



DESTINATION PANAMA CITY
REGULAR MEETING

Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401
Regular Meeting – 6/13/2024

- 1) Roll Call
- 2) Approval of Minutes – April 11, 2024 Regular Meeting
- 3) Acceptance of TDT Revenue Reports – FY24, April 2024
- 4) Financial Status Report – Period Ending April 30, 2024
- 5) Living Shoreline Project – Dewberry Underwater Survey
- 6) Marketing RFP – Request to Advertise
- 7) Orange Video – Contract Ratification
- 8) Panama City Songwriters – Event Assistance Program
- 9) CEO Updates
 - a) US DOL Rule Increasing Minimum Exempt Salary Threshold
 - b) Florida Black History Museum Update
 - c) Marketing Update – DPC Adventure Letters
 - d) Public Relations Update
 - e) St Andrews School
 - f) Events Update – July 4th – Oktoberfest – Backstage Pass
- 10) Public Participation
- 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:

6/13/2024

3. REQUESTED MOTION/ACTION:

Board accept the Board Meeting Minutes of 4/11/2024 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)

Board Meeting Minutes 4/11/2024 have been prepared for review and acceptance.



DESTINATION PANAMA CITY
BOARD MEETING MINUTES
April 11, 2024 - 12:00PM

Chairman Banker Called the Meeting to Order.

1. Roll Call – Chairman Banker, Vice Chairman Grainger, Secretary and Treasurer Street, Board Member Lucas, Board Member Capps, and Board Member Rohan were present. Board Member Haligas arrived following the Financial Status Report vote.
2. Approval of Minutes – March 14, 2024.
 - a. Motion to approve Minutes as presented was made by Board Member Lucas
 - b. Motion was seconded by Board Member Capps
 - c. The motion was approved unanimously (6-0).
3. Acceptance of TDT Revenue Reports – FY24, February 2024.
 - a. Motion to approve the TDT Revenue Reports was made by Secretary and Treasurer Street
 - b. Motion was seconded by Vice Chairman Grainger
 - c. The motion was approved unanimously(6-0).
4. Financial Status Report – Period Ending February 29, 2024, Kennon Accounting Solutions in attendance to present Management Report and Statement of Net Position.
 - a. Motion to approve the Financial Status Report was made by Board Member Rohan.
 - b. Motion was seconded by Secretary and Treasurer Street.
 - c. The motion was approved unanimously(6-0).
5. Living Shoreline Project Presentation – Scott Jackson and Chantille presented information regarding the Living Shoreline project. President and CEO Vigil explained the request for funds from St. Joe Community Foundation and Panama City Rotary, as well as neighborhood support gained.
6. CEO Updates.

- a. St. Andrews School Update
 - b. Florida Black History Museum Update
 - c. Marketing Update – Visit Florida Co-Op Bronze Package
 - d. Public Relations Update – Judy & Len Garrison
 - e. Legislative Update
 - f. Commercial Insurance Update
 - g. Events Update
 - h. Strategic Plan – 2015
 - i. Boat Show
7. Public Participation - None
 8. Chairman Banker adjourned the meeting.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

6/13/2024

3. REQUESTED MOTION/ACTION:

Board approve the Tourist Development Tax collections as reported by Bay County Clerk of Court.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

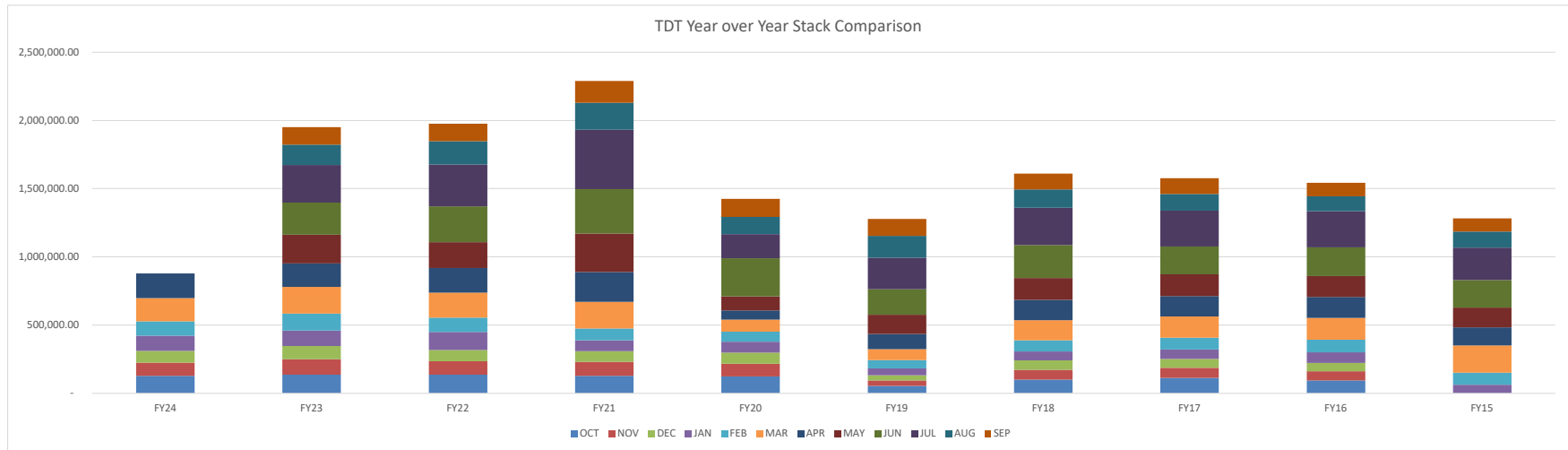
5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

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)

Tourist Development Taxes are collected by Bay County Clerk of Court and reported to Destination Panama City.



	FY24	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15
OCT	128,772.76	136,847.79	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27	-
NOV	95,487.49	112,426.73	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88	-
DEC	87,289.14	96,525.57	81,802.37	78,649.26	82,443.03	37,691.14	69,355.65	65,657.00	62,079.90	-
JAN	111,642.43	115,133.81	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	104,794.42	124,075.17	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	168,682.86	193,796.73	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	181,079.52	173,560.21	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		210,329.81	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		234,804.29	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		275,804.87	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		149,325.94	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		128,546.36	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	877,748.62	1,951,177.28	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
YTD Comparison		952,366.01	917,888.74	889,903.30	606,844.31	435,433.72	685,321.96	712,173.00	706,628.44	482,246.52
Variance		-7.83%	-4.37%	-1.37%	44.64%	101.58%	28.08%	23.25%	24.22%	82.01%



Tourist Development Tax, Bay County, Florida

FY2024 Cash/Accrual Breakdown

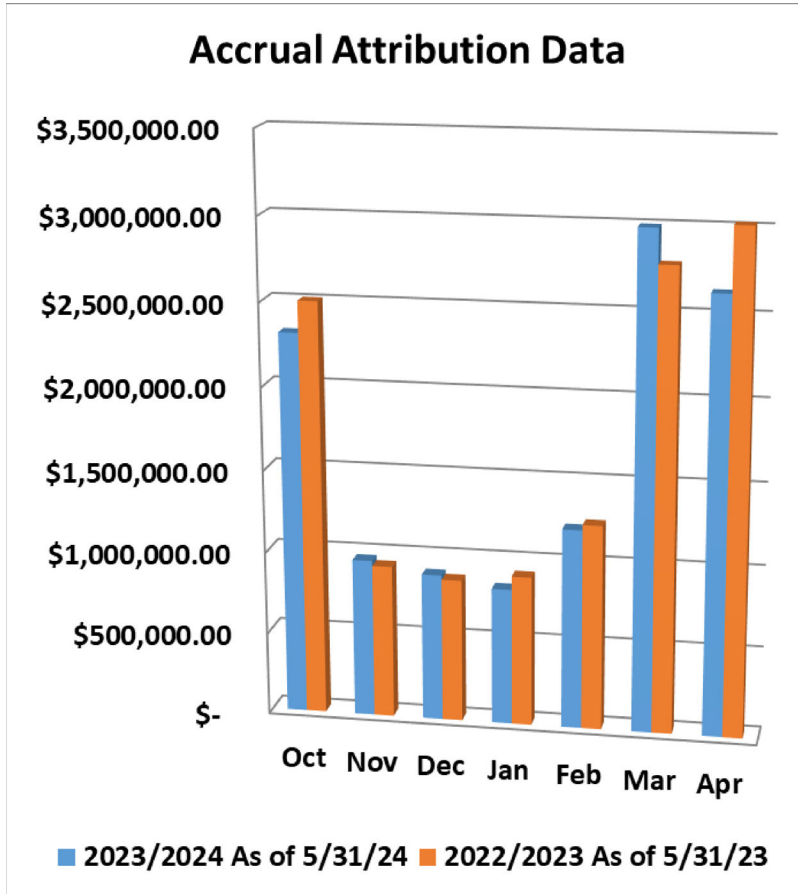
<u>Panama City</u>									
Collected in									
	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>		
Attributed period	Pre	\$ 3,564.54	\$ 173.73	\$ 83.14	\$ 544.17	\$ 704.53	\$ 433.25	\$ 631.92	\$ 6,135.28
	Oct	\$ 125,023.61	\$ 268.26	\$ 50.00	\$ 333.23	\$ 247.77			\$ 125,922.87
	Nov	\$ 184.71	\$ 95,045.50	\$ 467.65	\$ 317.43	\$ 183.45			\$ 96,198.74
	Dec			\$ 86,435.25	\$ 739.43	\$ 239.23	\$ 498.82	\$ 1,060.93	\$ 88,973.66
	Jan			\$ 253.10	\$ 109,498.75	\$ 225.66	\$ 133.85	\$ 71.73	\$ 110,183.09
	Feb				\$ 112.36	\$ 102,944.40	\$ 3,439.12	\$ 113.77	\$ 106,609.65
	Mar				\$ 97.06	\$ 249.38	\$ 163,606.56	\$ 522.52	\$ 164,475.52
	Apr						\$ 571.26	\$ 177,327.77	\$ 177,899.03
	May							\$ 1,350.89	\$ 1,350.89
	Jun								\$ -
	Jul								\$ -
	Aug								\$ -
	Sep								\$ -
Post								\$ -	
	\$ 128,772.86	\$ 95,487.49	\$ 87,289.14	\$ 111,642.43	\$ 104,794.42	\$ 168,682.86	\$ 181,079.53	\$ 877,748.73	

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

Panama City Beach



Accrual Attribution Data					
	<u>2023/2024 As of</u> <u>5/31/24</u>	<u>2022/2023 As of</u> <u>5/31/23</u>	<u>Variance</u>	<u>Variance %</u>	<u>2022/2023</u> <u>FINAL 5/31/24</u>
Oct	\$ 2,313,868.88	\$ 2,503,355.65	\$ (189,486.77)	-7.57%	\$ 2,538,380.79
Nov	\$ 959,930.18	\$ 929,322.95	\$ 30,607.23	3.29%	\$ 931,359.66
Dec	\$ 893,797.51	\$ 867,919.68	\$ 25,877.83	2.98%	\$ 1,091,222.05
Jan	\$ 829,571.48	\$ 911,082.47	\$ (81,510.99)	-8.95%	\$ 915,659.01
Feb	\$ 1,214,161.08	\$ 1,247,307.47	\$ (33,146.39)	-2.66%	\$ 1,258,006.37
Mar	\$ 2,992,460.46	\$ 2,783,893.04	\$ 208,567.42	7.49%	\$ 2,825,411.14
Apr	\$ 2,632,735.30	\$ 3,019,725.78	\$ (386,990.48)	-12.82%	\$ 3,082,804.10
May-Sep	\$ 43,409.45	\$ 40,693.04			
	\$ 11,879,934.34	\$ 12,303,300.08	\$ (426,082.15)	-3.46%	\$ 12,642,843.12

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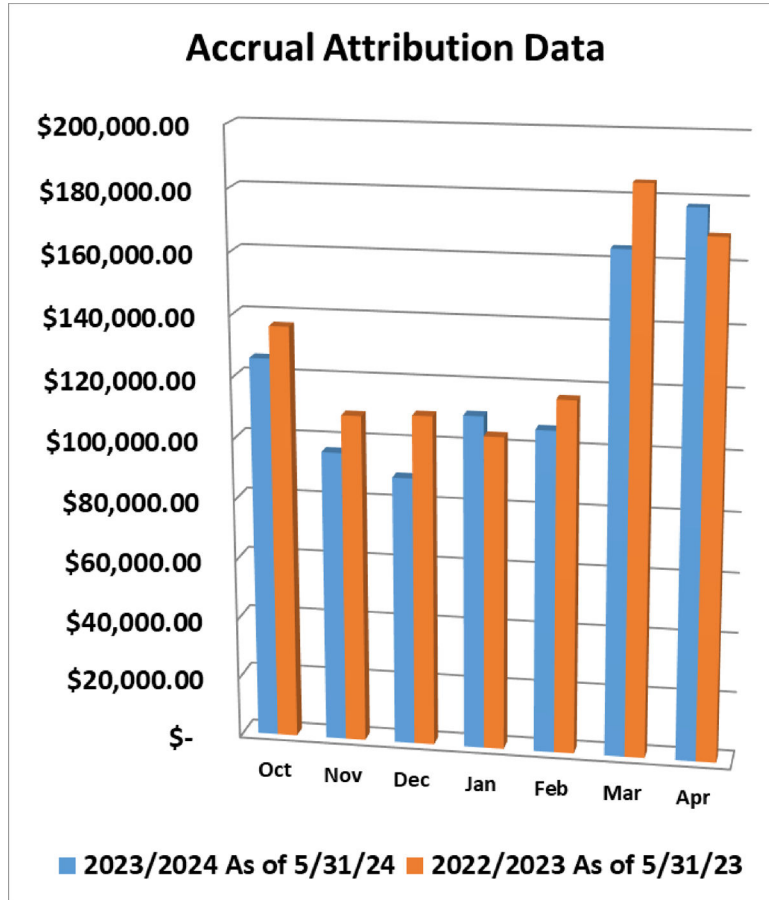
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Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	<u>2023/2024 As</u> <u>of 5/31/24</u>	<u>2022/2023 As of</u> <u>5/31/23</u>	<u>Variance</u>	<u>Variance %</u>	<u>2022/2023</u> <u>FINAL 5/31/24</u>
Oct	\$ 125,922.87	\$ 136,389.24	\$ (10,466.37)	-7.67%	\$ 137,637.85
Nov	\$ 96,198.74	\$ 108,504.69	\$ (12,305.95)	-11.34%	\$ 108,715.74
Dec	\$ 88,973.66	\$ 109,472.03	\$ (20,498.37)	-18.72%	\$ 118,532.73
Jan	\$ 110,183.09	\$ 103,757.67	\$ 6,425.42	6.19%	\$ 104,087.55
Feb	\$ 106,609.65	\$ 116,599.00	\$ (9,989.35)	-8.57%	\$ 117,288.85
Mar	\$ 164,475.52	\$ 184,837.52	\$ (20,362.00)	-11.02%	\$ 185,839.03
Apr	\$ 177,899.03	\$ 169,189.71	\$ 8,709.32	5.15%	\$ 172,110.81
May-Sep	\$ 1,350.89	\$ 289.08			
	\$ 871,613.45	\$ 929,038.94	\$ (58,487.30)	-6.30%	\$ 944,212.56

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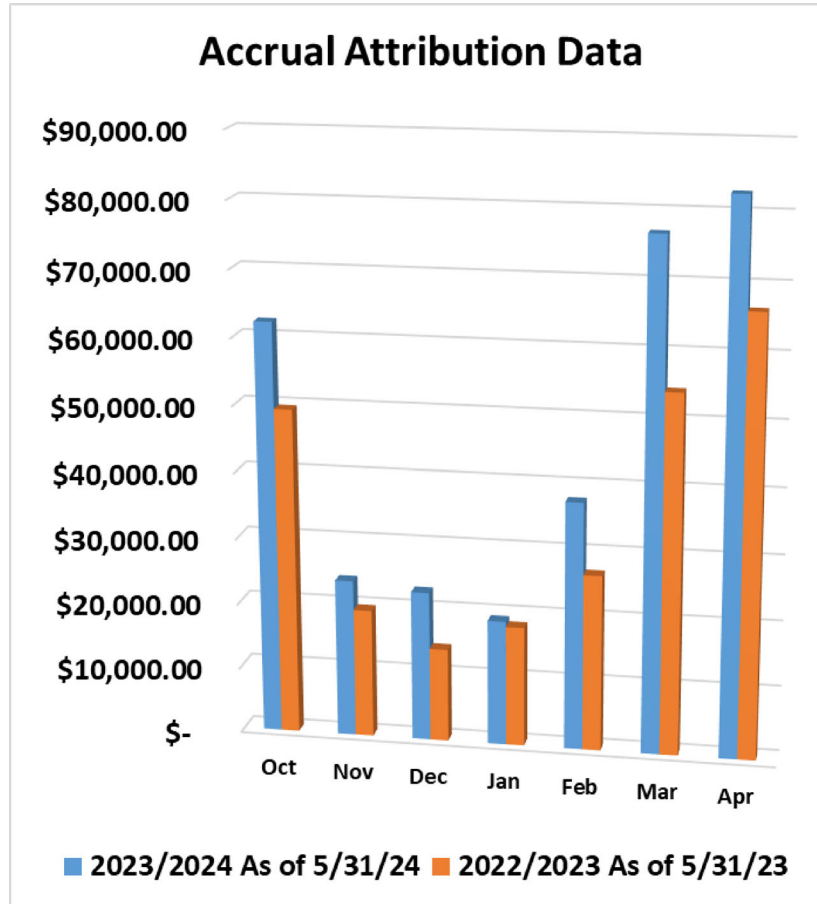
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Tourist Development Tax, Bay County, Florida

Mexico Beach



Accrual Attribution Data					
	<u>2023/2024 As</u>	<u>2022/2023 As</u>	<u>Variance</u>	<u>Variance %</u>	<u>2022/2023</u>
	<u>of 5/31/24</u>	<u>of 5/31/23</u>			<u>FINAL 5/31/24</u>
Oct	\$ 62,235.87	\$ 49,383.77	\$ 12,852.10	26.02%	\$ 50,293.33
Nov	\$ 23,898.83	\$ 19,502.80	\$ 4,396.03	22.54%	\$ 19,862.84
Dec	\$ 22,750.23	\$ 14,132.47	\$ 8,617.76	60.98%	\$ 26,574.48
Jan	\$ 18,993.22	\$ 18,196.36	\$ 796.86	4.38%	\$ 18,946.26
Feb	\$ 37,596.56	\$ 26,763.51	\$ 10,833.05	40.48%	\$ 27,602.83
Mar	\$ 76,807.86	\$ 54,336.65	\$ 22,471.21	41.36%	\$ 56,884.71
Apr	\$ 82,645.00	\$ 66,274.92	\$ 16,370.08	24.70%	\$ 68,176.19
Apr-Sep	\$ 1,804.68	\$ 369.79			
	\$ 328,536.93	\$ 249,330.06	\$ 76,337.09	30.62%	\$ 268,340.64

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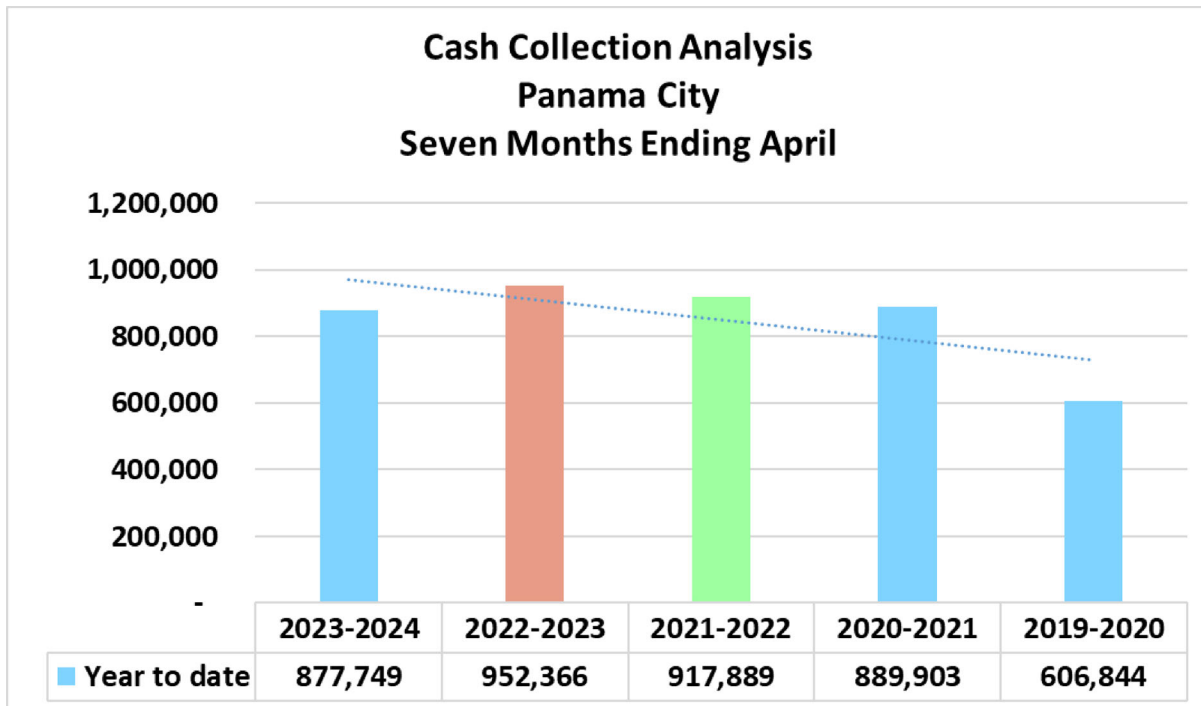
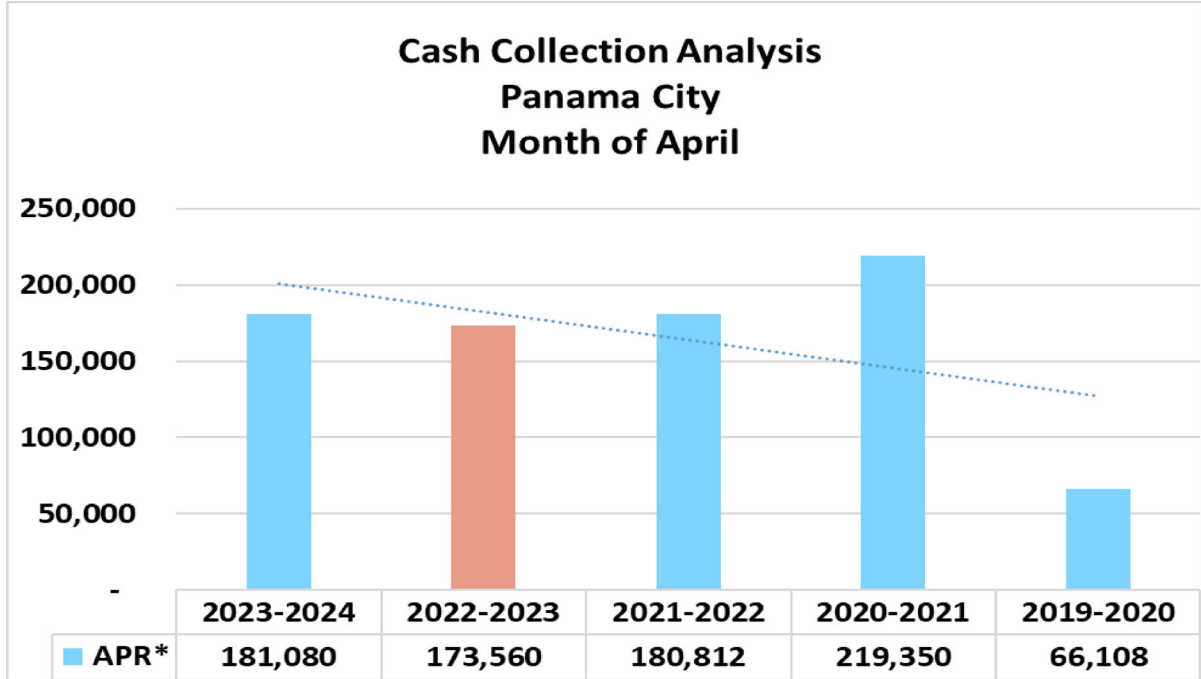
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Tourist Development Tax, Bay County, Florida



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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:

6/13/2024

3. REQUESTED MOTION/ACTION:

Board accept the financial status reports as presented for period ending April 30, 2024

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)

Attached is the April 2024 Financial Package for Board review and approval.

Management Report

Destination Panama City
For the period ended April 30, 2024



Prepared on
May 15, 2024

Statement of Net Position

As of April 30, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
10001 Checking - Bankcorp South	644,613.04
10003 Checking - First Federal	10,400.46
Total Bank Accounts	655,013.50
Accounts Receivable	
11500 Accounts Receivable (A/R)	354,647.61
Total Accounts Receivable	354,647.61
Other Current Assets	
15510 Prepaid Insurance	3,312.56
15520 Deposits	700.47
Total Other Current Assets	4,013.03
Total Current Assets	1,013,674.14
Fixed Assets	
16500 Allowance for Depreciation	-78,694.13
16600 Fixed Prop Machinery & Equipment	24,908.99
16610 Buildings & Land	1,360,555.00
16630 Furniture & Fittings	2,730.00
16700 Leased Equipment	2,280.00
16800 Accumulated amortization	-855.00
Total Fixed Assets	1,310,924.86
TOTAL ASSETS	\$2,324,599.00

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

20200 Accounts Payable (A/P)	20,050.87
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Total Accounts Payable	20,050.87
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Other Current Liabilities

20400 Advance Deposits	100,000.00
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21600 Compensated Absences	35,711.65
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Payroll Liabilities

21801 Federal Taxes (941/943/944)	3,473.08
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21803 FL Unemployment Tax	0.28
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21821 Health Insurance	-1,094.59
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21822 Dental Insurance	-380.15
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21824 Life Insurance	-123.60
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21825 Vision Insurance	-102.56
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	Total
Total Payroll Liabilities	1,772.46
Total Other Current Liabilities	137,484.11
Total Current Liabilities	157,534.98
Long-Term Liabilities	
22500 Lease Payable	1,425.00
Total Long-Term Liabilities	1,425.00
Total Liabilities	158,959.98
Equity	
27100 Fund Balance - Unrestricted	1,707,886.62
Retained Earnings	310,258.50
Net Revenue	147,493.90
Total Equity	2,165,639.02
TOTAL LIABILITIES AND EQUITY	\$2,324,599.00

Statement of Revenues, Expenses and Change in Net Position

April 2024

	Apr 2024	Oct 2023 - Apr 2024 (YTD)	Total
REVENUE			
31000 Bay County TDC Contract	99,011.78		1,162,774.35
34132 Co-Op Advertising Revenue			4,900.00
35000 Event Income			8,560.57
35915 Event Booth Rental	2,322.00		2,322.00
36200 Facility Rent Income	601.20		8,498.60
366140 Pvt Contribs & Donations			50.00
38000 Interest Income	425.75		2,925.07
39000 Misc Revenue			2,461.36
Contributed income			
Grants from other nonprofits	125,000.00		125,000.00
Total Contributed income	125,000.00		125,000.00
Total Revenue	227,360.73		1,317,491.95
GROSS PROFIT	227,360.73		1,317,491.95
EXPENDITURES			
51200 Regular Salaries	27,548.90		200,636.55
52100 FICA	2,092.56		15,206.13
52200 Retirement Contributions	1,538.84		11,236.37
52207 Health Insurance	2,778.36		21,703.56
52208 Dental Insurance	167.80		1,349.38
52300 Life Insurance	41.20		309.00
52400 Workers Comp	269.00		750.00
52500 Unemployment Insurance	0.28		377.50
53100 Professional Services	1,346.25		2,646.25
53200 Accounting & Auditing			17,974.25
53400 Other Contractual	2,229.50		14,473.93
53401 Marketing Contractual Services	1,272.17		95,492.42
54000 Travel per Diem Staff	2,661.70		19,869.75
54001 Travel Per Diem Non-Staff			2,629.01
54100 Communications	690.79		6,039.91
54200 Postage & Freight	1,537.78		4,779.30
54300 Utility	1,790.86		33,534.88
54400 Rentals & Leases	564.45		4,096.39
54500 Insurance	1,114.36		8,297.30
54600 Repair & Maintenance			6,181.27
54700 Printing & Binding			2,530.28
54800 Promotional Activities	47,303.57		540,632.75
54801 Creative Services			7,905.00

		Total
	Apr 2024	Oct 2023 - Apr 2024 (YTD)
54900 Other Current Charges	223.03	2,948.70
55100 Office Supplies	36.22	602.39
55200 Operating Supplies	415.55	11,826.92
55400 Books, Pubs, Memberships	3,763.35	41,642.36
55500 Training	1,690.00	2,772.56
56200 Buildings		91,553.94
Total Expenditures	101,076.52	1,169,998.05
NET OPERATING REVENUE	126,284.21	147,493.90
NET REVENUE	\$126,284.21	\$147,493.90

Destination Panama City

Budget vs. Actuals: FY24

October -April 2024

Explanation provided for line items greater than 70% of annual budget
 Percentage of Year complete = 58%

	Actual	Budget	Remaining	% of Budget	Explanation
Revenue					
31000 Bay County TDC Contract	1,162,774.35	3,110,434.00	1,947,659.65	37.38%	
34132 Co-Op Advertising Revenue	4,900.00	10,000.00	5,100.00	49.00%	
35000 Event Income	8,560.57	20,000.00	11,439.43	42.80%	
35915 Event Booth Rental	2,322.00	5,000.00	2,678.00	46.44%	
36200 Facility Rent Income	8,498.60	0.00	-8,498.60	100.00%	
366140 Pvt Contribs & Donations	50.00	0.00	-50.00	100.00%	
38000 Interest Income	2,925.07	3,500.00	574.93	83.57%	
39000 Misc Revenue	2,461.36	0.00	-2,461.36	100.00%	
39600 Unrestricted Cash	0.00	350,000.00	350,000.00	0.00%	
Contributed income					
Donations directed by individuals	0.00	400,000.00	400,000.00	0.00%	
Grants from other nonprofits	125,000.00	500,000.00	375,000.00	25.00%	
Total Contributed income	\$ 125,000.00	\$ 900,000.00	\$ 775,000.00	13.89%	
Total Revenue	\$1,317,491.95	\$4,398,934.00	\$ 3,081,442.05	29.95%	
Gross Profit	\$1,317,491.95	\$4,398,934.00	\$ 3,081,442.05	29.95%	
Expenditures					
51200 Regular Salaries	200,636.55	351,942.62	151,306.07	57.01%	
51500 Special Pay	0.00	6,000.00	6,000.00	0.00%	
52100 FICA	15,206.13	26,666.72	11,460.59	57.02%	
52200 Retirement Contributions	11,236.37	35,194.26	23,957.89	31.93%	
52207 Health Insurance	21,703.56	44,762.64	23,059.08	48.49%	
52208 Dental Insurance	1,349.38	3,047.64	1,698.26	44.28%	
52300 Life Insurance	309.00	618.00	309.00	50.00%	
52400 Workers Comp	750.00	3,125.00	2,375.00	24.00%	
52500 Unemployment Insurance	377.50	2,000.00	1,622.50	18.88%	
53100 Professional Services	2,646.25	8,000.00	5,353.75	33.08%	
53200 Accounting & Auditing	17,974.25	25,000.00	7,025.75	71.90%	\$15,800 paid to CRI for 22/23 audit - paid in full
53400 Other Contractual	14,473.93	15,000.00	526.07	96.49%	\$4,000 paid to BTW Services for Oct - Dec Administration of St Andrews School Grant . Otis Elevator Maintenance contract \$1725, monthly IT, Janitorial, Pest Control, Landscaping (VC & St A)
53401 Marketing Contractual Services	95,492.42	275,000.00	179,507.58	34.72%	
54000 Travel per Diem Staff	19,869.75	40,000.00	20,130.25	49.67%	

54001 Travel Per Diem Non-Staff	2,629.01	15,000.00	12,370.99	17.53%	
54100 Communications	6,039.91	12,000.00	5,960.09	50.33%	
54200 Postage & Freight	4,779.30	17,000.00	12,220.70	28.11%	
54300 Utility	33,534.88	25,000.00	-8,534.88	134.14%	FPL billed for 8 months of electric service at St Andrews School in Feb.
54400 Rentals & Leases	4,096.39	13,000.00	8,903.61	31.51%	
54500 Insurance	8,297.30	30,000.00	21,702.70	27.66%	
54600 Repair & Maintenance	6,181.27	24,000.00	17,818.73	25.76%	
54700 Printing & Binding	2,530.28	40,000.00	37,469.72	6.33%	
54800 Promotional Activities	540,632.75	1,000,000.00	459,367.25	54.06%	
54801 Creative Services	7,905.00	60,000.00	52,095.00	13.18%	
54802 Media Commissions	0.00	40,000.00	40,000.00	0.00%	
54803 Photography/Videography	0.00	20,000.00	20,000.00	0.00%	
54900 Other Current Charges	2,948.70	20,000.00	17,051.30	14.74%	
55100 Office Supplies	602.39	1,700.00	1,097.61	35.43%	
55200 Operating Supplies	11,826.92	25,000.00	13,173.08	47.31%	
55400 Books, Pubs, Memberships	41,642.36	40,000.00	-1,642.36	104.11%	Annual Subscription/memberships for Placer Labs 16,000, Destinations FL 3,801, US Travel Association 6,350, Destinations International 3,804, American Great Loop Membership 2,900
55500 Training	2,772.56	15,000.00	12,227.44	18.48%	
55700 Operational Reserve for Contingency	0.00	66,377.12	66,377.12	0.00%	
56200 Buildings	91,553.94	2,088,500.00	1,996,946.06	4.38%	
56400 Machinery & Equipment	0.00	10,000.00	10,000.00	0.00%	
Total Expenditures	\$1,169,998.05	\$4,398,934.00	\$ 3,228,935.95	26.60%	
Net Operating Revenue	\$ 147,493.90	\$ 0.00	-\$ 147,493.90		
Net Revenue	\$ 147,493.90	\$ 0.00	-\$ 147,493.90		

A/R Aging Summary

As of April 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Tourism Contract						0.00
Bay County Contract 23-24	198,408.90		107,606.48			306,015.38
St Andrews School	20,098.71		28,533.52			48,632.23
Total Tourism Contract	218,507.61		136,140.00			354,647.61
TOTAL	\$218,507.61	\$0.00	\$136,140.00	\$0.00	\$0.00	\$354,647.61

TB

A/P Aging Summary

As of April 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Bay Arts Alliance	7,001.05					7,001.05
Beach TV Cable Company, Inc	1,116.90					1,116.90
Burke Blue		500.00				500.00
FPL Northwest FL	1,520.21					1,520.21
Otis Signature Service	1,725.00					1,725.00
Panama Business Machines	125.85					125.85
Raymond James		769.42				769.42
THRIVE Media	6,500.00					6,500.00
Wells Fargo Vendor Financial Services, LLC	101.65					101.65
WOW	690.79					690.79
TOTAL	\$18,781.45	\$1,269.42	\$0.00	\$0.00	\$0.00	\$20,050.87

TB



Destination Panama City

10001 Checking - Bankcorp South, Period Ending 04/30/2024

RECONCILIATION REPORT

Reconciled on: 05/13/2024

Reconciled by: Suzanne Kennon

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance	647,253.37
Interest earned	425.66
Checks and payments cleared (50)	-129,817.43
Deposits and other credits cleared (7)	127,820.44
Statement ending balance	645,682.04
Uncleared transactions as of 04/30/2024	-1,069.00
Register balance as of 04/30/2024	644,613.04
Cleared transactions after 04/30/2024	0.00
Uncleared transactions after 04/30/2024	180,738.89
Register balance as of 05/13/2024	825,351.93

TB

Details

Checks and payments cleared (50)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/03/2024	Tax Payment		IRS	-3,497.57
04/05/2024	Bill Payment	10706	Quina Grundhoefer Architects	-15,395.98
04/05/2024	Bill Payment	10701	Jennifer Vigil - VENDOR	-172.50
04/05/2024	Bill Payment	10702	Lauren Beauchamp - Vendor	-172.50
04/05/2024	Bill Payment	10710	Shelbie Scippio - VENDOR	-172.50
04/05/2024	Bill Payment	10699	Earthshine Cleaning	-523.98
04/05/2024	Bill Payment	10705	Print Source	-2,004.87
04/05/2024	Bill Payment	10695	Brock Lawn and Pest Control,...	-53.50
04/05/2024	Bill Payment	10697	Carr Riggs & Ingram	-1,800.00
04/05/2024	Bill Payment	10700	FPL Northwest FL	-2,077.21
04/05/2024	Bill Payment	10704	Panama Business Machines	-62.12
04/05/2024	Bill Payment	10707	Raymond James	-769.42
04/05/2024	Bill Payment	10709	Rutabaga Paddlesports	-1,875.00
04/05/2024	Bill Payment	10712	WMBB	-620.00
04/05/2024	Bill Payment	10713	WOW	-681.49
04/05/2024	Bill Payment	10696	Burke Blue	-375.00
04/05/2024	Bill Payment	10711	Wells Fargo Vendor Financial ...	-136.65
04/05/2024	Bill Payment	10703	Lawnmasters of Panama City ...	-300.00
04/05/2024	Bill Payment	10708	Rotary Club of Panama City F...	-284.00
04/05/2024	Bill Payment	10694	Beach TV Cable Company, Inc	-816.32
04/05/2024	Bill Payment	10693	Aaron Rich Marketing	-376.00
04/12/2024	Payroll Check	DD	Shelbie L. Scippio	-2,032.23
04/12/2024	Payroll Check	DD	Jessica A. Bright	-1,343.37
04/12/2024	Payroll Check	DD	Jennifer Vigil	-4,254.27
04/12/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.23
04/12/2024	Payroll Check	DD	Lauren E. Beauchamp	-1,776.01
04/12/2024	Payroll Check	DD	Jordan Seamster	-105.28
04/17/2024	Tax Payment		IRS	-3,663.52
04/18/2024	Bill Payment	10561	City of Panama City	-929.25
04/18/2024	Tax Payment		FL U.C. Fund	-39.12
04/19/2024	Bill Payment	10717	Bay County Chamber of Com...	-862.35
04/19/2024	Bill Payment	10720	Burke Blue	-846.25
04/19/2024	Bill Payment	10715	Amanda Stiffler	-5,815.00
04/19/2024	Bill Payment	10714	Aaron Rich Marketing	-451.00
04/19/2024	Bill Payment	10721	Business Presentation Servic...	-1,487.45
04/19/2024	Bill Payment	10723	House of Henry	-18,000.00
04/19/2024	Bill Payment	10719	Brock Lawn and Pest Control,...	-53.50
04/19/2024	Bill Payment	10725	Pyro Shows, Inc	-22,500.00
04/19/2024	Bill Payment	10726	Raymond James	-769.42

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/19/2024	Bill Payment	10722	First Federal Bank	-16,251.64
04/19/2024	Bill Payment	10718	Beach TV Cable Company, Inc	-484.31
04/19/2024	Bill Payment	10724	Lisa L. Sweet	-2,850.00
04/22/2024	Check	ACH	Florida Department of Revenue	-23.06
04/24/2024	Expense	1163558-10001-5/24	Principal Life Insurance Comp...	-315.06
04/26/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.24
04/26/2024	Payroll Check	DD	Shelbie L. Scippio	-2,032.23
04/26/2024	Payroll Check	DD	Jessica A. Bright	-1,343.36
04/26/2024	Payroll Check	DD	Jordan Seamster	-149.61
04/26/2024	Payroll Check	DD	Lauren E. Beauchamp	-1,772.52
04/26/2024	Payroll Check	DD	Jennifer Vigil	-3,912.54
Total				-129,817.43

Deposits and other credits cleared (7)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/05/2024	Deposit			115.74
04/12/2024	Deposit			250.04
04/22/2024	Deposit			156.35
04/25/2024	Deposit			719.39
04/29/2024	Deposit			728.97
04/30/2024	Deposit			849.95
04/30/2024	Deposit		St Andrews School City of PC ...	125,000.00
Total				127,820.44

Additional Information

Uncleared checks and payments as of 04/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/19/2023	Bill Payment	10574	Panama City Symphony Orch...	-800.00
04/19/2024	Bill Payment	10716	Auto Owners Insurance	-269.00
Total				-1,069.00

Uncleared checks and payments after 04/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/01/2024	Tax Payment		IRS	-3,473.08
05/09/2024	Bill Payment	10733	JSC Systems, Inc	-600.00
05/09/2024	Bill Payment	10736	Panama City Beach Chamber...	-1,500.00
05/09/2024	Bill Payment	10738	THRIVE Media	-6,500.00
05/09/2024	Bill Payment	10740	WOW	-690.79
05/09/2024	Bill Payment	10732	FPL Northwest FL	-1,520.21
05/09/2024	Bill Payment	10734	Otis Signature Service	-1,725.00
05/09/2024	Bill Payment	10735	Panama Business Machines	-125.85
05/09/2024	Bill Payment	10739	Wells Fargo Vendor Financial ...	-101.65
05/09/2024	Bill Payment	10731	First Federal Bank	-21,428.10
05/09/2024	Bill Payment	10737	Raymond James	-1,538.84
05/09/2024	Bill Payment	10729	Burke Blue	-500.00
05/09/2024	Bill Payment	10727	Bay Arts Alliance	-7,001.05
05/09/2024	Bill Payment	10728	Beach TV Cable Company, Inc	-1,116.90
05/09/2024	Bill Payment	10730	CrowdRiff, Inc	-12,061.00
05/10/2024	Payroll Check	DD	Jennifer Vigil	-4,254.27
05/10/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.23
05/10/2024	Payroll Check	DD	Jessica A. Bright	-1,343.37
05/10/2024	Payroll Check	DD	Lauren E. Beauchamp	-1,772.51
05/10/2024	Payroll Check	DD	Shelbie L. Scippio	-2,032.21
05/10/2024	Payroll Check	DD	Jordan Seamster	-138.53
05/15/2024	Tax Payment		IRS	-3,667.84

Total -74,885.43

Uncleared deposits and other credits after 04/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/09/2024	Receive Payment	A007430	Tourism Contract:Bay County ...	100,905.82
05/09/2024	Receive Payment	A007429	Tourism Contract:St Andrews ...	18,578.50
05/09/2024	Receive Payment	A007425	Tourism Contract:St Andrews ...	28,533.52
05/09/2024	Receive Payment	A007426	Tourism Contract:Bay County ...	107,606.48
Total				255,624.32



30/33

PANAMA CITY COMMUNITY DEVELOPMENT COUNCI
 101 W BEACH DR
 PANAMA CITY FL 32401-2740

STATEMENT DATE
 04/30/24
 ACCOUNT NUMBER
 [REDACTED]

INFOLINE 1-888-797-7711

***** CHECKING ACCOUNT SUMMARY *****
 PREVIOUS BALANCE 647,253.37 AVERAGE BALANCE
 + 7 CREDITS 127,820.44 610,965
 - 50 DEBITS 129,817.43 YTD INTEREST PAID
 - SERVICE CHARGES .00 1,614.75
 + INTEREST PAID 425.66
 ENDING BALANCE 645,682.04

DAYS IN PERIOD 30

***** CHECKING ACCOUNT TRANSACTIONS *****
 DEPOSITS AND OTHER CREDITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
04/08	115.74	SQUARE INC 9424300002	
		L206869778727 240408P2	CCD
04/15	250.04	SQUARE INC 9424300002	
		L206871054634 240415P2	CCD
04/23	156.35	SQUARE INC 9424300002	
		L206872935124 240423P2	CCD
04/26	719.39	SQUARE INC 9424300002	
		L206873641555 240426P2	CCD
04/29	728.97	SQUARE INC 9424300002	
		L206873959850 240429P2	CCD
04/30	849.95	SQUARE INC 9424300002	
		L206874191923 240430P2	CCD
04/30	125,000.00	DEPOSIT	
04/30	425.66	IOD INTEREST PAID	

CHECKS

DATE	CHECK NO	AMOUNT	DATE	CHECK NO	AMOUNT
04/24		5,815.00	04/10	10702	172.50
04/19	10561	929.25	04/10	10703	300.00
04/12	10693*	376.00	04/10	10704	62.12
04/10	10694	816.32	04/16	10705	2,004.87
04/10	10695	53.50	04/18	10706	15,395.98
04/08	10696	375.00	04/08	10707	769.42
04/11	10697	1,800.00	04/10	10708	284.00
04/11	10699*	523.98	04/26	10709	1,875.00
04/11	10700	2,077.21	04/10	10710	172.50
04/09	10701	172.50	04/16	10711	136.65



PANAMA CITY COMMUNITY DEVELOPMENT COUNCI
 101 W BEACH DR
 PANAMA CITY FL 32401-2740

30/33
 PAGE 2

STATEMENT DATE
 04/30/24

CHECKS

DATE	CHECK NO	AMOUNT	DATE	CHECK NO	AMOUNT
04/17	10712	620.00	04/24	10721	1,487.45
04/12	10713	681.49	04/22	10722	16,251.64
04/23	10714	451.00	04/25	10723	18,000.00
04/26	10717*	862.35	04/23	10724	2,850.00
04/25	10718	484.31	04/30	10725	22,500.00
04/25	10719	53.50	04/26	10726	769.42
04/29	10720	846.25			

OTHER DEBITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
04/03	3,497.57	IRS 3387702000	
		227449466042612 USATAXPYMT	CCD
04/12	105.28	INTUIT 26546845 4462800242	
		17100606 PAYROLL	CCD
04/12	1,343.37	INTUIT 26546845 4462800242	
		17100606 PAYROLL	CCD
04/12	1,776.01	INTUIT 26546845 4462800242	
		17100606 PAYROLL	CCD
04/12	1,794.23	INTUIT 26546845 4462800242	
		17100606 PAYROLL	CCD
04/12	2,032.23	INTUIT 26546845 4462800242	
		17100606 PAYROLL	CCD
04/12	4,254.27	INTUIT 26546845 4462800242	
		17100606 PAYROLL	CCD
04/17	3,663.52	IRS 3387702000	
		227450866030492 USATAXPYMT	CCD
04/22	23.06	FLA DEPT REVENUE 7596001874	
		89033206 C01	CCD
04/24	39.12	PAYROLL 1943345425	
		17100606 TAX	CCD
04/24	315.06	PLIC-SBD 9GPSBD0000	
		PACT#228484734 INSUR CIM	CCD
04/26	149.61	INTUIT 27718057 4462800242	
		17100606 PAYROLL	CCD
04/26	1,343.36	INTUIT 27718057 4462800242	
		17100606 PAYROLL	CCD
04/26	1,772.52	INTUIT 27718057 4462800242	
		17100606 PAYROLL	CCD
04/26	1,794.24	INTUIT 27718057 4462800242	
		17100606 PAYROLL	CCD



PANAMA CITY COMMUNITY DEVELOPMENT COUNCI
 101 W BEACH DR
 PANAMA CITY FL 32401-2740

30/33
 PAGE 3

STATEMENT DATE
 04/30/24

***** CHECKING ACCOUNT TRANSACTIONS *****
 OTHER DEBITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
04/26	2,032.23	INTUIT 27718057 4462800242 17100606	
		PAYROLL	CCD
04/26	3,912.54	INTUIT 27718057 4462800242 17100606	
		PAYROLL	CCD

***** DAILY BALANCE SUMMARY *****

DATE	BALANCE	DATE	BALANCE	DATE	BALANCE
03/31	647253.37	04/15	624179.65	04/23	582010.03
04/03	643755.80	04/16	622038.13	04/24	574353.40
04/08	642727.12	04/17	617754.61	04/25	555815.59
04/09	642554.62	04/18	602358.63	04/26	542023.71
04/10	640693.68	04/19	601429.38	04/29	541906.43
04/11	636292.49	04/22	585154.68	04/30	645682.04
04/12	623929.61				

***** INTEREST RATE SUMMARY *****

EFF-DATE	RATE	
03-31-24	0.00350000	49,999
	0.00600000	99,999
	0.00850000	999,999
	0.01090000	



Destination Panama City

10003 Checking - First Federal, Period Ending 04/30/2024

RECONCILIATION REPORT

Reconciled on: 05/13/2024

Reconciled by: Suzanne Kennon

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance.....	10,400.37
Interest earned.....	0.09
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (0).....	0.00
Statement ending balance.....	<u>10,400.46</u>

Register balance as of 04/30/2024.....	10,400.46
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TB



FIRST FEDERAL BANK

P.O. Box 2029
Lake City, FL 32056

Account Statement

Page 1 of 1
Statement Period:
03-30-24 thru 04-30-24

PC COMMUNITY DEVELOPMENT COUNCIL
JENNIFER M VIGIL 0
JOSHUA J STREET
101 WEST BEACH DRIVE
PANAMA CITY FL 32401

Account XXXXXX8627 INTEREST CHECKING PF

Beginning balance on 03-29-24		\$10,400.37
Credits and deposits	+	0.09
Debits and withdrawals	-	0.00
Ending balance on 04-30-2024		\$10,400.46

Interest Information

Interest Earned:	0.09	Days in Period:	32
Interest Paid This Period:	0.09	Annual Percentage Yield Earned:	0.0100%
Interest Paid 2024:	0.34		

Your Account Activity

<i>Date</i>	<i>Description</i>	<i>Credits</i>	<i>Debits</i>	<i>Balance</i>
04-30-24	Interest	0.09		10,400.46

Itemization of NSF Paid and Returned Item Fees

	Total for This Period	Total Year to Date
TOTAL OVERDRAFT FEES:	0.00	0.00
TOTAL RETURNED ITEM FEES:	\$0.00	\$0.00



Corporate Account Name: PANAMA CITY COMM DEVELOPME
Account Name: PANAMA CITY COMM DEVELOPME

Corporate Number: 205388
Account Ending In: 0506

Corporate Account Summary

Previous Account Balance	\$21,916.99	Statement Closing Date	04/03/2024
Payments and Credits	\$21,916.99	Days This Period	31
Purchases and Debits	\$16,251.64	Credit Limit	\$80,000.00
Cash Advances	\$0.00	Available Credit	\$61,455.00
Fees	\$0.00	Cash Limit	\$40,000.00
Finance Charges	\$0.00	Available Cash	\$40,000.00
New Ending Balance	\$16,251.64		
		Payment Due Date	04/28/2024
Total Amount of Disputes	\$0.00	Payment Amount Due	\$488.00

Questions? View your account information online at www.ffbf.com or call our Customer Service Center toll free at 1-855-609-3578 or 1-877-499-0572.

Send Billing Inquiries and Correspondence to:
P.O. Box 2087, Omaha, NE 68103-2087

Mail Payments to: P.O. Box 2711, Omaha, NE 68103-2711

Important Information

THANK YOU FOR CHOOSING FIRST FEDERAL BANK FOR YOUR CREDIT CARD NEEDS.

REWARDS SUMMARY REFLECTS POINTS ACTIVITY THROUGH THE END OF THE PREVIOUS MONTH.
ALWAYS REFER TO YOUR UCHOOSE REWARDS ONLINE ACCOUNT FOR YOUR CURRENT POINTS BALANCE.

First Federal Bank
4705 HWY 90 W
Lake City FL 32055-4884



Account Ending In	0506
Payment Due Date	04/28/2024
New Balance	\$16,251.64
Minimum Payment Due	\$488.00

Make Check Payable To: \$

PANAMA CITY COMM DEVELOPME
101 W BEACH DR
PANAMA CITY FL 32401-2740

First Federal Bank
P.O. Box 2711
Omaha NE 68103-2711



424169450012154700000048800000016251648

IMPORTANT INFORMATION

Interest Charge Calculation Methods and Computation of Average Daily Balance Subject to Interest Charge. The **Interest Charge** Calculation Method applicable to your account for Cash Advances and Credit Purchases of goods and services that you obtain through the use of your card is specified and explained below:

Explanation of Interest Charge for Cash Advance Plans and Retail/Purchase Plans

Cash Advance Plans - Average Daily Balance (including current transactions). The **Interest Charge** on cash advances begins from the date you obtained the cash advance, or the first day of the billing cycle in which it is posted to your account, whichever is later. There is no grace period provided for current cycle transactions.

The **Interest Charges** for a billing cycle are computed by dividing the Annual Percentage Rate (APR) by 12 and applying to the "average daily balance" of cash advances. To get the average daily balance, we take the beginning cash balance of your account each day, add any new cash advances, and subtract any payments, credits, non-accruing fees, and unpaid Interest Charges. This gives us the average daily cash advance balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

Retail/Purchase Plans - Average Daily Balance (including current transactions). To avoid incurring an additional **Interest Charge** on the balance of purchases reflected on your monthly statement and on any new purchases appearing on your next monthly statement, you must pay the New Balance shown on your monthly statement on or before the Payment Due Date. The grace period for the New Balance of purchases extends to the Payment Due Date.

The **Interest Charges** for a billing cycle are computed by dividing the Annual Percentage Rate (APR) by 12 and applying to the "average daily balance" of retail/purchase balances. To get the average daily balance, we take the beginning retail/purchase balance of your account each day, add any new purchases, and subtract any payments, credits, non-accruing fees, and unpaid Interest Charges. This gives us the average daily retail/purchase balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

Payment Crediting and Credit Balance: Payments received at the location specified on the front of the statement after the phrase "MAKE CHECK PAYABLE TO" will be credited as of the date of receipt to the account specified on the payment coupon. Payments received at locations other than the address specified or payments that do not conform to the requirements set forth on or with the periodic statement (e.g. missing payment stub, payment envelope other than as provided with your statement, multiple checks or multiple coupons in the same envelope) may be subject to delay in crediting, but shall be credited within five days of receipt. If there is a credit balance due on your account, you may request, in writing, a full refund. Submit your request to the address indicated on the front of this statement after the phrase "SEND INQUIRY TO".

By sending your check, you are authorizing the use of the information on your check to make a one-time electronic debit from the account on which the check is drawn. This electronic debit, which may be posted to your account as early as the date your check is received, will be only for the amount of your check. The original check will be destroyed and we will retain its image in our records. If you have questions please call the customer service number on the front of this billing statement.

Closing Date: The closing date is the last day of the billing cycle; all transactions received after the closing date will appear on your next statement.

Annual Fee: If your account has been assessed an annual fee, you may avoid paying this annual fee by sending written notification of termination within 30 days following the mailing date of this bill, to the address found at the top of the first page of this bill under your financial institution's name. You may use your card(s) during this 30 day period but immediately thereafter must send your card(s), which you have cut in half, to this same address.

Negative Credit Reports: We may report information about your account to credit bureaus. Late payments, missed payments, or other defaults on your account may be reflected in your credit report.

BILLING RIGHTS SUMMARY

In Case of Errors or Inquiries About Your Bill. If you think your bill is wrong, or if you need more information about a transaction on your bill, write us on a separate sheet of paper at the address indicated on the front of this statement after the phrase "Send Inquiries To" as soon as possible. We must hear from you no later than 60 days after we sent you the first bill on which the error or problem appeared. You can telephone us, but doing so will not preserve your rights.

In your letter, give us the following information:

- Your name and account number
- The dollar amount of the suspected error
- Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are unsure about.

You do not have to pay any amount in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question we cannot report you as delinquent or take any action to collect the amount you question.

Special Rule For Credit Card Purchases

If you have a problem with the quality of goods or services that you purchased with a credit card, and you have tried in good faith to correct the problem with the merchant, you may not have to pay the remaining amount due on the goods or services. You have this protection only when the purchase price was more than \$50.00 and the purchase was made in your home state or within 100 miles of your mailing address. (If we own or operate the merchant, or if we mailed you the advertisement for the goods or services, all purchases are covered regardless of amount or location of purchase).

Report a Lost or Stolen Card Immediately: Please notify First Federal Bank immediately if your Card is lost or stolen. You may telephone our Card Service Center at 1-855-609-3578 or 1-540-707-4026. You may also contact First Federal Bank at 1-877-499-0572 to report the loss, theft or possible unauthorized use of the Card. You may be liable for the unauthorized use of the Card, but you will not be liable for unauthorized use that occurs after you notify First Federal Bank, verbally or in writing, of the loss, theft or possible unauthorized use of your Card. In any case, your liability for unauthorized use of the Card will not exceed \$50. Do not use your account after you report a lost or stolen card.

O1E1176 - 11/02/21



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Corporate Account Activity

PANAMA CITY COMM DEVELOPME
Card Ending In 0506

Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
03/13	03/13	7424167ET00XVADA1	PAYMENT THANK YOU LAKE CITY FL	21,916.99-
Total Activity				21,916.99-
Total Fees This Period				0.00
04/03	04/03		Interest Charge on Purchases	0.00
04/03	04/03		Interest Charge on Cash Advances	0.00
Total Interest This Period				0.00

Cardholder Account Activity

JENNIFER VIGIL
Card Ending In 0522

Post Date	Tran Date	Reference Number	Transaction Description	Total Amount	\$10,593.50	\$Amount
03/05	03/05	2420298EJ0VZ3DMRP	Destination Marketing Ass512-485-3189 DC			1,095.00
03/05	03/05	2469216EH2YA53W8M	IN *JOSIE FERRAIOLI 850-8148783 FL			85.00
03/07	03/07	2449215EKLSMSQWAL	ADOBE INC. 408-536-6000 CA			299.96
03/07	03/07	2449215EKLSNPJT1R	UBER TRIP HELP.UBER.COM CA			45.04
03/09	03/09	2449215EMLS0MVLVV	UBER TRIP HELP.UBER.COM CA			12.99
03/09	03/09	2449215EMLS721V6	UBER TRIP HELP.UBER.COM CA			18.18
03/10	03/10	2449215ENLRELOB03	UBER TRIP HELP.UBER.COM CA			4.28
03/10	03/10	2449215ENML7RX06A	UBER TRIP HELP.UBER.COM CA			3.00
03/10	03/10	2449215ENML87WSWS	UBER TRIP HELP.UBER.COM CA			18.43
03/10	03/10	2449215ENMN64MX4F	UBER TRIP HELP.UBER.COM CA			21.42
03/11	03/11	2449215EPLSE1W8G2	UBER TRIP HELP.UBER.COM CA			3.00
03/11	03/11	2449215EPLW69QJX2	UBER TRIP HELP.UBER.COM CA			19.49
03/11	03/11	2475542ER4YZXBGSE	SHERATON MADISON MADISON WI			615.63
03/11	03/11	2479338EP01S92QZV	UBER *TRIP HELP.UBER.COM 800-5928996 CA			16.02
03/12	03/12	2449215ERLWBZPAWV	UBER TRIP HELP.UBER.COM CA			33.77
03/12	03/12	2449215ERLY9H8RK0	UBER TRIP HELP.UBER.COM CA			6.75
03/12	03/12	2449216ER000S60LY	KFR SERVICES, INC. WWW.KFRSERVIC SC			2,900.00
03/13	03/13	2469216ET33ZN4ZF9	INTUIT *QBooks Online CL.INTUIT.COM CA			171.00
03/13	03/13	2469216ET349278HH	IN *JOSIE FERRAIOLI 850-8148783 FL			75.00
03/14	03/14	2471705EVTAYQX25X	DELTA AIR 0062218217735800-2211212 CA			510.20
03/14	03/14	07/15/24 1 DL T	ECP ATL			
03/14	03/14	2 DL T	ATL TPA			
03/14	03/14	3 DL L	TPA ATL			
03/14	03/14	4 DL L	ATL ECP			
03/20	03/20	2470780F10VZF40EZ	BAYOU JOE`S MARINA & GRIL PANAMA CITY FL			97.21
03/21	03/21	2443099F2BMBYSFA1	DNH*GODADDY.COM https://www.g AZ			22.17
03/25	03/25	2469216F53410J5ZX	BLUECROSS+BLUESHIELD 904-791-6111 FL			2,055.70
03/26	03/26	2449216F6000RV4M3	CHATGPT SUBSCRIPTION HTTPSOPENAI.C CA			20.00
03/27	03/27	2401134F70007Q1ZG	SP TRADESHOWBOOTH.COM HTTPSTRADESHO TX			731.46



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Cardholder Account Activity (continued)

Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
04/01	04/01	2469216FQ2XBFA99Q	IN *GORGEOUS 850-8888474 FL	1,250.00
04/02	04/02	2444500FE00PJJPDS	PY *STORAGE DEPOT 850-640-2161 FL	462.80
SHELBY SCIPPPIO Card Ending In 0530				Total Amount \$75.00
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
03/20	03/20	2490641F05NMVFAF4	EIG*CONSTANTCONTACT.COM 855-2295506 MA	40.00
03/31	03/31	2401134FQ0002X0KX	BITLY.COM BITLY.COM NY	35.00
LAUREN BEAUCHAMP Card Ending In 0555				Total Amount \$2,108.87
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
03/12	03/12	2420429ER003G2LG0	FACEBK EYL9HZB7M2 650-5434800 CA	900.00
03/26	03/26	2420429F60091TG0X	FACEBK 9VK9K3U7M2 650-5434800 CA	900.00
03/31	03/31	2420429FB00FA6TJ1	FACEBK 3RMA8247M2 650-5434800 CA	308.87
AUBREY E HASKELL Card Ending In 1694				Total Amount \$2,024.35
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
03/05	03/05	2469216EH2YAF4A7W	ABF*TRANSPORTATION SVC 479-785-6440 AR	512.20
03/06	03/06	2413746EK2XAES9ZT	OFFICE DEPOT #248 PANAMA CITY FL	53.03
03/06	03/06	2444500EK00NVK0W2	DOLLAR TREE PANAMA CITY FL	1.35
03/06	03/06	2471705EKTAW025Z3	DELTA AIR Baggage Fee 800-2211212 FL	30.00
03/08	03/08	2444500EMBLMQQZ2P	WM SUPERCENTER #3857 MONONA WI	4.19
03/10	03/10	2469216EP3285WDRE	DELTA 0064210786922800-221-1212 GA	30.00
03/11	03/11	2475542ER4YZXBGKF	SHERATON MADISON MADISON WI	596.00
03/18	03/18	2449215EYLYBP02JM	THE EVENT HELPER, INC. 530-477-6521 CA	301.00
03/19	03/19	2469216EZ2ZH9QN00	ABF*TRANSPORTATION SVC 479-785-6440 AR	496.58
JESSICA BRIGHT Card Ending In 1892				Total Amount \$1,449.92
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
03/04	03/03	2469216EF361EWB63	AMZN Mktp US*RZ21H1101 Amzn.com/bill WA	36.22
03/04	03/04	2444500EHBLM66RF5	SAMS CLUB #8151 PANAMA CITY FL	62.01
03/04	03/04	2469216EG367RLVZS	Amazon.com*RN0BD5HI0 Amzn.com/bill WA	35.55
03/12	03/12	2469216ER33J3SZFN	UPS*BILLING CENTER 800-811-1648 GA	529.00
03/14	03/14	2470780ESOT56YYTY	BAY FOODMART PANAMA CITY FL	6.48
03/14	03/14	2422638EVAT1FP75A	SAMSCLUB.COM 888-746-7726 AR	31.23
03/22	03/22	2413746F30175KB3Q	HOMEGOODS 0065 PANAMA CITY FL	23.75
03/22	03/22	2413746F35SF41MWX	HOBBY LOBBY #339 PANAMA CITY FL	62.80
03/28	03/28	2420298F90VZ8WL72	Destination Marketing Ass512-485-3189 DC	595.00
03/29	03/29	2422638FBARV4M1GD	SAMSCLUB.COM 888-746-7726 AR	67.88



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Finance Charges

Type of Balance	Annual Percentage Rate (APR)	Balance Subject To Interest Rate	Interest Charge
Purchases	14.90%	\$0.00	\$0.00
Cash Advance	14.90%	\$0.00	\$0.00
Balance Transfer	14.90%	\$0.00	\$0.00

2024 Total Year-to-Date

Total fees charged in 2024	\$0.00
Total interest charged in 2024	\$0.00

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

6/13/2024

3. REQUESTED MOTION/ACTION:

Board approve Dewberry contract for underwater survey related to the Living Shoreline 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)

Destination Panama City is engaged in the Living Shoreline project, which aims to promote sustainable tourism through the development of a living shoreline and the installation of nearshore reef ball modules. To advance this project, an underwater survey is required to assess the conditions and plan the installation of these structures effectively. Dewberry is listed with Bay County Government for professional services agreements therefore, they are prequalified as a vendor for this type of project.

DPC staff recommends board approve the contract with Dewberry for conducting the underwater survey in an amount not to exceed \$19,739.00. The proposal is attached for consideration.

ATTACHMENT A

Scope of Services Proposal
BAY COUNTY
 UF/IFAS SHORELINE PROTECTION AND ECOSYSTEM ENHANCEMENT

Reference is made to that certain **CONTINUING SERVICES CONTRACT FOR ENGINEERING AND RELATED SERVICES AGREEMENT BETWEEN BAY COUNTY (UF/IFAS) AND DEWBERRY ENGINEERS INC.** which was renewed on August 22, 2023, (the "Agreement"), the terms, conditions and definitions of which are incorporated herein as if set forth in full. Neither part is in breach of the Agreement.

This task order is for the purpose of Dewberry Engineers Inc. (Dewberry), as the CONSULTANT, to provide professional environmental services in conjunction with the Destination PC Living Seawall and Environmental Enhancement Project acting by and through its Commission.

Background:

Bay County / University of Florida - Institute of Food and Agricultural Science (UF-IFAS) proposes building and installing two types of Artificial Reefs in St. Andrews Bay in Panama City, Bay County, Florida. The first artificial reef installed is called "Reef Balls" from Reef Ball Innovations. The second type of artificial reef UF-IFAS is proposing is called "Eco-Rap," a modular layered reef.

The project will be located waterward within the bay at 101 W Beach Dr, Panama City, FL, with a parcel ID of 19506-000-000 (Project Site) in section 8-4S-14W. The plan is to install a layered sea wall in front of the existing sea wall, which is owned by the City of Panama City. Additionally, Reef Balls will be placed along the sea wall. Lastly, two large heart-shaped reefs made of Reef Balls will also be placed on the substrate within the extended parcel.

Scope of Work:

Dewberry will provide professional environmental services to draft and submit Environmental Resource Permits (ERP) to the Florida Department of Environmental Protection (FDEP) and Corps permit to the United States Army Corps of Engineers (USACE).

Task 1. Destination PC Shoreline Protection and Ecosystem Enhancement

A. SURVEY SUPPORT

- 1) Site Specific Data Acquisition
 - i. Conduct Boundary survey for Bay County parcel ID 19506-000-000.
 - ii. Conduct field hydrographic survey waterward of Bay County parcel ID 19506-000-000.

Dewberry staff positions, hours, and rates (per "Standard Hourly Billing Rate Schedule" revised 8.22.2023) for this Subtask are as follows (total fee presented in "PROFESSIONAL SERVICES FEE SUMMARY"):

Position	Hourly Rate	Hours
Fully Equipped 2-person Crew	\$166.00	24
Surveyor V	\$125.00	8

B. ENVIRONMENTAL SITE EVALUATION:

1) Environmental Site Assessment Report

- i. Dewberry will research existing available databases including soils maps, GIS databases, and historical aerial photography of the proposed project site in preparation of conducting a site visit and environmental site assessment for the project site in support of submitting permit documentation pursuant to 62-330 F.A.C. and under section 10 of the Rivers and Harbors Act of 1899 (33 U.S.C. § 403) and Section 404 of the Clean Water Act (33 U.S.C. § 1334) CWA.

Dewberry staff positions, hours, and rates (per "Standard Hourly Billing Rate Schedule" revised 8.22.2023) for this Subtask are as follows (total fee presented in "PROFESSIONAL SERVICES FEE SUMMARY"):

Position	Hourly Rate	Hours
Professional II	\$125.00	31
Professional III	\$150.00	2

C. PERMITTING SERVICES

1) Preparation of State and Federal Dredge and Fill permit applications

- i. Draft ERP Application for client execution
- ii. Draft NWP Pre-Construction Notice Application for client execution
- iii. Research and obtain additional historically significant rainfall events for calibration and validation

2) Combine and submit permit application packages to the regulatory agencies

- i. ERP application to FDEP
- ii. PCN to USACE

3) Respond to Request for Additional Information from the review agencies

Dewberry staff positions, hours, and rates (per "Standard Hourly Billing Rate Schedule" revised 8.22.2023) for this Subtask are as follows (total fee presented in "PROFESSIONAL SERVICES FEE SUMMARY"):

Position	Hourly Rate	Hours
Professional II	\$125.00	40
Professional III	\$150.00	5
CADD Tech III	\$120.00	24

D. COORDINATION AND MANAGEMENT

- 1) Meet with County (UF/IFAS) staff and Project Team at regular intervals to provide updates on progress, identify data acquisition needs, and manage project expectations.

Dewberry staff positions, hours, and rates (per "Standard Hourly Billing Rate Schedule" revised 8.22.2023) for this Subtask are as follows (total fee presented in "PROFESSIONAL SERVICES FEE SUMMARY"):

Position	Hourly Rate	Hours
Professional II	\$125.00	12
Professional III	\$150.00	3

PROJECT SCHEDULE

The above-described Scope of Services is anticipated to be completed **10 months** from Notice to Proceed.

PROFESSIONAL SERVICES FEES SUMMARY

Task 1.A.: Survey Support (Boundary and Hydrographic)	\$ 4,984.00
Task 1.B.: Environmental Site Evaluation	\$ 4,175.00
Task 1.B.: Permitting	\$ 8,630.00
Task 1.C.: Coordination and Management	\$ 1,950.00
TOTAL PROPOSED FEE:	\$ 19,739.00

Services not included in this proposal are as follows:

1. Site historic resource review and permitting.
2. Uniform Mitigation Assessment Method (UMAM) documentation pursuant to 62-345 F.A.C.
3. County or Local permitting.
4. Permit application fees, SSLA fees and mitigation costs/fees.
5. ERP stormwater permitting.
6. Listed species and/or habitat surveying and/or Incidental Take permitting.
7. Environmental assessments beyond identified in the above scope of work.
8. SAV and/or benthic surveys.
9. Topographic surveys.
10. SSL surveys.
11. Final design modeling.
12. Construction cost estimates.
13. Benefit-cost analysis of improvements.

DEWBERRY ENGINEERS INC.

203 Aberdeen Parkway
Panama City, Florida 32405

By: 

Name and Title: Jonathan Sklarski, P.E., Vice President, Business Unit Manager

Date: 04/16/24

UF/IFAS

2728 E. 14th Street
Panama City, FL 32401-5022

By: _____

Name and Title: Mrs. Chantille Weber, Coastal Resource Coordinator UF/IFAS Extension Bay County

Date: _____

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

6/13/2024

3. REQUESTED MOTION/ACTION:

Board approve request to advertise Marketing RFP for brand creative agency, visitor guide planning, and design 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))

Destination Panama City (DPC) seeks to establish a new agency or multiple agency relationships to support its brand campaigns and ad hoc marketing initiatives. This Request for Proposals (RFP) aims to secure strategic insights, creative development, production services, and visitor guide planning and design services to elevate DPC's marketing efforts.

The Marketing RFP is designed to ensure that DPC's marketing campaigns are effective and relevant, maintaining loyal visitors and attracting new ones from existing and emerging markets. By approving this RFP, DPC will be able to:

- Strategically evolve its brand.
- Create research-informed effective brand strategies and advertising campaigns.
- Enhance visitor engagement through innovative and compelling marketing efforts.

The RFP outlines the requirements and expectations for the selected agency, which will include:

- Providing brand strategy, creative brand development, and production services.
- Planning and designing a visitor guide that effectively communicates the attractions and amenities of Panama City.
- Supporting marketing and ad hoc campaign efforts to maintain and grow visitation to Panama City.
- Assisting in the development and design of an annual report on the state of tourism in Panama City.

The projected budget for the first year is approximately \$400,000, covering all fees, pass-through costs, account management, and creative production. The selected agency or agencies will collaborate with DPC's internal marketing and digital/social media staff, as well as existing partner agencies.

DPC staff recommends that the board approve the Marketing RFP to solicit proposals from qualified agencies. The selected agency or agencies will play a critical role in enhancing the visibility and attractiveness of Panama City as a premier destination.



Panama City Community Development Council, Inc.
dba Destination Panama City

Request for Proposals:

Brand Creative Agency, Visitor Guide Planning and Design Services

June 13, 2024

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7.0 Pricing Information

8.0 Evaluation Criteria

9.0 RFP Terms and Conditions

10.0 Response and Signature Section

1.0 RFP Overview

Destination Panama City is looking to establish a new agency, or multiple agency relationship to fulfill the needs outlined in this Request for Proposals (RFP). The selected agency will support Destination Panama City's brand campaigns and ad hoc marketing initiatives by providing strategic insights, creative development, production services, and visitor guide planning and design services. The services can be bid together, or if an agency prefers to only bid on one service that can be done as well. The selected agency or agencies will provide services to Destination Panama City for two years with two additional one-year extensions (if approved). The projected (though subject to change) year 1 budget for this RFP, inclusive of all fees and pass-through/third party costs, account management, and creative production is approximately \$400,000. The actual budget for each fiscal year will be determined based on Destination Panama City's funding allocation, priorities, and marketing strategies. 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.

2.0 Destination Panama City Overview

Destination Panama City (PCCDC) was formed as a not-for-profit corporation to provide destination sales, marketing and promotional services for the **Panama City, Florida** 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. Our mission is to promote Panama City as a premier destination for visitors, fostering economic growth and enhancing the quality of life for residents.

To review our consumer website, please click [here](#).

To review our Tourism Development & Economic Opportunity report, please click [here](#).

To review additional destination information, please click [here](#).

Destination Panama City is a 501c6 funded by the tourist development tax collected within the city limits of **Panama City, Florida**. Catastrophically damaged by Category 5 Hurricane Michael in 2018, the destination remains in the rebuilding phase. With major amenities in varying stages of restoration, strategic alliances with tourism partners have helped sustain the destination brand through placemaking and storytelling. The selected agency will be expected to play a role in the development of campaigns and/or the creative executions that support Destination Panama City's initiatives.

Destination Panama City priorities include: elevating Panama City's status as a desired destination, sustaining and growing visitor volume to Panama City, Florida, increase domestic and international market shares, and increasing length of stay, visitor spend, visit frequency, and visitor loyalty.

3.0 RFP Objectives

Destination Panama City is seeking an agency (or agencies) to work with to ensure that marketing campaign efforts are effective and relevant to maintaining loyal visitors and growing new visitors from existing and emerging markets by providing brand strategy, creative brand development, production services, and assisting in the development the annual program of work including the annual paid media plan. The selected agency or agencies will work collaboratively with the internal marketing and digital/social media staff as well as the existing roster of agencies (Public Relations: [Laurie Rowe & Company](#), Website Development: [Gorgeous](#)).

Destination Panama City is seeking an agency to:

- Provide brand strategy, creative brand development, and production services.
- Plan and design a visitor guide that effectively communicates the attractions and amenities of Panama City.
- Support marketing and ad hoc campaign efforts to maintain and grow visitation to Panama City.
- Assist in the development & design of an annual report on the state of tourism in Panama City.
- Selecting an agency that can provide additional strategic and creative expertise in collaboration with national brands for new product development initiatives (for both capital assets programming and annual event partnerships).
 - Current Capital Asset Project: [St. Andrews School](#)
 - Current Sustainability Project: Living Shoreline
 - Event Development: Boat Show Spring 2025

3.1 Destination Panama City's Audience

- Visitors from the United States and international markets.
- Florida residents.
- Travel trade professionals and media.
- Small market meeting planners.
- Destination Panama City Tourism Partners.

4.0 Anticipated Scope of Work Overview

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 earned media 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.

The selected agency or agencies will be expected to:

- Partner with Destination Panama City to strategically evolve the existing brand.
- Create research-informed effective brand strategies and advertising campaigns.
 - Design and graphics services such as the creation and implementation of original creative, designs, artwork, layout and design templates, typography, and illustrations, photography, videography, and other related elements that present a consistent brand.
 - Production services for the following mediums: native advertising, social, digital display, television, radio, and any other medium that may arise.
- Assist with crisis management (e.g., hurricane response).
- Produce promotional materials, including design and production services for a visitor guide.
- Collaborate with other agencies and teams to achieve strategic goals.
- Provide monthly invoicing, reporting, and insights.
 - Obtain written authorization, in the form of a formal task order, for all work.
- Draft tourism marketing award submissions.
- Observe market research, demographic data, of present and past campaigns to provide insights or recommendations.

5.0 RFP Schedule, Process, Questions & Answers

Activity Dates:

- ✓ Announce Procurement: June 13, 2024
- ✓ Deadline for Questions to be Submitted: June 27, 2024
- ✓ Deadline for Response to Questions: June 30, 2024
- ✓ Proposals Due: July 26, 2024 (No later than 5PM CST)
- ✓ Initial Evaluation by Destination Panama City Staff: July 27, 2024 - July 29, 2024
- ✓ DPC Board Selects Shortlist for Presentation: August 1, 2024
- ✓ Presentations by Selected Vendors: Week of September 9, 2024
- ✓ Negotiation with Final Vendors: Week of September 16, 2024
- ✓ Agency Selection / Notification: September 23, 2024

All inquiries should be directed to Destination Panama City, President and CEO, Jennifer Vigil, at Jennifer@DestinationPanamaCity.com with Subject Line: DPC Brand Creative Services RFP.

6.0 Proposal Format and Content

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format. Proposals should be submitted as a PDF file. Physical examples of work will be requested from agencies that are extended an interview for formal presentation. Destination Panama City may ask clarifying questions and request additional information from respondents. Respondents are encouraged to reach each section carefully and ensure proposals contain all requested information.

Proposal Section Content:

1. Authorization Letter and Signature
2. Table of Contents
3. Executive Summary
4. Agency Overview (Section 6.1)
5. Client Services and Project Management (Section 6.2)
6. Creative Services and Production (Section 6.3)
7. Candidate's Brand Strategy and Campaign Execution Process (Section 6.4)
8. Visitor Guide Planning and Design Services (Section 6.5)
9. Pricing (Section 7.0)

6.1 Agency Overview

- a. Company legal name, parent company, and ownership structure.
- b. Mailing address, main phone number, email address
- c. Primary contact and individual authorized to negotiate if different.
- d. Total employees and number of employees by primary function.
- e. Team staff biographies and their physical locations.
- f. Brief background of company. Include what makes your business qualified for this project.
- g. Indicate whether you have experience with tourism clients.
- h. Provide at least two current brand campaigns developed and produced by the proposed team members.
- i. Provide at least one community focused campaign developed and produced by the proposed team members.
- j. Provide at least two contacts for current and former clients that Destination Panama City can contact.
- k. List any existing clients that could be deemed a conflict of interest to Destination Panama City (this includes all destination marketing organizations and tourism clients).
- l. Indicate the number of years and nature of your experience in the tourism industry and include specific knowledge of Florida tourism and familiarity with Panama City, Florida.
- m. Describe your experience with the following software solutions: Tempest iDSS, SnapSea, ITI Digital, KeyData, Placer.ai, SendSites, Sports Tourism Index.

6.2 Client Services & Project Management

Detail your creative process, project communication structure, timeline management, and level of client services provided for a budget of \$400,000.

6.3 Creative Services and Production

- Describe the creative process for developing new campaigns and provide samples of past work. Identify any subcontractors or freelancers that will be used.
- Provide sample timelines for agency projects. These should include timelines for major campaigns, seasonal campaigns, social media campaigns, and creative / refresh collateral updates.
- Please provide three case studies that show relevant experience to the state objectives, needs, and scope of work in this RFP.
- Provide a creative brief for the following Destination Panama City scenario: Destination Panama City would like to launch a marketing campaign to lift our shoulder season travel; specifically the fall months. The total budget for this campaign is \$60,000. This campaign should include a variety of marketing tactics to reach travelers in our key markets. The call to action is flexible but should be Destination Panama City owned. Please indicate what percentage of the budget would be account management, creative / productions services, agency commission, collateral (if appropriate), and media spend. **This should be a creative brief only. No speculative creative work on DPC's behalf will be considered in the evaluation process.** *If selected to advance, speculative work will be required, and compensation provided (not to exceed \$1,500) for said work.*
- Samples of the creative portfolio will be evaluated as a measure of creative capabilities and quality.

6.4 Candidate's Brand Strategy and Campaign Execution Process

Describe the process for researching, developing, and executing a brand strategy.

6.5 Visitor Guide Planning and Design Services

Detail the process for planning, designing, and producing a visitor guide, including timelines and integration points with the client.

7.0 Pricing Information

Provide detailed pricing for account management and services outlined in the RFP. Explain your pricing structure. Provide methodology and options for pricing all projects that may be assigned through the contract team as it relates to advertising, creative, production, planning, and account management.

8.0 Evaluation Criteria

Destination Panama City President /CEO will receive responses to the RFQ. Based on the responses to the criteria listed in the RFQ, the President / CEO will evaluate and provide the Destination Panama City Board of Directors both a full list of respondents as well as a recommended short list of respondents for further consideration.

The Destination Panama City Board will determine which respondents will receive an invitation for a formal presentation. Following the formal presentations, the Destination Panama City Board of Directors will identify the agency or agencies with whom negotiations shall be pursued. Based on Board direction, the President / CEO will begin negotiations with the identified agencies. The President / CEO will return to the board with a recommended contract or contracts for approval and execution.

Proposals will be evaluated on:

- Team Quality and Experience - 10 points
- Agency Overview, Capabilities - 10 points
- Pricing Information and Value - 10 points
- Depth of Tourism Industry Knowledge - 10 points
- Client Services & Project Management - 15 points
- Creative Services & Production - 25 points
- Agency Brand Strategy and Campaign Execution Process - 20 points
- Additional points for Florida presence

9.0 RFP Terms and Conditions

This RFP does not constitute an offer by Destination Panama City to contract but represents a request for proposals. Costs incurred by agencies in responding to this RFP are borne by the agency. Destination Panama City reserves the right to reject any or all proposals and to award a contract based on the best interests of the organization.

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.

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.

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.

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:

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.

10.0 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

Please complete this page and include it in your submission.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

6/13/2024

3. REQUESTED MOTION/ACTION:

Board ratify Orange Video Contract executed by CEO Vigil.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

Destination Panama City (DPC) staff advertised a request for quotes for photography and videography services aimed at asset aggregation. Out of nine submissions, Orange Video emerged as the lowest responsive bidder with a quote of \$38,976.00.

Orange Video recently completed a successful videography project in Panama City funded by VISIT FLORIDA, demonstrating their reliability and quality of work. DPC staff recommends ratifying the contract with Orange Video based on their competitive pricing and proven capability.

Submission Details:

- Lowest Responsive Bidder: Orange Video - \$38,976.00
- Other Submissions:
 - Wewa Films - \$42,850.00
 - Studio Say So - \$145,952.00
 - SkyPro - \$64,875.00
 - Silver Streak Media - \$76,000.00
 - Pinfish - \$45,000.00
 - Ed Gutentag - \$50,897.00
- Incomplete Submissions (Excluded):
 - Dream Beach Video
 - Wes Rolan
 - VXEL

Request for Proposal (RFP) - Panama City Destination Marketing Video & Photography

1. Introduction

Destination Panama City (DPC) is seeking proposals from qualified photographer and videographer teams to create high-quality visual content showcasing Panama City, Florida, as a premier tourist destination.

2. Project Scope

- **Scenes:** 7 scenes shot within the city limits of Panama City.
 - Scene 1: Snorkeling/underwater scene
 - Scene 2: Dolphins interacting with people (boat tour or similar)
 - Scene 3: Action shot of a water sport (kite surfing preferred, open to alternatives)
 - Scene 4: Paddleboarding on calm water
 - Scene 5: Patio culture/outdoor dining scene with happy patrons
 - Scene 6: Live music performance with audience enjoying the atmosphere
 - Scene 7: Aerial shots of Panama City's waterways (beaches, marinas, etc.)
- **Deliverables:**
 - From each scene:
 - 10 edited high-resolution images (suitable for print and digital use)
 - RAW image files
 - B-roll footage for video editing
 - Video edits:
 - 20 – 00:20 video spots
 - 30 – 00:05 video spots
 - 40 – 00:03d video spots

3. Responsibilities

- **Photographer/Videographer Team:**
 - Secure models for all scenes (must be approved by DPC).
 - Obtain model releases.
 - Provide all necessary props and equipment for the shoot.
 - Ensure models wear solid-colored clothing (no logos or words), resort wear, or conservative beachwear.
 - Submit a detailed shoot schedule, list of locations, and model information for DPC approval before the shoot.
 - Edit all photos and video footage.
 - Grant full ownership and usage rights of all content to DPC. This includes refraining from using or sharing any content on personal or professional platforms, including portfolios, social media, or providing content to models or venues without express written consent from CEO Jennifer Vigil.
 - Deliver all final edited photos and video content to DPC.

4. Selection Process

DPC will evaluate proposals based on the following criteria:

- Relevant experience and expertise in travel and destination marketing photography/videography
- Quality of previous work samples
- Creativity and understanding of the project vision
- Competitive pricing and proposed schedule

5. Submission Instructions

Please submit your proposal by May 30, 2024 to Marketing@DestinationPanamaCity.com

Your proposal should include:

- Team information and experience
- Portfolio samples relevant to the project scope
- Price – including a detailed expense breakdown
- Projected Start Date and Timeline

DPC reserves the right to shortlist and interview qualified teams before making a final selection.

6. Contact Information

For questions regarding this RFP, please contact:

Jennifer Vigil, President & CEO, Jennifer@DestinationPanamaCity.com

or

Shelbie Scippio, Chief Marketing Officer, Marketing@DestinationPanamaCity.com

We look forward to receiving your proposals!

Sincerely,

Destination Panama City

1. Do you want different talent for all 7 scenes? Or could we have 3 sets of talent that each do 2-3 scenes?
 - a. Scene 7 is an aerial shot of Panama City, so there would be no talent required. Three sets of talent for the remaining 6 scenes would be fine.
2. Do you have a due date that you want this project completed? I know part of the process is a competitive proposed timeline, but just figured I'd ask if you had an ideal completion date.
 - a. We cannot directly answer this question, other than sooner than later.
3. When we put in a bid we are only going to know rough prices on some of the items; is this ok at first and if we make "the cut" we get actual prices for example models and rental of any kind of facility or boats?
 - a. The contract amount will not exceed the RFP cost estimate. We recommend diligent research when preparing your proposals.
4. Is there any creative direction for the shots or simply B-Roll? If B-Roll only, would it need to integrate with any previously shot material?
 - a. This assignment is B-roll and still images only.
5. Can we assume that all locations and any required permitting will be arranged for and provided? In this case we will not bid location scouting / management or fees.
 - a. No, that should not be assumed. This is a freelance RFP, and all work will be done by the vendor.
6. Same question to include the boating/snorkeling/ water sports
 - a. No, that should not be assumed. Destination Panama City will not be coordinating anything on behalf of the videography vendor.
7. Can we assume the "Live music performance with audience" will be arranged for and provided? We would still plan to have some "hero" models to film, but would plan to use the real audience as background.
 - a. No, that should not be assumed. Destination Panama City will not be coordinating anything on behalf of the videography vendor.
8. Can talent be repurposed throughout or are all talent scene specific?
 - a. See question 1.
9. Is capturing audio a priority?
 - a. No.
10. For talent buyout, please let us know what is the planned usage for this material? US only or worldwide? Digital? Broadcast? Billboards/OOH?
 - a. The videography vendor is responsible to obtain complete and permanent talent releases. Talent should have no access to the images / video. Talent receives only a flat payment from the videography vendor for right to use talent image.
11. Can hotels be provided for our team?
 - a. No.
12. It's important to note that arranging locations for consecutive shoot days will be critical to managing costs.
 - a. This does not appear to be a question.
13. Is there any creative direction for the video edits?
 - a. We are a destination marketing organization. Our mission is to attract travelers to Panama City, Florida. This is a B-roll and still image assignment only minor edits

should be required, ex. Color adjustment to ensure bright, attractive destination is represented.

14. Will any graphics / animation be required?
 - a. No. This is a B-roll & static image assignment.
15. Any scripting required?
 - a. No. This is a B-roll & static image assignment.
16. Any voiceover required?
 - a. No. This is a B-roll & static image assignment.
17. Are resizes needed? If so what aspect ratios are required? And are these accounted for in the list of deliverables or would they be additional?
 - a. No.
18. Will music/ stock music be provided or handled by you? If not, what licensing usage would be needed? (Buyout for stock music can be quite expensive depending on usage)
 - a. No. This is a B-roll & static image assignment.
19. Are there any ADA requirements for captioning/audio descriptions?
 - a. No. This is a B-roll & static image assignment.
20. It's important to note that managing feedback for approvals on edits will be critical to managing costs, we would typically limit revisions to 2 rounds unless otherwise required.
 - a. Two rounds of revisions would be fine.



VIDEO PRODUCTION PROPOSAL

Panama City Destination Marketing Video & Photos

Overview

Orange Video will produce high-quality visual content showcasing Panama City, FL, as a premier tourist destination under the guidance of Destination Panama City.

We will look to cast extroverted and fun talent to bring these videos & photos to life. Wardrobe and styling will also play a huge factor in this project.

Our involvement with Visit Florida as an on-going video production partner has given us experiences and opportunities to further our tourism & lifestyle production portfolio.

[Our Website](#) | [Instagram Portfolio](#) | [Selected Work](#)





Video Reference



Visit Florida - Panama City: [Vimeo Link](#)



Visit Florida - Tallahassee: [Vimeo Link](#)



Photography Reference

Collaboration with [Boo Media](#)





Approach

Shot Style

We will approach shots in a fast paced, fun style. A lot of the camera movements will have natural handheld motion, and the use of point of view “go-pro” like shots will be used as necessary.

Crew

1. Director / Producer
 - a. Work with talent & clients to achieve vision and approach
2. Cinematographer
 - a. Operate camera and oversee lighting setups
3. Grip / Swing
 - a. Work with cinematographer for lighting setups
4. Photographer
 - a. Stage photography scenes separately from video shots
5. Hair/Makeup & Wardrobe
 - a. Provide touch ups & manage wardrobe for shoot day
6. Production Assistant
 - a. Provide general set assistance



Deliverables

Scenes: 7 scenes shot within the city limits of Panama City.

- Scene 1: Snorkeling/underwater scene
- Scene 2: Dolphins interacting with people (boat tour or similar)
- Scene 3: Action shot of a water sport (kite surfing preferred, open to alternatives)
- Scene 4: Paddleboarding on calm water
- Scene 5: Patio culture/outdoor dining scene with happy patrons
- Scene 6: Live music performance with audience enjoying the atmosphere
- Scene 7: Aerial shots of Panama City's waterways (beaches, marinas, etc.)

Deliverables

- From each scene:
 - 10 edited high-resolution images (suitable for print and digital use)
RAW image files
 - B-roll footage for video editing (16x9, 2 minutes minimum)
- Video edits:
 - 20 – 00:20 video spot (16x9, 9x16, 1x1)
 - 30 – 00:05 video spots (16x9, 9x16, 1x1)
 - 40 – 00:03 video spots (16x9, 9x16, 1x1)

Total deliverables: 270 videos



Proposed Production Timeline

Project Approval	June 2024
Pre-Production	July 2024
Production	August 5-6 2024
1st Cut Delivery of :20s	August 30th
Client Feedback	September 6th
Final delivery of all cutdowns	September 30th



Proposed Production Schedule

Day One

07:30 AM **Scene 7:** Aerials of waterways / beach

Two locations for aerial footage

09:00 AM **Scene 1:** Snorkeling / underwater scene

12:00 PM Crew lunch break

01:00 PM **Scene 7:** Aerials of waterways / beach

Two locations

02:00 PM **Scene 2:** Dolphins interacting with people

06:00 PM Crew dinner break

08:00 PM **Scene 6:** Live music performance

09:00 PM Wrap production



Day Two

- 07:00 AM **Scene 7:** Aerials of waterways / beach
- 08:00 AM **Scene 4:** Paddleboarding on calm water
- 11:00 AM Crew lunch break
- 04:00 AM **Scene 3:** Action shot of water sport
- 06:30 PM **Scene 5:** Patio Culture/outdoor dining scene
- 08:00 PM Wrap production



Estimate

BREAKDOWN					
PRE-PRODUCTION					
ITEM	Rate	Unit	Qty	Subtotal	Description
Director	\$1,000.00	Day	2	\$2,000.00	Planning / Logistics / Meeting
Cinematographer	\$1,000.00	Day	1	\$1,000.00	Visit location and plan shots and lighting
Talent Scout	\$1,000.00	Day	1	\$1,000.00	Meetings with clients and talent before shoot
				SUBTOTAL	\$4,000.00

PRODUCTION					
ITEM	Rate	Unit	Qty	Subtotal	Description
Crew: Director / Producer	\$1,000.00	Day	2.5	\$2,500.00	To oversee production with client approval
Crew: Cinematographer	\$1,000.00	Day	2.5	\$2,500.00	To light scene and operate cameras
Crew: Gaffer	\$750.00	Day	2.5	\$1,875.00	Collaborate with cinematographer to light scenes
Crew: HMUA / Wardrobe	\$500.00	Day	2.5	\$1,250.00	To assist production designer
Crew: Production Assistant	\$250.00	Day	2.5	\$625.00	To assist with general set needs
Crew: Photographer	\$1,400.00	Day	2	\$2,800.00	To assist with general set needs
Equipment / Rentals	\$1,000.00	Day	2.5	\$2,500.00	Fee for professional lighting / camera equipment
Crew Meals	\$210.00	Day	2.5	\$525.00	Daily meals and nutritional snacks on set
Props	\$200.00	Project	1	\$200.00	Budget for additional props
Wardrobe	\$300.00	Project	1	\$300.00	Budget for additional wardrobe
Travel	\$0.67	Miles	300	\$201.00	Gas and mileage
Activities & Vendors	\$2,000.00	Project	1	\$2,000.00	Costs for activities and vendors
Talent	\$6,300.00	Project	1	\$6,300.00	Budget for talent (in-perpetuity)
				SUBTOTAL	\$23,576.00

POST PRODUCTION					
ITEM	Rate	Unit	Qty	Subtotal	Description
Editing	\$800.00	Day	10	\$8,000.00	Editorial day rate
Editing Assistant	\$400.00	Day	4	\$1,600.00	Editorial day rate
Photo Editing	\$800.00	Day	1	\$800.00	Editorial day rate
HDD Storage	\$200.00	Day	2.5	\$500.00	Fee for video storage and backup
Music Licensing	\$500.00	Project	1	\$500.00	Fully licensed music for TV/Web/Social
				SUBTOTAL	\$11,400.00

TOTAL COSTS		
ITEM	TOTAL	DESCRIPTION
PRE PRODUCTION	\$4,000.00	Planning / Logistics / Meeting
PRODUCTION	\$23,576.00	Crew, equipment, meals
POST PRODUCTION	\$11,400.00	Editing, Licensing, Harddrive Storage
		PRODUCTION TOTAL \$38,976.00



Talent Breakdown

Scene One Snorkeling

- Real Family of 4: \$650

Scene Two Dolphins: Couple

- Couple (male & female): \$600
 - \$300 each

Scene Three KiteSurfing

- Single Male or Female: \$100
- Added on to vendor fee

Scene Four Paddle Boarding

- Mom and teenage daughter: \$600
 - \$300 each

Scene Five Outdoor Dining

- Two couples: \$1200
 - Two males, two females
 - \$300 each

Scene Six Live Music

- Three girl friends: \$900
- \$300 each
- In addition to real crowd of people

Subtotal = \$6,030

+ Talent meals + additional expenses \$270

Total = \$6,300



Vendor Breakdown

Scene One Snorkeling: \$500

- Payment for snorkeling trip for family of four

Scene Two Dolphins: \$400

- Payment for boating trip for two people

Scene Three KiteSurfing: \$400

- Payment for kitesurfing instructor / athlete

Scene Four Paddle Boarding: \$180

- Renting paddle boards for two people

Scene Five Outdoor Dining: \$250

- Payment for drinks & food purchased

Scene Six Live Music: \$250

- Payment for vendor to allow us to film & their crowd
- Payment for any drinks or food purchased

Total = \$1,980



THANK YOU!

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

6/13/2024

3. REQUESTED MOTION/ACTION:

Board approve the draft MOU supporting the Panama City Songwriters Festival

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 Youth Music Association has submitted an event assistance application requesting \$15,000 for the Panama City Songwriters Festival in November 2024 (FY2025).

After reviewing the application, DPC staff recommends approving the full \$15,000 as defined in the draft MOU. The primary focus of the event assistance program is to ensure quality and sufficient advertising to support the event. The MOU outlines the allocation of funds as follows: \$7,000 for performance fees, \$6,000 for marketing, and \$2,000 for entertainment lodging.

The Panama City Songwriters Festival has demonstrated diversified funding sources and consistent growth over the years. The event's marketing and execution have contributed to a positive community image. Additionally, as a non-profit organization, the Bay Youth Music Association addresses an unmet need for the youth in our community.

Fwd: New Event Assistance Grant Application

1 message

Jennifer Vigil <jennifer@destinationpanamacity.com>
To: Aubrey Haskell <sales@destinationpanamacity.com>

Wed, Apr 3, 2024 at 2:04 PM

Jennifer M. Vigil

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



----- Forwarded message -----

From: **Destination Panama City** <donotreply@destinationpanamacity.com>
Date: Wed, Apr 3, 2024 at 3:03 PM
Subject: New Event Assistance Grant Application
To: <jennifer@destinationpanamacity.com>, <gorgeous@destinationpanamacity.com>

I. Event Information

Event Name

Panama City Songwriters Festival

Event Date(s)

November 7th, 8th, and 9th

Event Location

Multiple Venue downtown

Event Description

The Panama City Songwriters Festival is an annual event held in downtown Panama City. Now in its sixth year, the festival has experienced continuous growth and attracts local, regional, and national songwriters. The festival provides a unique platform for these talented musicians to come together and showcase their songs, share the stories behind their creations, and connect with listeners on a personal level. With multiple venues spread throughout downtown, attendees can enjoy an intimate and close experience as they immerse themselves in the music. Furthermore, the proceeds from the festival go to the Music Association, a non-profit 501(c)3 organization dedicated to using music to benefit children in the community. Through this festival, the Music Association helps support and enrich the lives of kids in need through the power of music.

Type of Event

Arts (Music, Performance, Visual Arts)

Event History

Recurring Event

How Many Years?

6

Has Event Received Prior DPC Funding?

Yes

Has the Location/Facility Been Secured?

Yes

Facility Name

Center of the Arts, Elevation, Lightroom, Downtown Boxing Club, Milles, Tent out side Center for the Arts

Facility Contact

Jayson Kretzer

Please Select Which Supporting Documents You Are Attaching

- Event Budget (Must have revenue and expenses)
- Detailed Media Budget
- Letters of Community Support
- Letters of Lodging Partnership Agreement
- List of Sponsors, Type & Amount of Sponsorship
- Event Schedule
- IRS Form W9

Please Attach Your Documents Here

- [Destination-PC.pdf](#)

II. Application Information

Organization Name

Bay Youth Music Association

Organization Contact

Will Thompson

Contact Email

wtmusic@gmail.com

Contact Phone

(850) 896-3584

Address

[1926 W 23rd Street](#)
[Panama City](#)
[Panama City, Florida Panama City](#)
[United States](#)
[Map It](#)

Organization Type

Non-Profit (501c3) or (501c6)

Tax ID

59-4923669

III. Grant Request

Amount of Financial Assistance Requested

\$15,000.00

Type of In-Kind Assistance Requested (Be Specific)

This request is three fold:

- 1) Marketing \$3,000 (Billboard, Social Marketing, Newspaper, Radio)
- 2) Artist Fee's \$10,000 This will help get artist paid. Although we will have 20,000 in artist fees this grant will help pay for half of that.
- 3) Lodging \$2,000.00 – This will help offset the cost of losing for the 40 different out of town artist that are coming. Partnering with Hotel Indigo, this will be a large part of the festival spending. Total bill will come to 11,360.00

Total ask 15,000 confirmed that it is \$15,000 total, not \$30,000.

IV. Economic Impact

a. Adult - Visitor

80

b. Adult - Local

150

c. Youth - Visitor

25

d. Youth - Local

50

a. Adult - Visitor

800

b. Adult - Local

2,500

c. Youth - Visitor

100

d. Youth - Local

250

a. Projected Length of Stay

2-3- nights

b. Projected Number of Rooms


250

c. Projected Room Night Cost

150-200

V. Signatures & Acknowledgements

Applicant Consent / Disclaimer Agreement

 I certify that I have read and understand the Destination Panama City (PCCDC), Event Grant Assistance Program Policy and have been appointed by our organization as an Authorized Agent.

What is 5+3? (Anti-Spam)

8

Event Overview	50,000			
Total Revenue	56,000			
Total Expenses	54060			
Profit / Loss	1940		This must be a positive	

Expenses		
City of Panama City Special Event Permit Fee		600
- Application Fee		
- Deposit (refundable)		
- Police		600
- Electrical		
- Solid Waste		
Entertainment		42,560
- Performance Fees		22,000
- Stage, sound, production		4,600
- Rider Expenses		
- Lodging Expenses		11,360
- Emcee		
Event Logistics		4900
- Portable Restrooms		0
- Tents		1,500
- Chairs, Tables		500
- DBPR Permit (alcohol)		
- Ice		200.00
- Alcohol		1,500
- Security Guards		
- Fencing	Free	
- Event Staffing	Free	
- Event Décor	TBD	
- Event Food		
- Event Beverage (non-alcoholic)		
- Street Sweeper		
- Liability Insurance		200.00
- Weather Insurance		
- Tickets / Armbands / VIP		1,000
- Facility Rental		
- Feeding Volunteers		
- Equipment Rentals		
Marketing & Promotion		6000
- Television	Free	
- Social / Digital		2,000
- Billboards		3,000
- Printed Material (posters / magazine / newspaper)		
- Radio		1,000
Total		54060

Revenue				
GA Tickets	18,000	Projected		
VIP Tickets	10,000	Projected		
Silent Auction				
Vendor Registrations				
Participant Registrations				
Alcohol Sales	TBD			
Food Sales				
N/A Beverage Sales				
Sponsors	28,000			
- Silent Sponsor	10,000			
- Sponsor 2 DIB	6,000			
- Sponsor 3 St. Joe Foundation	10,000			
- Sponsor 4 Steve's Bike Shop	2,000			
- Sponsor 5				
- Sponsor 6				
- Sponsor 7				
- Sponsor 8				
- Sponsor 9				
- Sponsor 10				
Total	56,000			

Marketing Budget for Panama City Songwriters Festival

Social: 2,000 - Billboards: 3,000 - Radio: 1,000

Posters: (*Putting in Mobile, Birmingham, Atlanta and Jacksonville*)

July

- **Social Media**

Post to FB and IG:

Local Market 200.00

Outside Markets 200.00 (Atlanta, Birmingham, Mobile, Jacksonville)

August :

- **Social Media**

Post to FB and IG:

Local Market 100.00

Outside Markets 200.00 (Atlanta, Birmingham, Mobile, Jacksonville)

September :

- **Billboards** Local 500.00

Outside Markets: Mobile, Atlanta, Birmingham 1,000

- **Social Media**

Post to FB and IG:

Local Market 100.00

Outside Markets 200.00 (Atlanta, Birmingham, Mobile, Jacksonville)

- **Radio:**

100.00 Local spot

200.00 to Mobile and Atlanta area

October:

- **Billboards**

Local 500.00

Outside Markets: Mobile, Atlanta, Birmingham 1,000.00

- **Social Media**

Post to FB and IG:

Local Market 200.00

Outside Markets 300.00 (Atlanta, Birmingham, Mobile, Jacksonville)

- **Radio:**

150.00 Local spot

200.00 to Mobile & Atlanta area

November:

- **Social Media**

Post to FB and IG:

Local Market 200.00

Outside Markets 300.00 (Atlanta, Birmingham, Mobile, Jacksonville)

- **Radio:**

150.00 Local spot

200.00 to Mobile & Atlanta area

Grand total: \$ 6,000.00

PANAMA CITY SONGWRITERS FESTIVAL:

THURSDAY NIGHT:

KICK OFF PARTY/CONCERT

FRIDAY: ARTIST ROUNDS

5pm-10pm

FRIDAY NIGHT AFTER PARTY

SATURDAY

FESTIVAL ROUNDS: 12:00pm - 10pm

AFTER PARTY: 10-12pm

SUNDAY: TBD

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

2 Business name/disregarded entity name, if different from above
BAY YOUTH MUSIC ASSOCIATION, INC

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
1926 West 23rd Street

6 City, state, and ZIP code
Panama City, Florida 32405

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number												
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or												
Employer identification number												
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4	7	-	3	7	9	1	3	0	5			

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶ 5/29/2019
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

MEMORANDUM OF AGREEMENT
BAY YOUTH MUSIC ASSOCIATION’S 2024 ‘PANAMA CITY SONGWRITERS FESTIVAL’
& DESTINATION PANAMA CITY

WHEREAS, on **April 15, 2024**, after being reviewed by the President & CEO, the Event Assistance Grant for **Bay Youth Music Association’s 2024 ‘Panama City Songwriters Festival’** was presented to the Destination Panama City Board of Directors and was approved in an amount not to exceed **\$15,000**. **Bay Youth Music Association** and Destination Panama City (DPC), (collectively “the Parties”) believe that additional advertising funding may potentially drive substantial additional numbers of over-night visitors to Panama City; and it is contemplated that the Event will attract participants and over-night visitors from outside the County.

The Parties agree as follows:

1. Terms of Agreement:

- a. **Bay Youth Music Association** will provide DPC a complete event budget with an itemized marketing breakdown of planned media buys including boosted / sponsored social media posts prior to **COMPLETED**.
- b. **Bay Youth Music Association** will incorporate the DPC brand name, logo and geographic location (Panama City, Florida) in all press releases and interviews. **Bay Youth Music Association** will adhere to the Brand Guidelines as written in the PC Graphic Standards document (attached).
- c. **Bay Youth Music Association** will work collaboratively with DPC encouraging participants and attendees to use social media during the event by including DPC’s social media details
 - i. Facebook handle **@DestinationPanamaCity**
 - ii. Twitter handle **@destination_pc**
 - iii. Instagram handle **@destination_pc**
 - iv. Hashtags
 1. **#DestinationPanamaCity**
 2. **#PContheBay**
 3. **#LovePC**
 4. **#ExplorePC**
- d. **Bay Youth Music Association** will supply 5 all-access lanyard credentials to all portions of the Event and allow the DPC staff all-access to the Event to capture photos/videos to be used in future advertising.
- e. **Bay Youth Music Association** will supply 10 VIP tickets to the Event for social media contesting.
- f. **Bay Youth Music Association** agrees to gain DPC approval of print, digital, radio, and television ads **prior to distribution to ensure reimbursement eligibility**. (Ads placed without prior approval may not be eligible for reimbursement provided adherence to brand guidelines within geo-targeted markets.)
- g. **Bay Youth Music Association** agrees to display DPC banners around the venue area in areas of high visibility.
- h. **Bay Youth Music Association** will ensure the event is listed on Facebook and that DPC is listed as an official co-host of the event.

2. Length of Event Assistance Grant

- a. The Event Assistance Grant will extend until 45 days after the Event. All invoices submitted for payment must be received within 45 days after the event to be considered for payment or reimbursement. Invoices will be due **December 24, 2024**.

3. Funding

- a. DPC agrees to provide up to **\$15,000** for event assistance on a reimbursement basis; broken down as follows - \$7,000 for artist fees, \$6,000 towards advertising and marketing, and \$2,000 towards lodging for artists.
- b. Advertising and promotion submitted for reimbursement must take place in areas outside of Bay County for this event; social media and billboards within Bay County are acceptable to provide in-market tourists more information on the event.
- c. All payments are on a reimbursement basis only and will be made after proof of paid invoices are presented. *Invoices will be accepted and paid provided appropriate documentation accompanies the request for funds. Incremental distribution of grant funds are available to ease the financial burden of the event coordinators.*
- d. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.
- e. A Request for Funds package must be completed and submitted to the DPC office for final payment within 45 days of the close of the event. This package will be due **December 24, 2024**.
- f. Funding may be withheld for promotional advertising that was not approved by DPC in advance of publication if it fails to meet set guidelines. This includes, but is not limited to, posters, billboards, print publications, social media, radio and television.
- g. Invoices must be made to DPC along with appropriate tear sheets or promotion items. All information should be submitted on 8 ½ x 11" white paper.
- h. Reimbursement for performance contracts must include Panama City accommodations for performers.
- i. Nothing in this Agreement shall obligate the DPC to extend the Event Assistance Grant beyond the length of the term of this Agreement or provide funding in any amount in excess of **\$15,000** for the Event.
- j. **Nothing in this Agreement obligates DPC to make any reimbursement if appropriate approvals and documentation are not received.**

4. Authorized Agent

- a. **Bay Youth Music Association** shall designate an Authorized Agent. That individual shall be responsible for maintaining the official file with application, all correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used.
- b. The **Bay Youth Music Association** Authorized Agent will ensure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financials submitted. All submissions, reports, etc. should be sent to DPC's Authorized Agent: Jennifer Vigil. It is the **Bay Youth Music Association** Authorized Agent's responsibility to see that any applicable Federal, State or County laws and policies are followed.

5. Status Reports:

- a. Interim Status Report: A detailed interim status report will be required thirty (30) days prior to the event. This report will be due **October 8, 2024**.
- b. Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event. This report will be due **January 8, 2025**.

6. Lodging Partner Engagement and Room Night Tracking:
 - a. It is the responsibility of **Bay Youth Music Association** to identify and engage lodging partners within the City limits of Panama City, Florida.
 - b. It is the responsibility of the **Bay Youth Music Association** to coordinate with lodging partners a mechanism to track room nights; as such material will be required for subsequent grant applications.

7. Committee Representation:
 - a. The DPC will have representation on the planning/marketing committee and attend all meetings regarding the planning of the event.

8. Ambassador Activity:
 - a. **Bay Youth Music Association** agrees that members of their organization will complete 5 hours of volunteer work at DPC events or Visitor’s Center before any future grant applications will be considered. Attendance at DPC Partner Engagement Meetings qualify as volunteer hours.

General Terms

1. **Brand Standards**
 - a. **Incorrect use of the DPC logo or non-adherence of the Brand / Graphic Standards and MOU obligations in advertising may result in loss of future funding.**

2. All local county and state ordinances shall be adhered to. Any failure to comply may result in loss of funding.

3. **Bay Youth Music Association** must make the event accessible to the public and to disabled persons. Insurance, as required by the City of Panama City Special Events handbook, is mandatory.

4. The parties, by mutual agreement in writing, may amend, modify, or supplement this Agreement. This Agreement shall not constitute an admission of liability or fact by any party. This Agreement may be executed in one or more counterparts, each of which shall be considered an original counterpart, and shall become effective when both parties have executed one counterpart.

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

For The DPC: Jennifer Vigil, President & CEO, Destination Panama City, 101 West Beach, Panama City, FL 32401

For Event: _____, **Bay Youth Music Association** Authorized Agent

The undersigned, acting on behalf of and with full authority to commit the entity and county identified below, agrees to ratify and agree to be bound by all terms contained in the Agreement as if said entity and county had signed the Agreement.

IN WITNESS WHEREOF, the undersigned parties have executed and delivered this Agreement as of _____.

 Jennifer M. Vigil
 President & CEO, Panama City Community Development Council, Inc.

Signature

Printed Name

Date

President, **Bay Youth Music Association**

CEO Updates

Minimum Wage and Overtime



June 5, 2024

DOL Announces Rule Increasing Minimum Salary Threshold for Exempt Employees

By [Kristin Ahr](#), [Mitch Boyarsky](#), [Matthew T. Brown](#), [Jeffrey Johnson](#), [Robert O. Sheridan](#)

The U.S. Department of Labor (DOL) announced on April 23 a final rule, *Defining and Delimiting the Exemptions for Executive, Administrative, Professional, Outside Sales, and Computer Employees*, which will take effect on July 1, 2024. The Rule is facing legal challenge in Texas^[1] but will go into effect if the legal action is unsuccessful or incomplete by the effective date. We previously posted an alert discussing the announcement of the DOL's proposed rule increasing the minimum salary threshold for exempt employees [here](#). Unlike the DOL's proposed rule, the final rule will incrementally increase the minimum salary level for overtime exempt classification between July 1, 2024 and the beginning of 2025.

Starting July 1, 2024, the final rule will require that most salaried workers who earn less than \$43,888 (\$844 per week) be eligible for overtime pay. Further, under the final rule, the minimum salary for overtime exempt status will increase again to \$58,656 per year (\$1,128 per week) on January 1, 2025. The rule will also increase the total annual compensation requirement for the highly compensated employee exemption from \$107,432 per year to \$132,964 per year on July 1, 2024, and then increase again to \$151,164 per year on January 1, 2025.

Further, beginning July 1, 2027, the minimum salary level for exempt status will be updated every three years to keep pace with changes in worker salaries and reflect current earnings data. As always, the increased minimum salaries remain one of several requirements for a proper exempt classification; employees must also continue to primarily perform exempt job duties as defined by the DOL's regulations.

In light of the DOL's final rule, employers should (1) ensure their overtime-exempt employees are paid on a salary basis at or above the minimums in the DOL's final rule, or begin the process of reclassification in advance of July 1, 2024; and (2) continue to monitor state and local law, which often requires higher minimum salaries, and imposes more stringent requirements regarding the primary duties of exempt employees.

For more information, please contact [Nelson Mullins Labor and Employment Group](#).

Nelson Mullins summer associates David Edgerton III and Abigail Thomson both contributed to this article.

[1] Plano Chamber of Commerce, et al., v. Su, et al., No. 4:24-cv-00468, E.D. Tex. May 22, 2024

[View on Website](#)

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