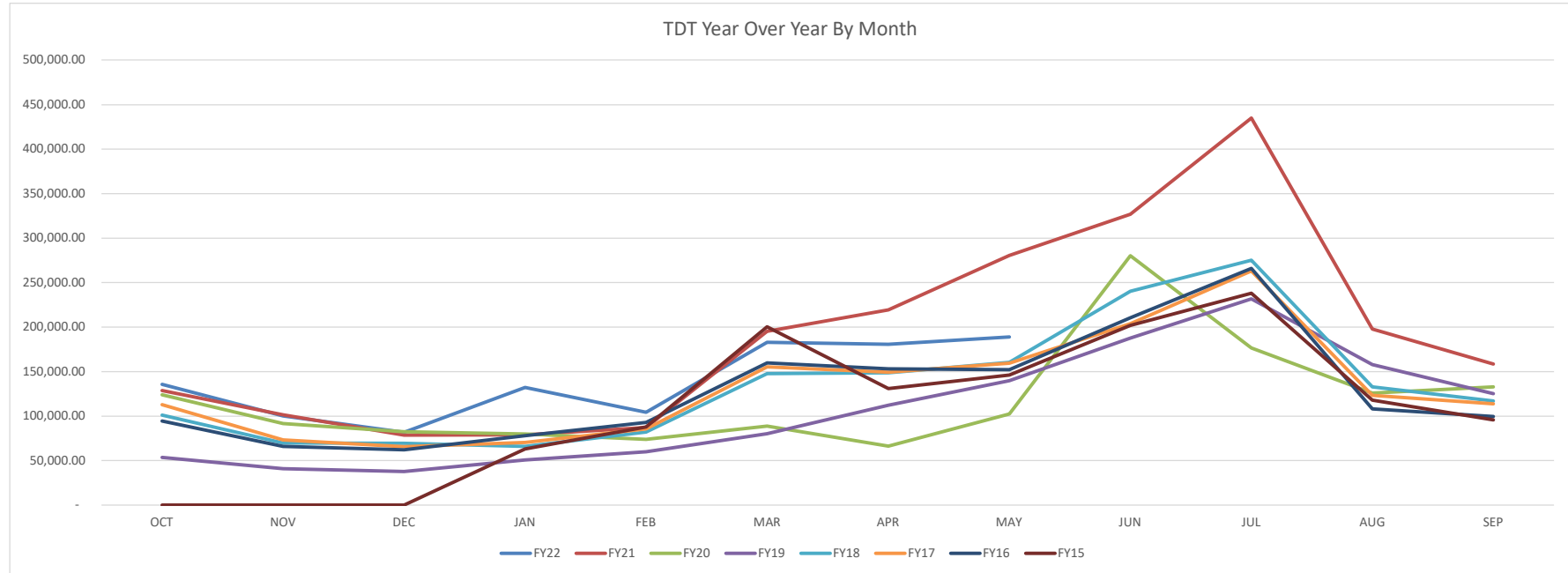


Budget Expenditures

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



	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