



DESTINATION PANAMA CITY  
SPECIAL MEETING

Location: Bay County Government Complex  
840 West 11<sup>th</sup> Street, Panama City, FL 32401  
November 2, 2022  
10:00AM

- 1) Roll Call
- 2) Approval of Minutes – September 27, 2022
- 3) Acceptance of TDT Revenue Reports – FY22 Collections thru August 2022
- 4) Financial Status Report – Period Ending September 30, 2022
- 5) Aqua Marketing
  - a) 10:10AM – Presentation, 25 Minutes
  - b) 10:35AM – Q&A, 5 Minutes
- 6) Madden Media
  - a) 10:45AM – Presentation, 25 Minutes
  - b) 11:10AM – Q&A, 5 Minutes
- 7) MWB & Advanced Travel & Tourism
  - a) 11:20AM – Presentation, 25 Minutes
  - b) 11:45AM – Q&A, 5 Minutes
- 8) Board Discussion and Direction
- 9) Adjournment

\*If you are a presenting agency, please arrive between 9:30 and 9:45AM with your presentation on a standard USB jump drive. Bay County IT will load the jump drive and provide you with a remote for slide progression.

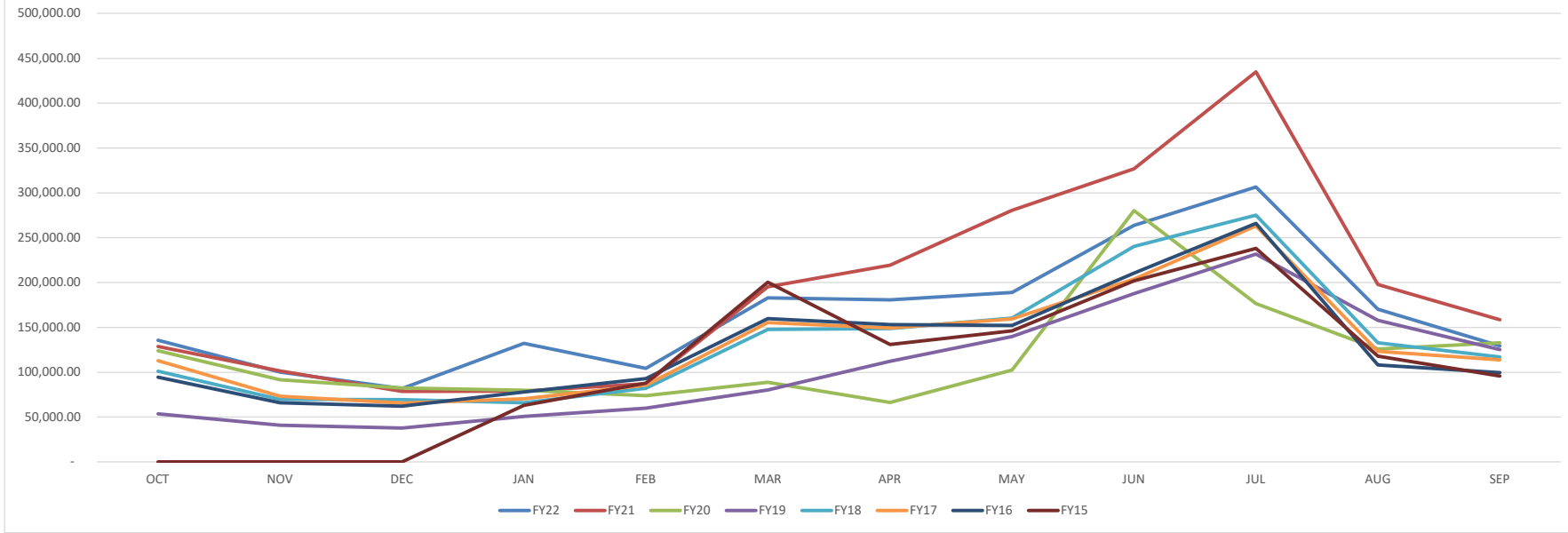


DESTINATION PANAMA CITY  
MINUTES  
September 27, 2022  
9:00AM (following City Commission Meeting)

- 1) Roll Call
  - a) All members of the board were present.
- 2) Approval of Minutes – August 3, 2022
  - a) Board Member Rader motioned to approve Minutes of August 3, 2022 as presented. Seconded by Board Member Brudnicki, the motion passed unanimously.
- 3) Acceptance of TDT Revenue Reports – FY22 Collections thru July 2022
  - a) Board Member Brudnicki motioned to approve the TDT Revenue Reports as presented. Seconded by Board Member Rader, the motion passed unanimously.
- 4) Financial Status Reports period ending July 31, 2022
  - a) Board Member Brudnicki motioned to approve the Financial Status Reports as presented. Seconded by Board Member Rader the motion passed unanimously.
- 5) RFP Marketing Short List Selection
  - a) CEO Vigil presented a short list of four firms (staff and partner recommended) as finalists for the Marketing RFQ and requested the Board confirm the four firms and select a date for formal presentations.
  - b) After discussion, the date of November 2, 2022 was selected with the time from 10AM to 12PM. Each firm would be invited to present and given equal amounts of time for presentation and question and answer.
  - c) Board Member Pilla motioned to approve the recommended list of firm finalists and the date and time for formal presentations as discussed. Seconded by Board Member Brown the motion passed unanimously.
- 6) Ratification of Support Services Contracts
  - a) CEO Vigil explained with the termination of the support services contract new vendors had been secured. Those vendors being Suzanne Kennon (accounting), Aaron Rich Marketing (IT support), and Clemons & Co (health benefits). She asked

- the board to ratify the execution of the contracts. She stated there would ultimately be a cost savings of about \$3,000 annually.
- b) Board Member Pilla motioned to ratify the three contracts identified as support services in the agenda item. Seconded by Board Member Street, the motion passed unanimously.
- 7) CEO Evaluation Committee Matrix & Recommendations
- a) CEO Vigil presented the evaluations as prepared by the CEO Evaluation Committee (Chairman Banker, Board Member Street, and Board Member Rader). The consensus of the committee was to retain CEO Vigil and the two recommendations from the committee were to authorize a 6% raise and 4% bonus or a 7% raise and a 3% bonus.
  - b) After discussion Board Member Street motioned to approve a 7% raise and a 3% bonus effective October 1, 2022. Seconded by Chairman Banker, the motion passed unanimously.
- 8) CEO Update
- a) CEO Vigil provided a brief update on the successful Oktoberfest Tasting and Festival and the upcoming marketing campaign for “It’s A Vibe”.

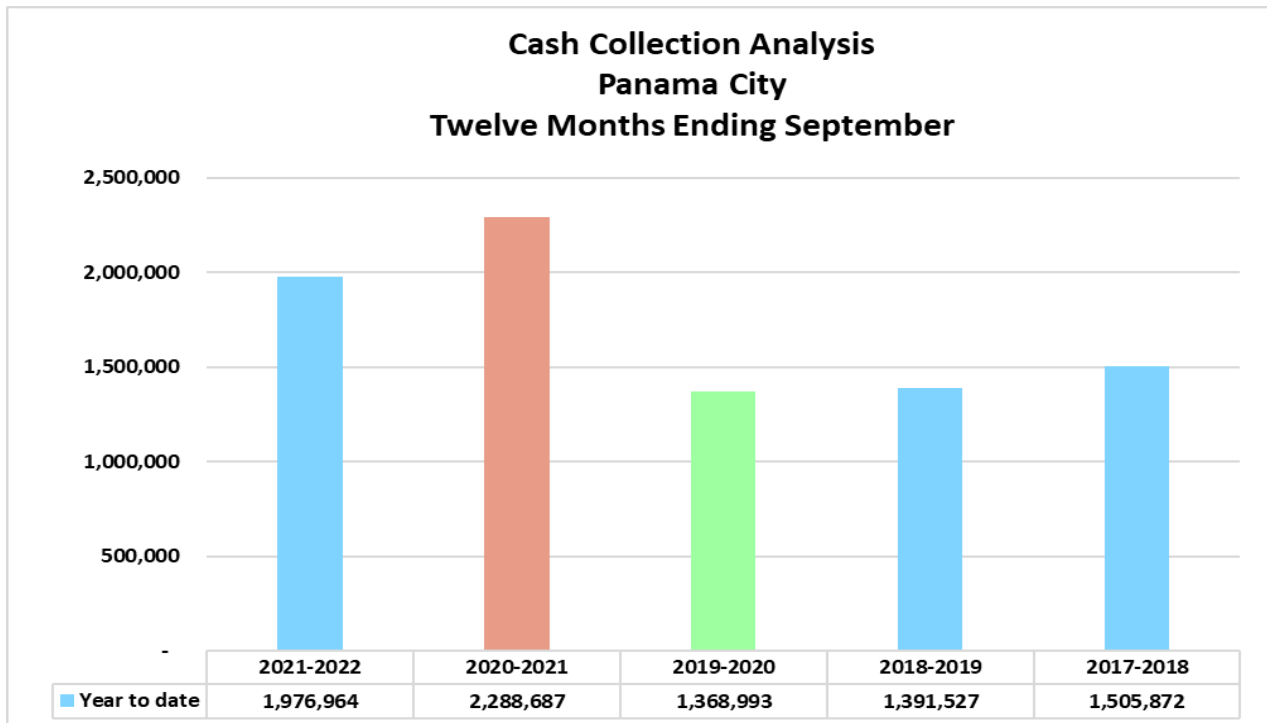
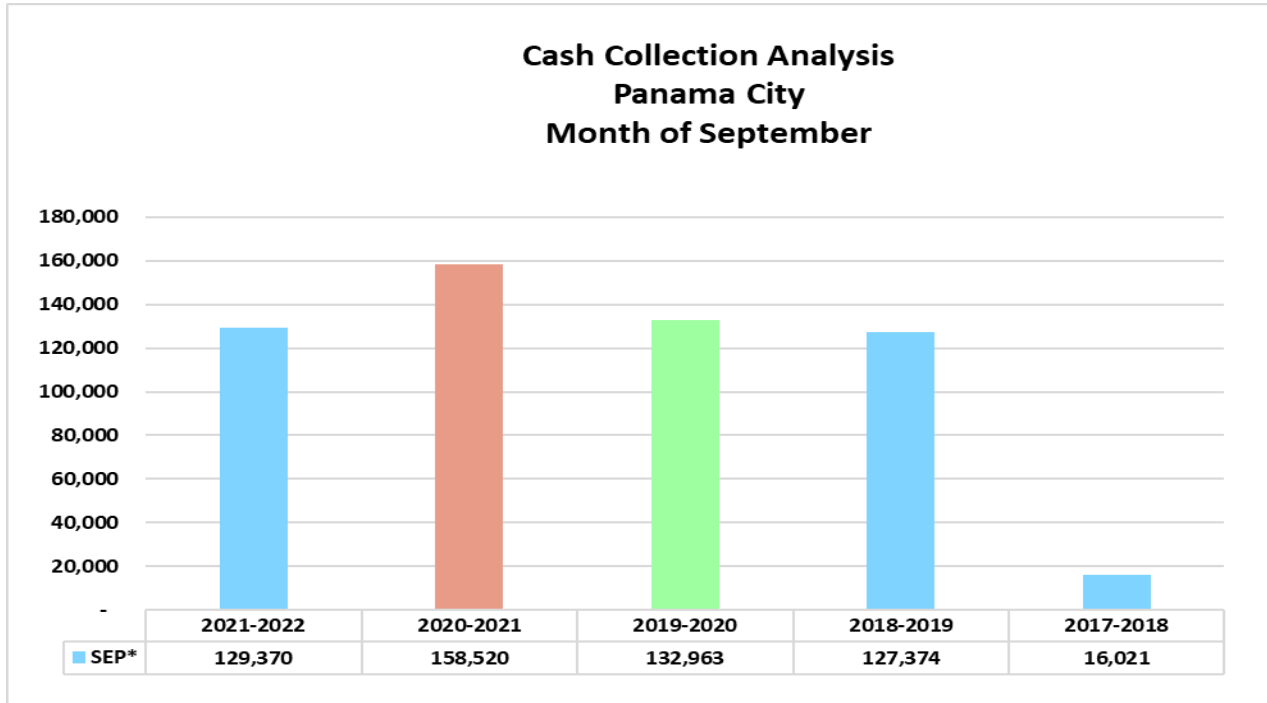
TDT Year Over Year By Month



	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	263,818.71	326,761.40	280,201.96	187,808.86	240,405.16	203,829.00	210,619.00	201,906.34
JUL	306,533.79	434,980.46	176,685.02	231,805.34	275,072.33	262,982.00	265,911.00	238,143.02
AUG	170,409.27	197,980.46	125,871.61	158,028.14	132,766.82	123,488.00	108,223.00	118,070.60
SEP	129,369.86	158,520.08	132,963.41	125,158.45	116,889.75	113,733.00	99,494.00	95,907.58
TOTAL	1,976,963.62	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



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

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

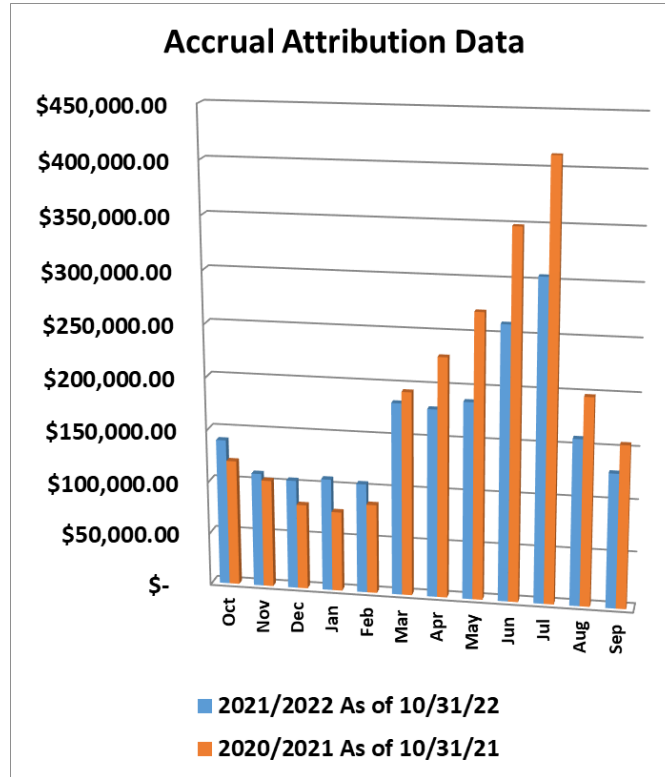
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### Panama City



Accrual Attribution Data					
	<u>2021/2022 As</u> <u>of 10/31/22</u>	<u>2020/2021 As</u> <u>of 10/31/21</u>	<u>Variance</u>	<u>Variance %</u>	<u>2020/2021</u> <u>FINAL 10/31/22</u>
Oct	\$ 139,707.69	\$ 120,055.75	\$ 19,651.94	16.37%	\$ 133,565.86
Nov	\$ 109,136.72	\$ 102,962.22	\$ 6,174.50	6.00%	\$ 102,962.22
Dec	\$ 104,394.31	\$ 81,291.47	\$ 23,102.84	28.42%	\$ 81,160.38
Jan	\$ 107,470.61	\$ 76,372.67	\$ 31,097.94	40.72%	\$ 76,372.67
Feb	\$ 104,788.11	\$ 85,361.71	\$ 19,426.40	22.76%	\$ 85,361.71
Mar	\$ 183,371.78	\$ 194,212.99	\$ (10,841.21)	-5.58%	\$ 193,820.31
Apr	\$ 179,370.49	\$ 228,248.67	\$ (48,878.18)	-21.41%	\$ 229,606.18
May	\$ 187,806.71	\$ 270,956.42	\$ (83,149.71)	-30.69%	\$ 270,956.42
Jun	\$ 260,831.35	\$ 348,904.89	\$ (88,073.54)	-25.24%	\$ 348,956.15
Jul	\$ 305,053.89	\$ 412,241.09	\$ (107,187.20)	-26.00%	\$ 412,524.91
Aug	\$ 158,610.42	\$ 197,913.20	\$ (39,302.78)	-19.86%	\$ 198,199.54
Sep	\$ 128,197.76	\$ 155,208.84	\$ (27,011.08)	-17.40%	\$ 155,688.46
	<b>\$ 1,968,739.84</b>	<b>\$ 2,273,729.92</b>	<b>\$ (277,979.00)</b>	<b>-12.23%</b>	<b>\$ 2,289,174.81</b>

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## Tourist Development Tax, Bay County, Florida

### FY2022 Cash/Accrual Breakdown

Panama City														
Collected in														
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
Attributed period	Pre	\$ 1,646.81	\$ 648.85				\$ 557.20	\$ 727.06		\$ 142.42	\$ 4,444.21		\$ 8,166.55	
	Oct	\$ 134,081.27	\$ 3,843.09		\$ 293.95	\$ 41.03				\$ 750.00	\$ 698.35		\$ 139,707.69	
	Nov	\$ 80.00	\$ 95,269.79	\$ 148.09	\$ 12,480.29					\$ 356.90	\$ 51.65	\$ 750.00	\$ 109,136.72	
	Dec		\$ 357.25	\$ 81,545.23	\$ 12,503.65		\$ 1,193.09	\$ 1,126.74	\$ 1,618.53	\$ 649.32	\$ 5,400.50		\$ 104,394.31	
	Jan			\$ 109.05	\$ 106,888.00	\$ 165.10	\$ 78.80		\$ 229.66				\$ 107,470.61	
	Feb					\$ 103,829.83	\$ 535.34	\$ 93.75	\$ 329.19				\$ 104,788.11	
	Mar					\$ 392.26	\$ 182,129.62	\$ 279.02	\$ 327.62	\$ 243.26			\$ 183,371.78	
	Apr						\$ 87.75	\$ 178,128.11	\$ 459.19	\$ 241.44	\$ 122.84	\$ 331.16	\$ 179,370.49	
	May							\$ 242.43	\$ 186,293.44	\$ 1,065.13		\$ 205.71	\$ 187,806.71	
	Jun							\$ 240.09	\$ 336.82	\$ 258,430.08	\$ 1,389.61	\$ 434.75	\$ 260,831.35	
	Jul									\$ 1,220.16	\$ 303,070.81	\$ 762.92	\$ 305,053.89	
	Aug										\$ 165.53	\$ 158,047.70	\$ 397.19	\$ 158,610.42
	Sep											\$ 32.32	\$ 128,165.44	\$ 128,197.76
Post												\$ 57.23	\$ 57.23	
	\$ 135,808.08	\$ 100,118.98	\$ 81,802.37	\$ 132,165.89	\$ 104,387.19	\$ 182,793.74	\$ 180,812.49	\$ 188,943.25	\$ 263,818.71	\$ 306,533.79	\$ 170,409.27	\$ 129,369.86	\$ 1,976,963.62	

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