



DESTINATION PANAMA CITY
REGULAR MEETING

Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401
Regular Meeting – 8/1/2024

- 1) Roll Call
- 2) Approval of Minutes – June 13, 2024 Regular Meeting
- 3) Acceptance of TDT Revenue Reports – FY24, May 2024
- 4) Financial Status Report – Period Ending June 30, 2024
- 5) CEO Evaluation Committee
- 6) Marketing RFQ – Short List
- 7) Governor Stone Lease
- 8) St Andrews School Roof
- 9) FY25 Program of Work
- 10) FY25 Proposed Budget
- 11) CEO Updates
 - a) Photography / Videography – Orange Video Contract
 - b) LovePC Mini Masterpieces – Ribbon Cutting
 - c) Certified Destination Management Executive & Panel Speaker
 - d) July 4th Review
- 12) Public Participation
- 13) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

3. REQUESTED MOTION/ACTION:

Board accept the Board Meeting Minutes of 6/13/2024 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 6/13/2024 have been prepared for review and acceptance.



DESTINATION PANAMA CITY
REGULAR MEETING

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

- 1) Roll Call
 - a) In attendance were Chairman Nirav Banker, Vice Chairman Brian Grainger, Secretary / Treasurer Joshua Street, and Board Members Janice Lucas and Michael Rohan.
- 2) Approval of Minutes – April 11, 2024 Regular Meeting
 - a) Secretary / Treasurer Street motioned to accept the minutes as presented; followed by a second from Board Member Rohan. Motion passed 5-0.
- 3) Acceptance of TDT Revenue Reports – FY24, April 2024
 - a) Chairman Banker motioned to accept the TDT Revenue Reports as presented; followed by a second from Vice Chairman Grainger. Motion passed 5-0.
- 4) Financial Status Report – Period Ending April 30, 2024
 - a) Suzanne Kennon presented the financial status report. Secretary / Treasurer Street motioned to accept the financial statements as presented; followed by a second from Board Member Rohan. Motion passed 5-0.
- 5) Living Shoreline Project – Dewberry Underwater Survey
 - a) CEO Vigil explained the next step in the living shoreline project necessitated further survey and formal applications. She also explained Dewberry is listed with Bay County Government purchasing department for professional services, so bids were not required for the task order. She requested board authorization to execute the contract with Dewberry in an amount not to exceed \$19,739.00. Vice Chairman Grainger motioned to authorize CEO Vigil to execute the contract not to exceed \$19,739.00; followed by a second from Board Member Lucas. Motion passed 5-0.
- 6) Marketing RFQ – Request to Advertise

- a) CEO Vigil presented the Marketing Request for Qualifications. Board Member Lucas motioned to authorize the advertisement of the Marketing RFQ; followed by a second from Secretary / Treasurer Street. Motion passed 5-0.
- 7) Orange Video – Contract Ratification
 - a) CEO Vigil informed the board that quotes had been solicited for a photography and videography contract. Orange Video was the lowest responsive bidder. CEO Vigil requested the board ratify the contract as it exceeded her spending authority. Secretary / Treasurer Street motioned to ratify the contract; followed by a second from Board Member Lucas. Motion passed 5-0.
- 8) Panama City Songwriters – Event Assistance Program
 - a) CEO Vigil stated an event assistance application had been received for Panama City Songwriters Festival requesting \$15,000.00. CEO Vigil reminded the board that applications exceeding \$10,000 require board approval. She also stated staff reviewed the application and recommended approval in the requested amount. Vice Chairman Grainger motioned to authorize CEO Vigil to execute and MOU for event assistance for Panama City Songwriters Festival in an amount not to exceed \$15,000.00; followed by a second from Board Member Rohan. Motion passed 5-0.
- 9) CEO Updates
 - a) CEO Vigil addressed the potential impact of US DOL Rule Increasing Minimum Exempt Salary Threshold on the FY25 budget.
 - b) CEO Vigil explained that they were disappointed to learn that Bay County was not selected as the future home of the Florida Black History Museum.
 - c) CEO Vigil and CMO Scippio unveiled the DPC Adventure Letters and stated that over 300 subscribers had already registered to receive the publications.
 - d) CEO Vigil discussed the recent public relations efforts and the familiarization tour with Judy and Len Garrison, from Seeing Southern, as well as the upcoming group familiarization tour in July with four prominent southeast travel writers.
 - e) CEO Vigil informed the board that she would be addressing the Bay County Tourist Development Council at their upcoming meeting to request tourist development tax

be bonded to secure the funds necessary to move forward with the St. Andrews School project.

- f) CEO Vigil reviewed some of the upcoming events like July 4th, Oktoberfest, and Backstage Pass.

10) Public Participation – there was no 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:

8/1/2024

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

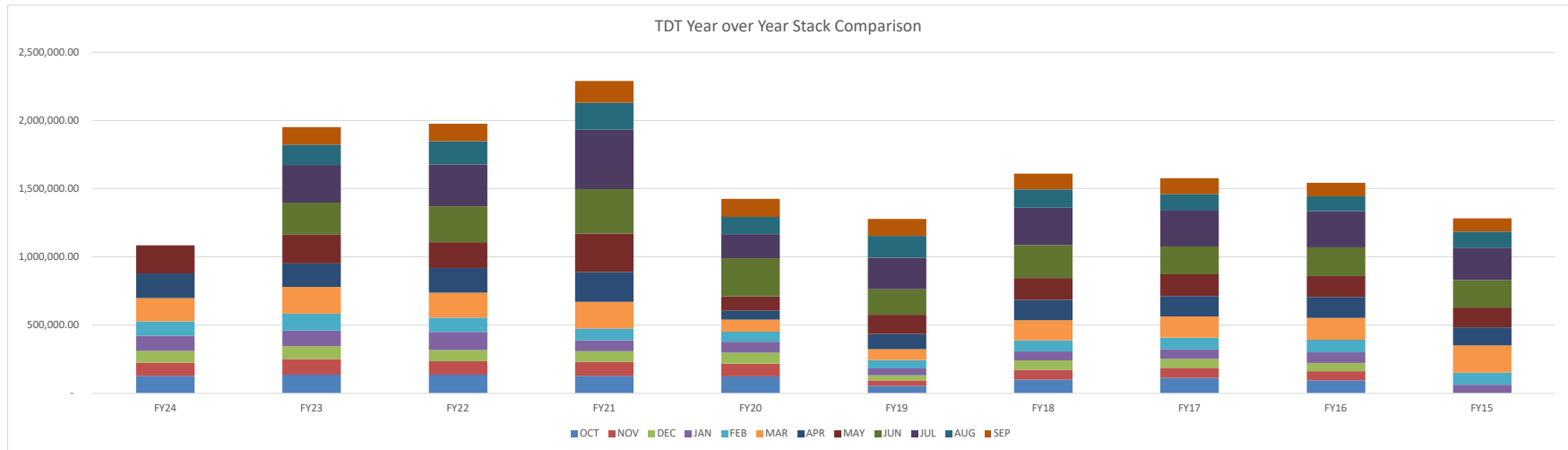
5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

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.

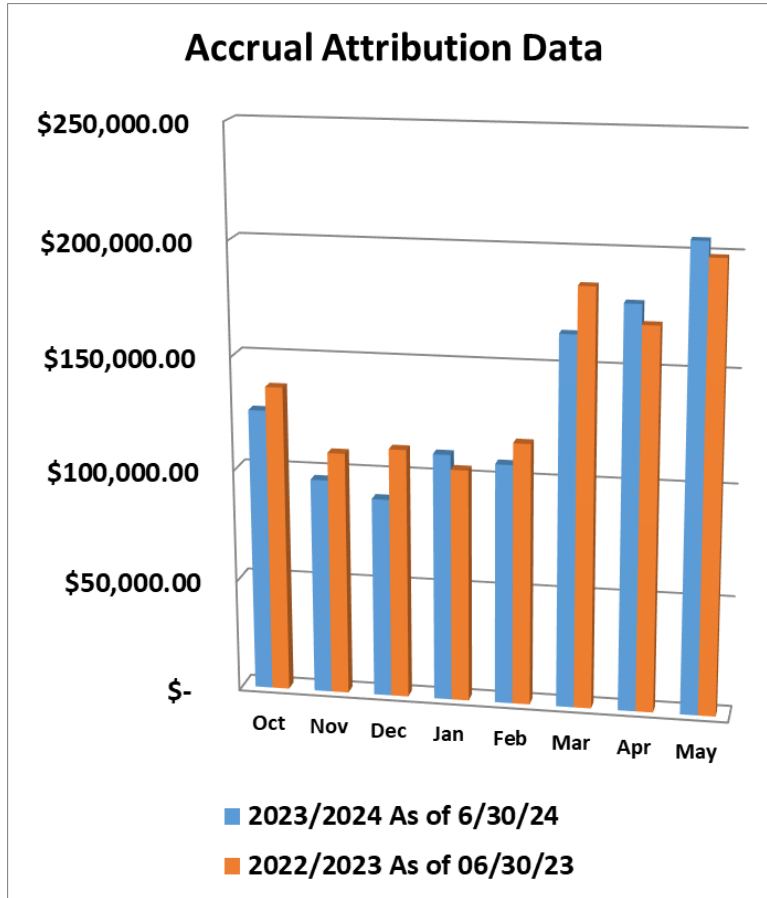


	FY24	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15
OCT	128,772.76	136,847.79	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27	-
NOV	95,487.49	112,426.73	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88	-
DEC	87,289.14	96,525.57	81,802.37	78,649.26	82,443.03	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	206,380.49	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	1,084,129.11	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		1,162,695.82	1,106,831.99	1,170,444.30	709,325.70	575,347.64	845,609.95	871,690.00	858,914.44	628,467.23
Variance		-6.76%	-2.05%	-7.37%	52.84%	88.43%	28.21%	24.37%	26.22%	72.50%



Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	2023/2024 As of 6/30/24	2022/2023 As of 06/30/23	Variance	Variance %	2022/2023 FINAL 6/30/24
Oct	\$ 125,922.87	\$ 136,389.24	\$ (10,466.37)	-7.67%	\$ 137,693.91
Nov	\$ 96,248.74	\$ 108,504.69	\$ (12,255.95)	-11.30%	\$ 108,715.74
Dec	\$ 89,023.66	\$ 111,446.43	\$ (22,422.77)	-20.12%	\$ 118,587.43
Jan	\$ 110,233.09	\$ 103,757.67	\$ 6,475.42	6.24%	\$ 104,150.35
Feb	\$ 107,135.02	\$ 116,697.29	\$ (9,562.27)	-8.19%	\$ 117,442.22
Mar	\$ 164,625.52	\$ 185,152.92	\$ (20,527.40)	-11.09%	\$ 186,150.11
Apr	\$ 178,480.24	\$ 169,708.08	\$ 8,772.16	5.17%	\$ 172,384.21
May	\$ 205,612.35	\$ 198,783.17	\$ 6,829.18	3.44%	\$ 202,955.46
Jun-Sep	\$ 712.45	\$ 623.71			
Total	\$ 1,077,993.94	\$ 1,131,063.20	\$ (53,069.26)	-4.69%	\$ 1,148,079.43

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

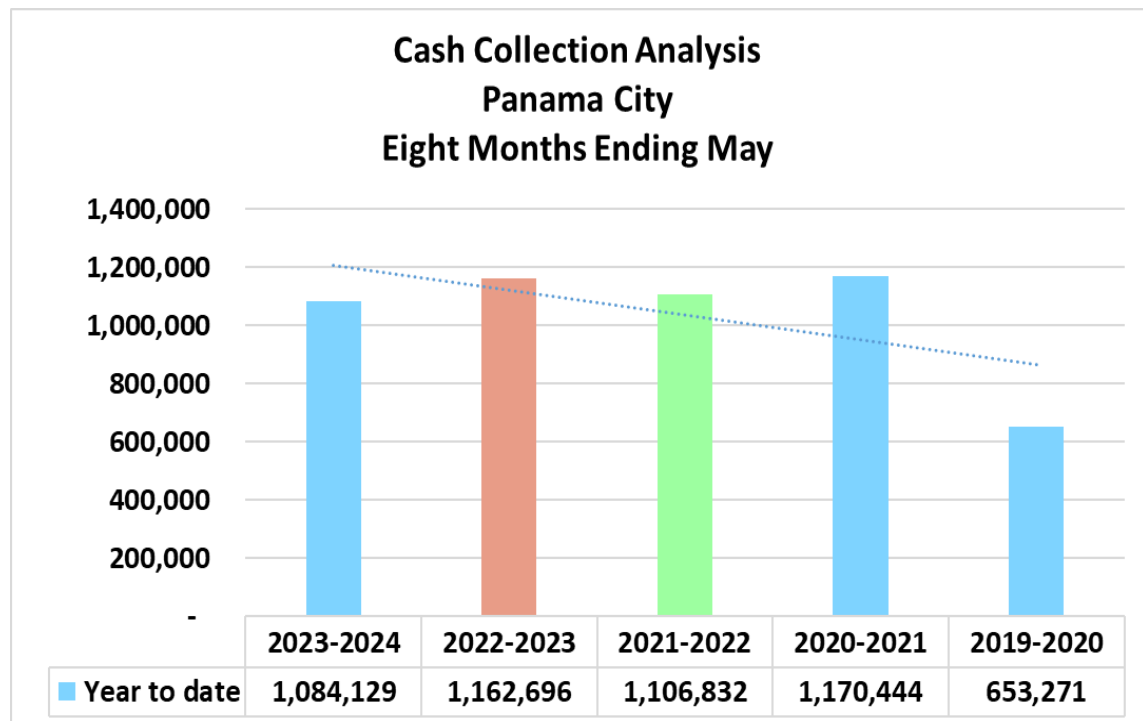
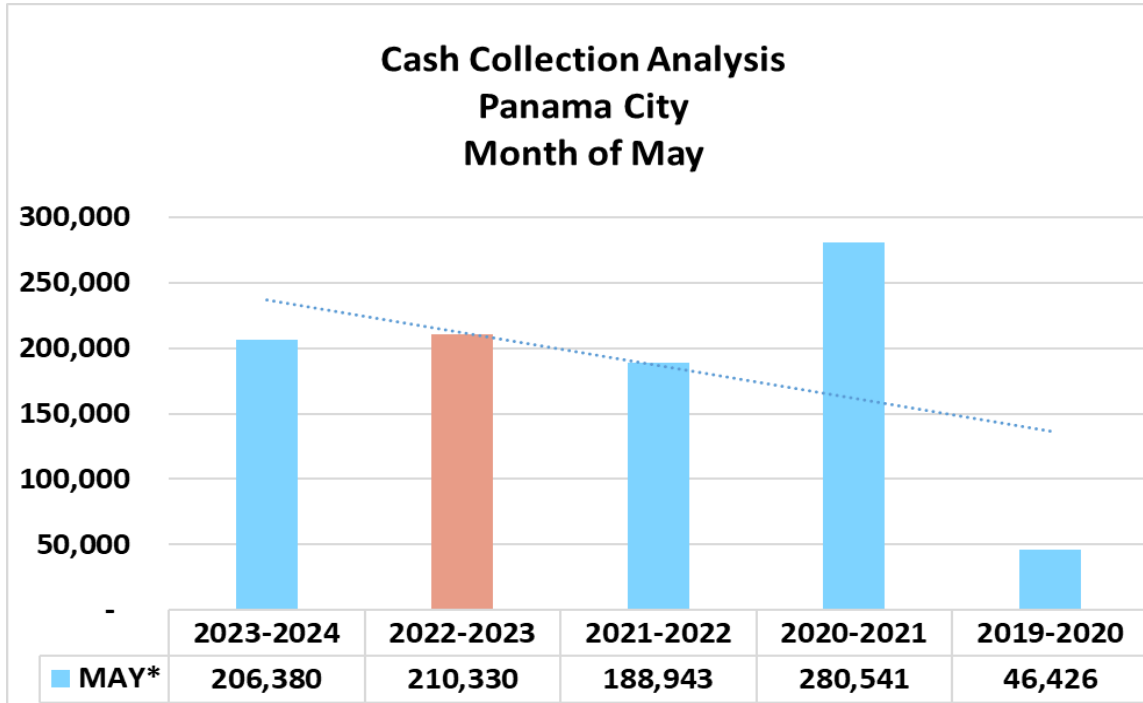
FY2024 Cash/Accrual Breakdown

<u>Panama City</u>										
Collected in										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		
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			\$ 50.00	\$ 96,248.74
	Dec			\$ 86,435.25	\$ 739.43	\$ 239.23	\$ 498.82	\$ 1,060.93	\$ 50.00	\$ 89,023.66
	Jan			\$ 253.10	\$ 109,498.75	\$ 225.66	\$ 133.85	\$ 71.73	\$ 50.00	\$ 110,233.09
	Feb				\$ 112.36	\$ 102,944.40	\$ 3,439.12	\$ 113.77	\$ 525.37	\$ 107,135.02
	Mar				\$ 97.06	\$ 249.38	\$ 163,606.56	\$ 522.52	\$ 150.00	\$ 164,625.52
	Apr						\$ 571.26	\$ 177,327.77	\$ 581.21	\$ 178,480.24
	May							\$ 1,350.89	\$ 204,261.46	\$ 205,612.35
	Jun								\$ 712.45	\$ 712.45
	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	\$ 206,380.49	\$ 1,084,129.22	

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Tourist Development Tax, Bay County, Florida



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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

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 June 2024 Financial Package for Board review and approval.

Management Report

Destination Panama City
For the period ended June 30, 2024



Prepared on
July 21, 2024

Statement of Net Position

As of June 30, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
10001 Checking - Bankcorp South	592,848.77
10003 Checking - First Federal	10,400.63
Total Bank Accounts	603,249.40
Accounts Receivable	
11500 Accounts Receivable (A/R)	429,548.94
Total Accounts Receivable	429,548.94
Other Current Assets	
15510 Prepaid Insurance	15,328.64
15520 Deposits	700.47
Total Other Current Assets	16,029.11
Total Current Assets	1,048,827.45
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	\$2,359,752.31

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

20200 Accounts Payable (A/P) 40,774.97

Total Accounts Payable 40,774.97

Other Current Liabilities

20400 Advance Deposits 100,000.00

21600 Compensated Absences 35,711.65

Payroll Liabilities

21803 FL Unemployment Tax 1.27

21821 Health Insurance -1,094.55

21822 Dental Insurance -214.58

21824 Life Insurance -92.70

21825 Vision Insurance -59.03

Total Payroll Liabilities -1,459.59

	Total
Total Other Current Liabilities	134,252.06
Total Current Liabilities	175,027.03
Long-Term Liabilities	
22500 Lease Payable	1,425.00
Total Long-Term Liabilities	1,425.00
Total Liabilities	176,452.03
Equity	
27100 Fund Balance - Unrestricted	1,707,886.62
Retained Earnings	310,258.50
Net Revenue	165,155.16
Total Equity	2,183,300.28
TOTAL LIABILITIES AND EQUITY	\$2,359,752.31

Statement of Revenues, Expenses and Change in Net Position

June 2024

		Total
	Jun 2024	Oct 2023 - Jun 2024 (YTD)
REVENUE		
31000 Bay County TDC Contract	292,317.09	1,592,311.78
34132 Co-Op Advertising Revenue		4,900.00
35000 Event Income		8,560.57
35915 Event Booth Rental	648.00	4,854.60
36200 Facility Rent Income	1,098.00	10,341.60
366140 Pvt Contribs & Donations		50.00
38000 Interest Income	540.05	4,037.80
39000 Misc Revenue	37.16	2,998.52
Contributed income		
Grants from other nonprofits		125,000.00
Total Contributed income		125,000.00
Total Revenue	294,640.30	1,753,054.87
GROSS PROFIT	294,640.30	1,753,054.87
EXPENDITURES		
51200 Regular Salaries	27,932.90	256,172.33
52100 FICA	2,121.61	19,424.13
52200 Retirement Contributions	1,538.84	14,314.05
52207 Health Insurance	2,778.36	27,260.28
52208 Dental Insurance	167.80	1,684.98
52300 Life Insurance	41.20	391.40
52400 Workers Comp		750.00
52500 Unemployment Insurance	-330.44	47.39
53100 Professional Services	250.00	2,896.25
53200 Accounting & Auditing		21,356.00
53400 Other Contractual	3,637.99	20,485.15
53401 Marketing Contractual Services	16,785.00	126,818.42
54000 Travel per Diem Staff	329.63	22,443.33
54001 Travel Per Diem Non-Staff		3,344.51
54100 Communications	2,413.44	9,186.44
54200 Postage & Freight	2,812.63	7,727.93
54300 Utility	4,491.52	42,320.18
54400 Rentals & Leases	564.45	5,225.29
54500 Insurance	1,114.36	10,526.02
54600 Repair & Maintenance	2,020.58	23,044.85
54700 Printing & Binding	28,466.02	30,996.30
54800 Promotional Activities	146,498.68	744,591.91
54801 Creative Services	10,025.00	17,930.00

		Total
	Jun 2024	Oct 2023 - Jun 2024 (YTD)
54802 Media Commissions	4,614.12	4,614.12
54803 Photography/Videography	10,494.00	10,494.00
54900 Other Current Charges	242.24	3,687.54
55100 Office Supplies	108.60	710.99
55200 Operating Supplies	390.24	12,531.68
55400 Books, Pubs, Memberships	7,395.48	50,621.13
55500 Training	119.99	2,892.55
56200 Buildings		91,553.94
56400 Machinery & Equipment	1,856.62	1,856.62
Total Expenditures	278,880.86	1,587,899.71
NET OPERATING REVENUE	15,759.44	165,155.16
NET REVENUE	\$15,759.44	\$165,155.16

Destination Panama City

Budget vs. Actuals: FY24

October - June 2024

Explanation provided for line items greater than 90% of annual budget
 Percentage of Year complete = 75%

	Actual	Budget	Remaining	% of Budget	Explanation
Revenue					
31000 Bay County TDC Contract	1,592,311.78	3,110,434.00	1,518,122.22	51.19%	
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	4,854.60	5,000.00	145.40	97.09%	
36200 Facility Rent Income	10,341.60	0.00	-10,341.60	100.00%	
366140 Pvt Contribs & Donations	50.00	0.00	-50.00	100.00%	
38000 Interest Income	4,037.80	3,500.00	-537.80	115.37%	
39000 Misc Revenue	2,998.52	0.00	-2,998.52	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	\$ 1,753,054.87	\$ 4,398,934.00	\$ 2,645,879.13	39.85%	
Gross Profit	\$ 1,753,054.87	\$ 4,398,934.00	\$ 2,645,879.13	39.85%	
Expenditures					
51200 Regular Salaries	256,172.33	351,942.62	95,770.29	72.79%	
51500 Special Pay	0.00	6,000.00	6,000.00	0.00%	
52100 FICA	19,424.13	26,666.72	7,242.59	72.84%	
52200 Retirement Contributions	14,314.05	35,194.26	20,880.21	40.67%	
52207 Health Insurance	27,260.28	44,762.64	17,502.36	60.90%	
52208 Dental Insurance	1,684.98	3,047.64	1,362.66	55.29%	
52300 Life Insurance	391.40	618.00	226.60	63.33%	
52400 Workers Comp	750.00	3,125.00	2,375.00	24.00%	
52500 Unemployment Insurance	47.39	2,000.00	1,952.61	2.37%	
53100 Professional Services	2,896.25	8,000.00	5,103.75	36.20%	
53200 Accounting & Auditing	21,356.00	25,000.00	3,644.00	85.42%	
53400 Other Contractual	20,485.15	15,000.00	-5,485.15	136.57%	BTW Services for grant administration of St Andrews School Grant . Otis Elevator Maintenance contract \$1725, monthly IT, Janitorial, Pest Control, Landscaping (VC & St A)
53401 Marketing Contractual Services	126,818.42	275,000.00	148,181.58	46.12%	
54000 Travel per Diem Staff	22,443.33	40,000.00	17,556.67	56.11%	
54001 Travel Per Diem Non-Staff	3,344.51	15,000.00	11,655.49	22.30%	
54100 Communications	9,186.44	12,000.00	2,813.56	76.55%	
54200 Postage & Freight	7,727.93	17,000.00	9,272.07	45.46%	

Destination Panama City
Budget vs. Actuals: FY24
October - June 2024

Explanation provided for line items greater than 90% of annual budget
 Percentage of Year complete = 75%

	Actual	Budget	Remaining	% of Budget	Explanation
54300 Utility	42,320.18	25,000.00	-17,320.18	169.28%	FPL billed for 8 months of electric service at St Andrews School in Feb. 4 of those months were for prior year. Electric service for St A school is approx \$2,000 per month
54400 Rentals & Leases	5,225.29	13,000.00	7,774.71	40.19%	
54500 Insurance	10,526.02	30,000.00	19,473.98	35.09%	
54600 Repair & Maintenance	23,044.85	24,000.00	955.15	96.02%	Pressure Washed & Painted Visitor Center \$8,350, Emergency Plumbing Repairs at St Andrews School \$6,378
54700 Printing & Binding	30,996.30	40,000.00	9,003.70	77.49%	
54800 Promotional Activities	744,591.91	1,000,000.00	255,408.09	74.46%	
54801 Creative Services	17,930.00	60,000.00	42,070.00	29.88%	
54802 Media Commissions	4,614.12	40,000.00	35,385.88	11.54%	
54803 Photography/Videography	10,494.00	20,000.00	9,506.00	52.47%	
54900 Other Current Charges	3,687.54	20,000.00	16,312.46	18.44%	
55100 Office Supplies	710.99	1,700.00	989.01	41.82%	
55200 Operating Supplies	12,531.68	25,000.00	12,468.32	50.13%	
55400 Books, Pubs, Memberships	50,621.13	40,000.00	-10,621.13	126.55%	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, Annual Visit FL membership \$3,000
55500 Training	2,892.55	15,000.00	12,107.45	19.28%	
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	1,856.62	10,000.00	8,143.38	18.57%	
Total Expenditures	\$ 1,587,899.71	\$ 4,398,934.00	\$ 2,811,034.29	36.10%	
Net Operating Revenue	\$ 165,155.16	\$ 0.00	-\$ 165,155.16		
Net Revenue	\$ 165,155.16	\$ 0.00	-\$ 165,155.16		



A/R Aging Summary

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Tourism Contract						0.00
Bay County Contract 23-24	411,542.42					411,542.42
St Andrews School	18,006.52					18,006.52
Total Tourism Contract	429,548.94					429,548.94
TOTAL	\$429,548.94	\$0.00	\$0.00	\$0.00	\$0.00	\$429,548.94



A/P Aging Summary

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Beach TV Cable Company, Inc	1,116.90					1,116.90
Brock Lawn and Pest Control, Inc	53.50					53.50
Catered by Carla		3,116.40				3,116.40
Chandler Haligas			1,000.00			1,000.00
City of Panama City	710.66					710.66
Earthshine Cleaning	208.49					208.49
EJHG	1,573.00					1,573.00
FPL Northwest FL	2,937.99					2,937.99
Frontline Insurance	9,953.80					9,953.80
Gypsy Belle Photo Bus, LLC		750.00				750.00
Identi-D, LLC	1,000.00					1,000.00
Jenny Kelley	500.00					500.00
Local Logistics NWFL, LLC	700.00					700.00
Magic Broadcasting	2,256.00					2,256.00
Papa Joe's Bayside	10,000.00					10,000.00
Wells Fargo Vendor Financial Services, LLC	101.65					101.65
WMBB		3,415.00				3,415.00
WOW	1,381.58					1,381.58
TOTAL	\$32,493.57	\$7,281.40	\$1,000.00	\$0.00	\$0.00	\$40,774.97



Destination Panama City

10001 Checking - Bankcorp South, Period Ending 06/30/2024

RECONCILIATION REPORT

Reconciled on: 07/21/2024

Reconciled by: Suzanne Kennon

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

Summary

USD

Statement beginning balance.....	820,711.50
Interest earned.....	539.97
Checks and payments cleared (62).....	-230,193.52
Deposits and other credits cleared (12).....	101,063.03
Statement ending balance.....	<u>692,120.98</u>
Uncleared transactions as of 06/30/2024.....	-99,272.21
Register balance as of 06/30/2024.....	592,848.77
Cleared transactions after 06/30/2024.....	0.00
Uncleared transactions after 06/30/2024.....	-130,749.94
Register balance as of 07/21/2024.....	462,098.83

TB

Details

Checks and payments cleared (62)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/09/2024	Bill Payment	10738	THRIVE Media	-6,500.00
05/23/2024	Bill Payment	10750	FPL Northwest FL	-314.94
05/23/2024	Bill Payment	10748	Courtney Gaskin	-2,950.00
05/23/2024	Bill Payment	10751	Gypsy Belle Photo Bus, LLC	-750.00
05/23/2024	Bill Payment	10757	Spencer Morgan	-2,500.00
05/23/2024	Bill Payment	10756	Raymond James	-769.42
05/23/2024	Bill Payment	10741	Aaron Rich Marketing	-376.00
05/23/2024	Bill Payment	10742	Alabama Media Group	-31,000.00
05/23/2024	Bill Payment	10743	Brock Lawn and Pest Control,...	-53.50
05/23/2024	Bill Payment	10744	Business Presentation Servic...	-920.20
05/23/2024	Bill Payment	10752	Kennon Accounting Solutions,...	-3,381.75
05/23/2024	Bill Payment	10754	Mason St. Germain	-1,000.00
05/23/2024	Bill Payment	10746	City of Panama City	-356.35
05/23/2024	Bill Payment	10758	WOW	-690.79
05/23/2024	Bill Payment	10749	Earthshine Cleaning	-208.49
05/23/2024	Bill Payment	10753	Lawnmasters of Panama City ...	-300.00
05/23/2024	Bill Payment	10747	Clear Channel Outdoor	-1,493.76
05/23/2024	Bill Payment	10755	Panama Business Machines	-48.23
06/03/2024	Bill Payment	10759	Cybersmetrics	-85.00
06/03/2024	Check	10692		-32,000.00
06/03/2024	Bill Payment	10760	Daniel Snapp	-400.00
06/03/2024	Bill Payment	10767	The Group Travel Leader Inc.	-1,520.00
06/03/2024	Bill Payment	10761	Mainstreet Buildings of PC, LLC	-715.50
06/03/2024	Bill Payment	10763	Panama City Beach Chamber...	-650.00
06/03/2024	Bill Payment	10764	Perry's Painting & Pressure W...	-8,350.00
06/03/2024	Bill Payment	10765	Pineapple Public Relations	-1,150.00
06/03/2024	Bill Payment	10766	Raymond James	-769.42
06/03/2024	Bill Payment	10768	Wells Fargo Vendor Financial ...	-101.65
06/03/2024	Bill Payment	10762	Overstreet Realty	-1,500.00
06/07/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.24
06/07/2024	Payroll Check	DD	Shelbie L. Scippio	-2,032.23
06/07/2024	Payroll Check	DD	Jennifer Vigil	-4,254.27
06/07/2024	Payroll Check	DD	Lauren E. Beauchamp	-1,772.53
06/07/2024	Payroll Check	DD	Jessica A. Bright	-1,343.37
06/07/2024	Payroll Check	DD	Kiersten M Schmitt	-277.05
06/12/2024	Bill Payment	10769	Bay County Chamber of Com...	-33.55
06/12/2024	Bill Payment	10782	Visit Florida	-3,000.00
06/12/2024	Bill Payment	10770	Beach TV Cable Company, Inc	-1,148.33
06/12/2024	Bill Payment	10779	Laurie Rowe & Company	-9,500.00

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/12/2024	Bill Payment	10778	Lamar Companies	-3,700.00
06/12/2024	Bill Payment	10773	Earthshine Cleaning	-235.24
06/12/2024	Tax Payment		IRS	-3,690.74
06/12/2024	Bill Payment	10774	First Federal Bank	-34,712.94
06/12/2024	Bill Payment	10775	FPL Northwest FL	-2,097.00
06/12/2024	Bill Payment	10771	City of Panama City	-1,275.46
06/12/2024	Bill Payment	10776	iDSS Global, LLC	-6,750.00
06/12/2024	Bill Payment	10777	Jessica Bright	-330.50
06/12/2024	Bill Payment	10781	Print Source	-2,362.17
06/18/2024	Expense			-162.00
06/20/2024	Expense	1163558-1001-7/24	Principal Life Insurance Comp...	-210.82
06/20/2024	Check	ACH	Florida Department of Revenue	-173.58
06/21/2024	Payroll Check	DD	Shelbie L. Scippio	-2,032.22
06/21/2024	Payroll Check	DD	Jessica A. Bright	-1,343.36
06/21/2024	Payroll Check	DD	Lauren E. Beauchamp	-1,772.51
06/21/2024	Payroll Check	DD	Jennifer Vigil	-3,912.54
06/21/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.23
06/21/2024	Payroll Check	DD	Kiersten M Schmitt	-332.46
06/24/2024	Bill Payment	10787	City of Panama City	-445.97
06/24/2024	Bill Payment	10794	Panama Business Machines	-76.35
06/24/2024	Bill Payment	10784	Alabama Media Group	-32,500.00
06/24/2024	Bill Payment	10795	Raymond James	-769.42
06/26/2024	Tax Payment		IRS	-3,503.44

Total -230,193.52

Deposits and other credits cleared (12)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/02/2024	Deposit			130.24
06/03/2024	Deposit			898.71
06/05/2024	Deposit			130.24
06/06/2024	Receive Payment	A007450	Tourism Contract:St Andrews ...	1,520.21
06/06/2024	Receive Payment	A007449	Tourism Contract:Bay County ...	97,491.57
06/16/2024	Deposit			67.58
06/18/2024	Deposit			119.50
06/20/2024	Deposit			177.24
06/21/2024	Deposit			368.26
06/23/2024	Deposit			51.92
06/24/2024	Deposit			51.92
06/27/2024	Deposit			55.64

Total 101,063.03

Additional Information

Uncleared checks and payments as of 06/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/19/2023	Bill Payment	10574	Panama City Symphony Orch...	-800.00
06/12/2024	Bill Payment	10780	PG Environmental Florida, LLC	-2,661.00
06/24/2024	Bill Payment	10797	WMBB	-405.00
06/24/2024	Bill Payment	10796	Verizon	-257.95
06/24/2024	Bill Payment	10790	Michael Holloway	-750.00
06/24/2024	Bill Payment	10783	Aaron Rich Marketing	-376.00
06/24/2024	Bill Payment	10789	HMX Productions, LLC	-11,975.00
06/24/2024	Bill Payment	10785	American Bankers Insurance ...	-4,291.00
06/24/2024	Bill Payment	10798	Cody Hurst	-220.58
06/24/2024	Bill Payment	10788	Down to Earth Outdoor Servic...	-600.00
06/24/2024	Bill Payment	10793	Orange Video, LLC	-9,744.00
06/24/2024	Bill Payment	10786	BTW Services, Inc	-3,000.00
06/24/2024	Bill Payment	10791	Miles Partnership, LLLP	-5,000.00
06/24/2024	Bill Payment	10792	MWB	-59,348.03

Total -99,428.56

Uncleared deposits and other credits as of 06/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/28/2024	Deposit			156.35

Total 156.35

Uncleared checks and payments after 06/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/02/2024	Bill Payment	10806	Local Logistics NWFL, LLC	-700.00
07/02/2024	Bill Payment	10804	Gypsy Belle Photo Bus, LLC	-750.00
07/02/2024	Bill Payment	10800	Catered by Carla	-3,116.40
07/02/2024	Bill Payment	10801	Chandler Haligas	-1,000.00
07/02/2024	Bill Payment	10807	Mason St. Germain	-1,000.00
07/02/2024	Bill Payment	10812	Spencer Morgan	-2,500.00
07/02/2024	Bill Payment	10805	Jennifer Vigil - VENDOR	-883.34
07/02/2024	Bill Payment	10808	Papa Joe's Bayside	-10,000.00
07/02/2024	Bill Payment	10809	Pyro Shows, Inc	-22,500.00
07/02/2024	Bill Payment	10811	Shelbie Scippio - VENDOR	-379.50
07/02/2024	Bill Payment	10813	WOW	-1,381.58
07/02/2024	Bill Payment	10810	Raymond James	-769.42
07/02/2024	Bill Payment	10803	FPL Northwest FL	-2,937.99
07/02/2024	Bill Payment	10799	814 Sand Inc.	-4,138.03
07/02/2024	Bill Payment	10802	Earthshine Cleaning	-208.49
07/02/2024	Bill Payment	10814	Identi-D, LLC	-1,000.00
07/02/2024	Bill Payment	10815	Jenny Kelley	-500.00
07/05/2024	Payroll Check	DD	Jessica A. Bright	-1,343.38
07/05/2024	Payroll Check	DD	Kiersten M Schmitt	-277.05
07/05/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.23
07/05/2024	Payroll Check	DD	Jennifer Vigil	-4,254.27
07/05/2024	Payroll Check	DD	Shelbie L. Scippio	-2,032.23
07/08/2024	Bill Payment	10817	Chandler Haligas	-1,000.00
07/10/2024	Tax Payment		IRS	-3,190.74
07/16/2024	Bill Payment	10827	Frontline Insurance	-9,953.80
07/16/2024	Bill Payment	10830	Raymond James	-769.42
07/16/2024	Bill Payment	10821	Aaron Rich Marketing	-516.00
07/16/2024	Bill Payment	10826	First Federal Bank	-22,020.24
07/16/2024	Bill Payment	10825	EJHG	-1,573.00
07/16/2024	Bill Payment	10829	Magic Broadcasting	-2,670.00
07/16/2024	Bill Payment	10822	Beach TV Cable Company, Inc	-1,116.90
07/16/2024	Bill Payment	10833	The Lewis Bear Company	-770.88
07/16/2024	Bill Payment	10831	Rotary Club of Panama City F...	-258.00
07/16/2024	Bill Payment	10835	WMBB	-3,415.00
07/16/2024	Bill Payment	10832	Sunbelt Rentals, Inc.	-1,731.37
07/16/2024	Bill Payment	10828	Grown Folks Entertainment	-4,700.00
07/16/2024	Bill Payment	10824	City of Panama City	-710.66
07/16/2024	Bill Payment	10834	Wells Fargo Vendor Financial ...	-101.65
07/16/2024	Bill Payment	10823	Brock Lawn and Pest Control,...	-53.50
07/19/2024	Payroll Check	DD	Jennifer Vigil	-3,912.53
07/19/2024	Payroll Check	DD	Shelbie L. Scippio	-2,032.23
07/19/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.23
07/19/2024	Tax Payment		FL U.C. Fund	-1.27
07/19/2024	Payroll Check	DD	Jessica A. Bright	-1,432.61
07/19/2024	Payroll Check	DD	Kiersten M Schmitt	-498.69
07/24/2024	Tax Payment		IRS	-3,061.31

Total -130,749.94



30/45

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

STATEMENT DATE
 06/30/24
 ACCOUNT NUMBER
 [REDACTED]

INFOLINE 1-888-797-7711

***** CHECKING ACCOUNT SUMMARY *****
 PREVIOUS BALANCE 820,711.50 AVERAGE BALANCE
 + 11 CREDITS 100,943.53 775,034
 - 62 DEBITS 230,074.02 YTD INTEREST PAID
 - SERVICE CHARGES .00 2,727.31
 + INTEREST PAID 539.97
 ENDING BALANCE 692,120.98

DAYS IN PERIOD 30

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

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
06/03	130.24	SQUARE INC 9424300002	
		L206879495652 240603P2	CCD
06/04	898.71	SQUARE INC 9424300002	
		L206879657633 240604P2	CCD
06/06	130.24	SQUARE INC 9424300002	
		L206880009292 240606P2	CCD
06/06	1,520.21	BAY COUNTY MAST2 4596000512	
		5113 PC TDT TX	CCD
06/06	97,491.57	BAY COUNTY MAST2 4596000512	
		5113 PC TDT TX	CCD
06/17	67.58	SQUARE INC 9424300002	
		L206881745975 240617P2	CCD
06/21	177.24	SQUARE INC 9424300002	
		L206882493592 240621P2	CCD
06/21	368.26	DEPOSIT	
06/24	51.92	SQUARE INC 9424300002	
		L206882819321 240624P2	CCD
06/25	51.92	SQUARE INC 9424300002	
		L206883020488 240625P2	CCD
06/28	55.64	SQUARE INC 9424300002	
		L206883617354 240628P2	CCD
06/28	539.97	IOD INTEREST PAID	

CHECKS

DATE	CHECK NO	AMOUNT	DATE	CHECK NO	AMOUNT
06/07	10692*	32,000.00	06/11	10741*	376.00
06/10	10738*	6,500.00	06/05	10742	31,000.00



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

30/45
 PAGE 2

STATEMENT DATE
 06/30/24
 ACCOUNT NUMBER
 [REDACTED]

CHECKS

DATE	CHECK NO	AMOUNT	DATE	CHECK NO	AMOUNT
06/04	10743	53.50	06/13	10765	1,150.00
06/10	10744	920.20	06/07	10766	769.42
06/03	10746*	356.35	06/21	10767	1,520.00
06/05	10747	1,493.76	06/10	10768	101.65
06/05	10748	2,950.00	06/21	10769	33.55
06/05	10749	208.49	06/24	10770	1,148.33
06/04	10750	314.94	06/17	10771	1,275.46
06/17	10751	750.00	06/21	10773*	235.24
06/05	10752	3,381.75	06/14	10774	34,712.94
06/04	10753	300.00	06/18	10775	2,097.00
06/06	10754	1,000.00	06/27	10776	6,750.00
06/04	10755	48.23	06/18	10777	330.50
06/03	10756	769.42	06/24	10778	3,700.00
06/17	10757	2,500.00	06/17	10779	9,500.00
06/10	10758	690.79	06/24	10781*	2,362.17
06/24	10759	85.00	06/20	10782	3,000.00
06/14	10760	400.00	06/28	10784*	32,500.00
06/12	10761	715.50	06/27	10787*	445.97
06/13	10762	1,500.00	06/28	10794*	76.35
06/11	10763	650.00	06/27	10795	769.42
06/05	10764	8,350.00			

OTHER DEBITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
06/07	277.05	INTUIT 30935541 4462800242	
		17100606 PAYROLL	CCD
06/07	1,343.37	INTUIT 30935541 4462800242	
		17100606 PAYROLL	CCD
06/07	1,772.53	INTUIT 30935541 4462800242	
		17100606 PAYROLL	CCD
06/07	1,794.24	INTUIT 30935541 4462800242	
		17100606 PAYROLL	CCD
06/07	2,032.23	INTUIT 30935541 4462800242	
		17100606 PAYROLL	CCD
06/07	4,254.27	INTUIT 30935541 4462800242	
		17100606 PAYROLL	CCD
06/12	3,690.74	IRS 3387702000	
		227456466034256 USATAXPYMT	CCD
06/20	42.50	SQUARE INC 9424300002	
		L206882102100 240619P2	CCD



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

30/45
 PAGE 3

STATEMENT DATE
 06/30/24
 ACCOUNT NUMBER

***** CHECKING ACCOUNT TRANSACTIONS *****

OTHER DEBITS

DATE.....	AMOUNT.	TRANSACTION DESCRIPTION	CHK NO/ATM CD
06/20	173.58	FLA DEPT REVENUE 7596001874 97479488 C01	CCD
06/20	210.82	PLIC-SBD 9GPSBD0000 PACT#231278724 INSUR CLM	CCD
06/21	332.46	INTUIT 32239029 4462800242 17100606	PAYROLL CCD
06/21	1,343.36	INTUIT 32239029 4462800242 17100606	PAYROLL CCD
06/21	1,772.51	INTUIT 32239029 4462800242 17100606	PAYROLL CCD
06/21	1,794.23	INTUIT 32239029 4462800242 17100606	PAYROLL CCD
06/21	2,032.22	INTUIT 32239029 4462800242 17100606	PAYROLL CCD
06/21	3,912.54	INTUIT 32239029 4462800242 17100606	PAYROLL CCD
06/26	3,503.44	IRS 3387702000 227457866042816 USATAXPYMT	CCD

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

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
05/31	820711.50	06/11	817174.28	06/21	742762.21
06/03	819715.97	06/12	812768.04	06/24	735518.63
06/04	819898.01	06/13	810118.04	06/25	735570.55
06/05	772514.01	06/14	775005.10	06/26	732067.11
06/06	870656.03	06/17	761047.22	06/27	724101.72
06/07	826412.92	06/18	758619.72	06/28	692120.98
06/10	818200.28	06/20	755192.82		



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

30/45
PAGE 4

STATEMENT DATE
06/30/24
ACCOUNT NUMBER
[REDACTED]

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

EFF-DATE	RATE	
05-31-24	0.00350000	49,999
	0.00600000	99,999
	0.00850000	999,999
	0.01090000	



Destination Panama City

10003 Checking - First Federal, Period Ending 06/28/2024

RECONCILIATION REPORT

Reconciled on: 07/18/2024

Reconciled by: Suzanne Kennon

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

Summary

USD

Statement beginning balance.....	10,400.55
Interest earned.....	0.08
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (0).....	0.00
Statement ending balance.....	<u>10,400.63</u>

Register balance as of 06/28/2024.....	10,400.63	TB
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FIRST FEDERAL BANK

P.O. Box 2029
Lake City, FL 32056

Account Statement

Page 1 of 1
Statement Period:
06-01-24 thru 06-28-24

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 05-31-24		\$10,400.55
Credits and deposits	+	0.08
Debits and withdrawals	-	0.00
Ending balance on 06-28-2024		\$10,400.63

Interest Information

Interest Earned:	0.08	Days in Period:	28
Interest Paid This Period:	0.08	Annual Percentage Yield Earned:	0.0100%
Interest Paid 2024:	0.51		

Your Account Activity

Date	Description	Credits	Debits	Balance
06-28-24	Interest	0.08		10,400.63

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	\$21,428.10	Statement Closing Date	06/03/2024
Payments and Credits	\$21,748.40	Days This Period	31
Purchases and Debits	\$35,033.24	Credit Limit	\$80,000.00
Cash Advances	\$0.00	Available Credit	\$42,109.00
Fees	\$0.00	Cash Limit	\$40,000.00
Finance Charges	\$0.00	Available Cash	\$40,000.00
New Ending Balance	\$34,712.94	Payment Due Date	06/28/2024
Total Amount of Disputes	\$0.00	Payment Amount Due	\$1,042.00

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 06/28/2024
New Balance \$34,712.94
Minimum Payment Due \$1,042.00

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



424169450012154700000104200000034712941

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
05/14	05/14	7424167GP00XSYSB9	PAYMENT THANK YOU LAKE CITY FL	21,428.10-
Total Activity				21,428.10-
Total Fees This Period				0.00
06/03	06/03		Interest Charge on Purchases	0.00
06/03	06/03		Interest Charge on Cash Advances	0.00
Total Interest This Period				0.00

Cardholder Account Activity

JENNIFER VIGIL				Total Amount	\$23,776.29
Card Ending In 0522					
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount	
05/09	05/09	7471705GKTBFB3BW5V	DELTA AIR 0062215060186 ATLANTA CREDIT	308.60-	
05/04	05/03	2439900GQ8JPRGTGZ9	BEST BUY 00008573 PANAMA CITY FL	1,856.62	
05/04	05/04	2449215GDMLGHBAQG	UBER TRIP HELP.UBER.COM CA	43.15	
05/04	05/04	2449215GDMLGNZPM5	UBER TRIP HELP.UBER.COM CA	31.16	
05/04	05/04	2469216GD3473DDEEK	SQ *DOWN TO EARTH, LLC gosq.com FL	600.00	
05/04	05/04	2469216GD347418DA	SQ *DOWN TO EARTH, LLC gosq.com FL	600.00	
05/06	05/06	2470780GG0VZQ6QXR	GET CHEW ABOX PANAMA CITY FL	3,854.89	
05/06	05/06	2469216GF35TZFFHJ	TST* SPICE IS RIGHT 2 Northwest FL FL	2,503.88	
05/06	05/06	2469216GF35VEBP11	SQ *THAI 2 GO Panama City FL	4,002.23	
05/06	05/06	2469216GF35VEB0ZB	SQ *TRI-R-TIPS BBQ Owensboro KY	3,575.59	
05/07	05/07	2449215GGLS1NQ0E0	ADOBE *ADOBE 408-536-6000 CA	299.96	
05/08	05/08	2469216GH2Y67FF9H	SQ *MAGIC CITY TAXI BIRMINGHAM AL	34.49	
05/09	05/09	2475542GK58VHJEVB	RPS NW FL BEACHES INTL AP PANAMA CITY FL	19.26	
05/13	05/13	2469216GN31T9SD0X	INTUIT *QBooks Online CL.INTUIT.COM CA	171.00	
05/16	05/16	2469216GT33WGQ7DX	VZWRLSS*MY VZ VB P 800-922-0204 FL	773.91	
05/20	05/20	2469216GX2Y3XLFSB	BLUECROSS+BLUESHIELD 904-791-6111 FL	2,934.02	
05/26	05/26	2449216H3000V6VA9	OPENAI *CHATGPT SUBSCR HTTPSOOPENAI.C CA	20.00	
05/28	05/28	2400077H5000GZKRG	BURKE BLUE jmasters@burk FL	250.00	
05/30	05/30	2469216H732R63H0M	ACI FPL NORTHWEST FL 800-225-5797 FL	646.93	
06/01	06/01	2401134H9002FHEBE	CALENDLY HTTPSCALENDLY GA	120.00	
06/01	06/01	2444500HA00RP5LL2	PY *STORAGE DEPOT 850-640-2161 FL	462.80	
06/01	06/01	2469216H934SKM7G7	IN *GORGEOUSRFP LLC 850-8888474 FL	1,285.00	
SHELBY SCIPPIO				Total Amount	\$3,900.14
Card Ending In 0530					
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount	
05/07	05/07	2401134GG001SWH01	FH* FLIPPIN AWESOME AD WWW.FLIPPINAW FL	449.74	
05/07	05/07	2449216GH0003TJSX	BRUSH AND BARLEY BRUSHANDBARLE AR	119.99	
05/08	05/08	2420298GJ0VZ6QX62	Destination Marketing Ass5 12-485-3189 DC	1,295.00	



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Cardholder Account Activity (continued)

Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
05/08	05/08	2419880GJQ5DNF45A	PAYPAL *PANAMACITYH 4029357733 CA	91.86
05/08	05/08	2419880GJQ5DNF9TH	PAYPAL *PANAMACITYH 4029357733 CA	91.86
05/08	05/08	2449215GHLXY22QXN	ALLIANZ TRAVEL INS ALLIANZINS.US VA	42.99
05/08	05/08	2469216GH2Y4LZB6Z	SQ *ATELIER & CO. LLC gosq.com FL	59.99
05/08	05/08	2469216GH2Y489R0R	SQ *ATELIER & CO. LLC gosq.com FL	59.99
05/08	05/08	2471705GJTBETPN3P	DELTA AIR 0062233588123800-2211212 CA	614.20
05/08	05/08	07/15/24 1 DL T	ECP ATLANTA	
05/08	05/08	2 DL T	ATLANTA TAMPA	
05/08	05/08	3 DL H	TAMPA ATLANTA	
05/08	05/08	4 DL H	ATLANTA ECP	
05/15	05/15	2470780GT0VZH033Y	THE PRESS - HARRISON AVE PANAMA CITY FL	31.35
05/15	05/15	2413746GT01913EGH	WINN-DIXIE #0487 PANAMA CITY FL	16.03
05/15	05/15	2494300GTP5NN3ZWF	TARPON'S AND STEAM ON 5 PANAMA CITY FL	224.25
05/16	05/16	2401339GS03E6TJNB	FINNS ISLAND STYLE GRUB I PANAMA CITY FL	83.34
05/16	05/16	2445388GT052TJZB2	Big Mamas On The Bayou LL P C BEACH FL	65.87
05/17	05/17	2470780GW0W1Q717A	BAYOU JOE`S MARINA & GRIL PANAMA CITY FL	70.35
05/17	05/17	2470780GW0W1Q76XE	FERRUCCI RISTORANTE PANAMA CITY FL	163.48
05/17	05/17	2401339GV03NDZ4KW	TOMS FAMOUS HOT DOGS PANAMA CITY FL	36.88
05/17	05/17	2413746GSEJFD0NXG	TST* EL WEIRDO 2 PANAMA CITY FL	205.13
05/17	05/17	2413746GSEJFD0P2Y	TST* BURGUNBARREL PANAMA CITY FL	43.20
05/17	05/17	2469216GV35EZLB93	SQ *ATELIER & CO. LLC Panama City FL	27.07
05/22	05/22	2400097GZKEYVYEST	THE UPS STORE 521 423-4321212 FL	47.71
05/22	05/22	2427539GZS66EDSHL	PRINTIVITY 858-6796700 CA	59.86
LAUREN BEAUCHAMP				
Card Ending In 0555				
			Total Amount	\$566.17
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
05/28	04/05	F670600H5000WO012	ADJUSTMENT-PURCHASES	11.70-
05/31	05/31	2420429H800Q6L2YF	FACEBK *6E3T96U7M2 650-5434800 CA	577.87
AUBREY E HASKELL				
Card Ending In 1694				
			Total Amount	\$2,405.97
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
05/09	05/09	2444500GJ8PSRTTJP	FSP*EVERYTHING EVENTS EME850-628-2479 FL	735.63
05/15	05/15	2469216GR33FASKLAY	AMZN Mktp US*CY8ZF34D3 Amzn.com/bill WA	50.27
05/16	05/16	2469216GT33TB2JVX	AMZN Mktp US*LL4UY31I3 Amzn.com/bill WA	37.27
05/21	05/21	2445501GY43AAB1JH	SAMSCLUB #8151 PANAMA CITY FL	19.27
05/22	05/22	2469216GZ2ZHFMHF9	SQ *ROSEMARY-N-THYME gosq.com FL	1,105.00
05/30	05/30	2469216H7332SNBFF	SQ *BAYSIDE BREWHOUSE Panama City FL	458.53
JESSICA BRIGHT				
Card Ending In 1892				
			Total Amount	\$4,064.37
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
05/04	05/03	2475542GQ58TRFDA9	VISIT FLORIDA SERVICE CEN850-4885607 FL	75.00
05/07	05/07	2401134GG001K9PMN	LS SUNJAMMERS WATERSP 185-08193440 FL	25.00



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Cardholder Account Activity (continued)

Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
05/07	05/07	2469216GG2XD3LPX9	UPS*BILLING CENTER 800-811-1648 GA	2,231.61
05/08	05/08	2422638GJARX4VJVB	SAMS CLUB RENEWAL 888-746-7726 AR	50.00
05/09	05/09	2422638GKARYVRVVS	SAMSCLUB.COM 888-746-7726 AR	97.73
05/10	05/10	2413746GL01QRRE3T	USPS PO 1172620051 PANAMA CITY FL	68.00
05/10	05/10	2444500GLHEZQY3KQ	USPS STAMPS ENDICIA 888-434-0055 DC	20.00
05/10	05/10	2445388GL0520HJ1K	Gallery of Art on Beach D Panama City FL	32.40
05/10	05/10	2469216GK2Z2EBA8B	AMZN Mktp US*S63152NA3 Amzn.com/bill WA	22.43
05/11	05/11	2469216GL303W6FHM	STAMPS.COM 855-608-2677 TX	6.37
05/11	05/11	2469216GM3144DQ69	FAIRFIELD INN & SUITES PENSACOLA FL	191.37
05/22	05/22	2413746H0019FKL1Y	USPS PO 1172620051 PANAMA CITY FL	25.27
05/22	05/22	2444500H0HEX8Y428	USPS STAMPS ENDICIA 888-434-0055 DC	200.00
05/23	05/23	2449216H0000K2Z4Q	STICKER MULE STICKERMULE.C NY	523.23
05/24	05/24	2413746H25SFJ9F6Z	HOBBY LOBBY #339 PANAMA CITY FL	84.26
05/29	05/29	2444500H7HEXAW2FV	USPS STAMPS ENDICIA 888-434-0055 DC	200.00
05/30	05/30	2469216H732N7J7DE	STAMPS.COM 855-608-2677 TX	63.78
06/01	06/01	2413746H92XD4Q9B1	TST* EL WEIRDO 2 PANAMA CITY FL	58.32
06/03	06/03	2401134HB000NP6SS	AMAZON MAR* 113-229783 HTTPSAMAZON.C WA	89.60

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

Date	Posted date	Status	Merchant	Account	Amount	Category	City	Last four	Name on c: MCC	Trans Type	Bank Ref	Original Cu	Merchant C	Merchant Country
5/20/2024	5/20/2024	Posted	BLUECROSS+BLUESHIELD	52207	(\$2,934.02)	Health Insurance	904-791-61	522	JENNIFER \	5960	2.47E+22	0		
				52207 Total	(\$2,934.02)									
5/28/2024	5/28/2024	Posted	BURKE BLUE	53100	(\$250.00)	Attorneys Fees	jmasters@f	522	JENNIFER \	8111	2.40E+22	0		
				53100 Total	(\$250.00)									
6/1/2024	6/1/2024	Posted	IN *GEOURGEORFP LLC	53401	(\$1,285.00)	WebsiteMaintenance	850-88884	522	JENNIFER \	7333	2.47E+22	0		
				53401 Total	(\$1,285.00)									
5/9/2024	5/9/2024	Posted	RPS NW FL BEACHES INTL AP	54000	(\$19.26)	Staff Travel	PANAMA C	522	JENNIFER \	7523	2.48E+22	0		
5/9/2024	5/9/2024	Posted	DELTA AIR *****0186	54000	\$308.60	Staff Travel	ATLANTA	522	JENNIFER VIGIL	7.47E+22	0			
5/8/2024	5/8/2024	Posted	SO *MAGIC CITY TAXI	54000	(\$34.49)	Staff Traxi	BIRMINGHM	522	JENNIFER \	8999	2.47E+22	0		
5/4/2024	5/4/2024	Posted	UBER TRIP	54000	(\$43.15)	Staff Travel	HELP.UBEF	522	JENNIFER \	4121	2.45E+22	0		
5/4/2024	5/4/2024	Posted	UBER TRIP	54000	(\$31.16)	Staff Travel	HELP.UBEF	522	JENNIFER \	4121	2.45E+22	0		
5/11/2024	5/11/2024	Posted	FAIRFIELD INN & SUITES	54000	(\$191.37)	Hotel for i-10 Summer Showcase	PENSACOL	1892	JESSICA BF	3715	2.47E+22	0		
				54000 Total	(\$19.26)									
5/16/2024	5/16/2024	Posted	VZWRLSS*MY VZ VB P	54100	(\$773.91)	Cellular Communications	800-922-02	522	JENNIFER \	4814	2.47E+22	0		
				54100 Total	(\$773.91)									
5/29/2024	5/29/2024	Posted	USPS STAMPS ENDICIA	54200	(\$200.00)	Loading money for postage on Stamps.com account	888-434-0C	1892	JESSICA BF	9402	2.44E+22	0		
5/22/2024	5/22/2024	Posted	USPS PO 1172620051	54200	(\$25.27)	Postage for Visitor Guide packets	PANAMA C	1892	JESSICA BF	9402	2.41E+22	0		
5/22/2024	5/22/2024	Posted	USPS STAMPS ENDICIA	54200	(\$200.00)	Loading money for postage on Stamps.com account	888-434-0C	1892	JESSICA BF	9402	2.44E+22	0		
5/10/2024	5/10/2024	Posted	USPS PO 1172620051	54200	(\$68.00)	Roll of stamps	PANAMA C	1892	JESSICA BF	9402	2.41E+22	0		
5/10/2024	5/10/2024	Posted	USPS STAMPS ENDICIA	54200	(\$20.00)	Loading money for postage on Stamps.com account	888-434-0C	1892	JESSICA BF	9402	2.44E+22	0		
5/7/2024	5/7/2024	Posted	UPS*BILLING CENTER	54200	(\$2,744.88)	Shipping for new Visitor Guides	800-811-1E	1892	JESSICA BF	4215	2.47E+22	0		
				54200 Total	(\$2,744.88)									
5/30/2024	5/30/2024	Posted	ACI FPL NORTHWEST FL	54300	(\$646.93)	Electric Utility	800-225-57	522	JENNIFER \	4900	2.47E+22	0		
				54300 Total	(\$646.93)									
6/1/2024	6/1/2024	Posted	PY *STORAGE DEPOT	54400	(\$462.80)	Storage Units	850-640-21	522	JENNIFER \	4225	2.44E+22	0		
				54400 Total	(\$462.80)									
5/4/2024	5/4/2024	Posted	SO *DOWN TO EARTH, LLC	54600	(\$600.00)	Landscaping STA School	gosq.com	522	JENNIFER \	780	2.47E+22	0		
5/4/2024	5/4/2024	Posted	SO *DOWN TO EARTH, LLC	54600	(\$600.00)	Landscaping STA School	gosq.com	522	JENNIFER \	780	2.47E+22	0		
				54600 Total	(\$1,200.00)									
5/22/2024	5/22/2024	Posted	PRINTIVITY	54700	(\$59.88)	Adventure Letter Marketing Campaign	858-67967	530	SHELBI SE	2741	2.43E+22	0		
				54700 Total	(\$59.88)									
5/6/2024	5/6/2024	Posted	GET CHEW ABOX	54800	(\$3,854.89)	Tourism Appreciation Day	PANAMA C	522	JENNIFER \	5812	2.47E+22	0		
5/6/2024	5/6/2024	Posted	TST* SPICE IS RIGHT 2	54800	(\$2,503.88)	Tourism Appreciation Day	Northwest	522	JENNIFER \	5812	2.47E+22	0		
5/6/2024	5/6/2024	Posted	SO *TRI-R-TIPS BBQ	54800	(\$3,575.59)	Tourism Appreciation Day	Owensboro	522	JENNIFER \	5814	2.47E+22	0		
5/6/2024	5/6/2024	Posted	SO *THAI 2 GO	54800	(\$4,002.23)	Tourism Appreciation Day	Panama Ctl	522	JENNIFER \	5814	2.47E+22	0		
5/22/2024	5/22/2024	Posted	THE UPS STORE 521	54800	(\$47.71)	Media Trip	423-43212	530	SHELBI SE	7399	2.40E+22	0		
5/17/2024	5/17/2024	Posted	TST* BURGUNBARREL	54800	(\$43.20)	Media Trip	PANAMA C	530	SHELBI SE	5813	2.41E+22	0		
5/17/2024	5/17/2024	Posted	BAYOU JOE S MARINA & GRIL	54800	(\$70.35)	Media Trip	PANAMA C	530	SHELBI SE	5812	2.47E+22	0		
5/17/2024	5/17/2024	Posted	TOMS FAMOUS HOT DOGS	54800	(\$36.88)	Media Trip	PANAMA C	530	SHELBI SE	5812	2.40E+22	0		
5/17/2024	5/17/2024	Posted	FERRUCO RISTORANTE	54800	(\$163.48)	Media Trip	PANAMA C	530	SHELBI SE	5812	2.47E+22	0		
5/17/2024	5/17/2024	Posted	TST* EL WEIRDO 2	54800	(\$203.13)	Media Trip	PANAMA C	530	SHELBI SE	5813	2.41E+22	0		
5/17/2024	5/17/2024	Posted	SO *ATELIER & CO. LLC	54800	(\$27.07)	Media Trip	Panama Ctl	530	SHELBI SE	5999	2.47E+22	0		
5/16/2024	5/16/2024	Posted	Big Mamas On The Bayou LL	54800	(\$65.87)	Media Trip	P C BEACH	530	SHELBI SE	5812	2.45E+22	0		
5/16/2024	5/16/2024	Posted	FINNS ISLAND STYLE GRUB I	54800	(\$83.34)	Media Trip	PANAMA C	530	SHELBI SE	5812	2.40E+22	0		
5/15/2024	5/15/2024	Posted	THE PRESS - HARRISON AVE	54800	(\$31.35)	Media Trip	PANAMA C	530	SHELBI SE	5812	2.47E+22	0		
5/15/2024	5/15/2024	Posted	TARPONS AND STEAM ON 5	54800	(\$224.25)	Media Trip	PANAMA C	530	SHELBI SE	5812	2.49E+22	0		
5/15/2024	5/15/2024	Posted	WINN-DIXIE #0487	54800	(\$16.03)	Media Trip	PANAMA C	530	SHELBI SE	5411	2.41E+22	0		
5/8/2024	5/8/2024	Posted	PAYPAL *PANAMACITYH	54800	(\$91.86)	Media Trip (Hot Glass Studio)	4.03E+09	530	SHELBI SE	5950	2.42E+22	0		
5/8/2024	5/8/2024	Posted	SO *ATELIER & CO. LLC	54800	(\$59.99)	Media Trip	gosq.com	530	SHELBI SE	5999	2.47E+22	0		
5/8/2024	5/8/2024	Posted	SO *ATELIER & CO. LLC	54800	(\$59.99)	Media Trip	gosq.com	530	SHELBI SE	5999	2.47E+22	0		
5/8/2024	5/8/2024	Posted	DELTA AIR *****8123	54800	(\$614.20)	Staff Travel	800-22112	530	SHELBI SE	3058	2.47E+22	0		
5/8/2024	5/8/2024	Posted	ALLIANZ TRAVEL INS	54800	(\$42.99)	Staff Travel	ALLIANZIN	530	SHELBI SE	6300	2.45E+22	0		
5/8/2024	5/8/2024	Posted	PAYPAL *PANAMACITYH	54800	(\$91.86)	Media Trip (Hot Glass Studio)	4.03E+09	530	SHELBI SE	5950	2.42E+22	0		
5/7/2024	5/7/2024	Posted	FH* FLUPPIN AWESOME AD	54800	(\$449.74)	Media Trip	WWW.FLIP	530	SHELBI SE	7991	2.40E+22	0		
5/31/2024	5/31/2024	Posted	FACEBK *6E3T96U7M2	54800	(\$577.87)	Paid Social Media	650-54348	555	LAUREN BE	7111	2.42E+22	0		
5/23/2024	5/23/2024	Posted	STICKER MULE	54800	(\$523.23)	Blessing of the Fleet Flip Flop stickers	STICKERML	1892	JESSICA BF	5111	2.45E+22	0		
5/10/2024	5/10/2024	Posted	Gallery of Art on Beach D	54800	(\$32.40)	Art Walk registration	Panama Ctl	1892	JESSICA BF	5971	2.45E+22	0		
5/7/2024	5/7/2024	Posted	LS SUNJAMMERS WATERSP	54800	(\$25.00)	Gift card for Patron, Cornhole Tournament	185-08193	1892	JESSICA BF	5941	2.40E+22	0		
5/3/2024	5/4/2024	Posted	VISIT FLORIDA SERVICE CEN	54800	(\$75.00)	Registration for i-10 Summer Showcase	850-48856	1892	JESSICA BF	9399	2.48E+22	0		
				54800 Total	(\$17,595.38)									
6/3/2024	6/3/2024	Posted	AMAZON MAR* 113-229783	55100	(\$89.60)	Mailing envelopes (\$38.45, Acct code 55100); Air fresheners & plastic utensils (\$51.15, Acct code 55200)	HTTSPAMA	1892	JESSICA BF	5999	2.40E+22	0		
5/30/2024	5/30/2024	Posted	STAMPS.COM	55100	(\$63.78)	NetStamps for printing postage	855-608-2E	1892	JESSICA BF	4215	2.47E+22	0		
5/11/2024	5/11/2024	Posted	STAMPS.COM	55100	(\$6.37)	Postage scale and NetStamps for printing postage	855-608-2E	1892	JESSICA BF	4215	2.47E+22	0		
				55100 Total	(\$159.75)									
6/1/2024	6/1/2024	Posted	TST* EL WEIRDO 2	55200	(\$58.32)	Refreshments for Partner Engagement meeting	PANAMA C	1892	JESSICA BF	5813	2.41E+22	0		
5/24/2024	5/24/2024	Posted	HOBBY LOBBY #339	55200	(\$84.26)	Lobby decor for Memorial Day & July 4th	PANAMA C	1892	JESSICA BF	5945	2.41E+22	0		
5/10/2024	5/10/2024	Posted	AMZN Mktg US *S83152NA3	55200	(\$22.43)	Liquid handsoap	Amzn.com	1892	JESSICA BF	5942	2.47E+22	0		
5/9/2024	5/9/2024	Posted	SAMSClub.COM	55200	(\$97.73)	Bottled water & sodas	888-746-77	1892	JESSICA BF	5300	2.42E+22	0		
				55200 Total	(\$262.74)									
6/1/2024	6/1/2024	Posted	CALENDLY	55400	(\$120.00)	Subscription	HTTSCALE	522	JENNIFER \	5734	2.40E+22	0		
5/26/2024	5/26/2024	Posted	OPENAI *CHATGPT SUBSCR	55400	(\$20.00)	Subscription	HTTSCOPEI	522	JENNIFER \	5734	2.45E+22	0		
5/13/2024	5/13/2024	Posted	INTUIT *QBooks Online	55400	(\$171.00)	Accounting Software Subscription	CL.INTUIT.	522	JENNIFER \	5734	2.47E+22	0		
5/7/2024	5/7/2024	Posted	ADOBE *ADOBE	55400	(\$299.96)	Software Subscription	408-536-6C	522	JENNIFER \	5734	2.45E+22	0		
5/8/2024	5/8/2024	Posted	Destination Marketing Ass	55400	(\$1,295.00)	Destination Internationals Annual Convention	512-485-31	530	SHELBI SE	8911	2.42E+22	0		
5/30/2024	5/30/2024	Posted	SO *BAYSIDE BREWHOUSE	55400	(\$458.53)	Alcohol Service for Tourism After Hours	Panama Ctl	1694	AUBREY E I	5813	2.47E+22	0		
5/22/2024	5/22/2024	Posted	SO *ROSEMARY-N-THYME	55400	(\$1,105.00)	Catering Service for Tourism After Hours	gosq.com	1694	AUBREY E I	5811	2.47E+22	0		
5/21/2024	5/21/2024	Posted	SAMSClub #9151	55400	(\$15.27)	Ice for N/A Drinks for Tourism After Hours	PANAMA C	1694	AUBREY E I	5300	2.45E+22	0		
5/16/2024	5/16/2024	Posted	AMZN Mktg US *LL4UJ313	55400	(\$37.27)	Spray Chalk Paint for Booth Markers for Salute to Freedom	Amzn.com	1694	AUBREY E I	5942	2.47E+22	0		
5/15/2024	5/15/2024	Posted	AMZN Mktg US *CY8ZF34D3	55400	(\$50.27)	Measuring Wheel & Marker Flags for Events	Amzn.com	1694	AUBREY E I	5942	2.47E+22	0		
5/9/2024	5/9/2024	Posted	FSP*EVERYTHING EVENTS EME	55400	(\$735.63)	Table/Chairs/Tablecloths for Tourism Appreciation Day	850-628-24	1694	AUBREY E I	7394	2.44E+22	0		
5/8/2024	5/8/2024	Posted	SAMS CLUB RENEWAL	55400	(\$50.00)									

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

3. REQUESTED MOTION/ACTION:

Board approve the executive board members to serve as the CEO evaluation committee.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

CEO Vigil's employment contract requires that three members of the Destination Panama City Board be selected to serve as the annual evaluation committee. These three members must be selected by July 1st of each year. The committee members are tasked with reviewing CEO Vigil's performance for the current fiscal year and making recommendations for retention and merit increases.

With regular board meetings falling on the even months, no evaluation committee was selected. CEO Vigil recommends the executive board consisting of the Chairman, Vice Chairman, and the Secretary Treasurer be selected as the evaluation committee.

DESTINATION PANAMA CITY (PCCDC) PRESIDENT & CEO PERFORMANCE EVALUATION

Purpose: The purpose of evaluating the President & CEO is to look at the performance of the President & CEO during the evaluation period. It is an opportunity for a better understanding of and greater appreciation for the expectations of the DPC BOARD.

Format: There are no perfect evaluation tools. However, the evaluation should be a thoughtful, effective, sensitive, and positive process. To some extent, evaluating the President & CEO also is an evaluation of the organization as a whole. Therefore, please make comments about specific segments the organization as a whole as you may deem appropriate.

Rating: This evaluation consists of several categories that the President & CEO is involved with or has responsibility. Specific job responsibilities are listed for each general area to be rated. Following each category you are asked to indicate your assessment on the following scale:

Exceptional (4)

This rating describes performance which consistently exceeds the expectations of the County Commission and is clearly superior in terms of quality and performance standards.

Exceeds Expectations (3)

This rating describes performance which routinely exceeds expectations of the County Commission and reflects a thorough and efficient effort.

Meets Expectations (2)

This rating indicates fulfillment of the job requirements and expectations of the County Commission.

Below Expectations (1)

This rating indicates marginal fulfillment of the County Commission's expectations and shows a need for significant improvement.

Each category also allows space for comments. You are encouraged to make comments on each item and provide as much feedback as desired. For ratings of "1", please provide a suggested corrective action plan for the President & CEO in each category as rated. The more feedback given, the greater the opportunity for meaningful discussion.

A place for your assessment of the President & CEO's overall rating is also provided, along with space for your comments and suggestions for improvement and commendations.

I. Organizational Management and Leadership

- Plans and organizes the work that goes into providing services established by the decisions of the DPC BOARD.
- Evaluates and keeps up with current technology and professional development.
- Selects, leads, directs and develops staff.
- Keeps the DPC BOARD appropriately informed about organizational status and changes.
- Delegates authority and responsibly to staff while retaining ultimate responsibility for staff performance.
- Is knowledgeable of City, County, State and Federal laws and ordinances affecting DPC operations and ensures compliance.
- Explores alternatives and presents well thought-out and properly documented recommendations.
- Provides appropriate support and assistance to the DPC BOARD.
- Strives to create an environment that promotes innovation, accomplishment and accountability.
- Takes responsibility for setting realistic objectives for the organization based on the goals of the DPC BOARD, the annual Program of Work and overall vision of the Tourism Study.
- Knows when to act and when to defer action.
- Has the capability and willingness to make hard decisions when required, and accepts responsibility for those decisions and those of subordinates.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

II. Fiscal and Business Management

- Plans, organizes and administers the adopted budget. Ensures compliance with statutory requirements.
- Plans, organizes and presents the annual budget with overall Media and Marketing Plan.
- Prepares and provides periodic event & tourism economic impact reports.
- Makes informed, reasoned, and responsible budgetary and financial recommendations and decisions.
- Displays a clear understanding of the DPC’s financial resources and the priorities of the DPC BOARD.
- Recommends a balanced budget consistent with established Bay County Commission goals and guidelines.
- Effectively oversees the maintenance, preservation and operation of DPC facilities, buildings and equipment.
- Plans, organizes and supervises most cost-effective and economic utilization of human and fiscal resources.
- Recommends priorities for human and fiscal resources.
- Recommends priorities for the allocation of funds.
- Works in conjunction with the Bay County TDC and the Clerk of Court to ensure ratification of DPC BOARD budget approval.
- Generates creative ideas, campaigns and solutions that will solidify the City’s position as a tourist destination.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

III. Communication and Relationships with DPC BOARD

- Maintains effective and timely communication, both verbal and written, with the DPC BOARD.
- Maintains availability to elected officials, both personally and through designated staff.
- Establishes and maintains a system of reporting of current DPC plans and activities.
- Plans, organizes and submits materials for presentation to the DPC BOARD in clear, concise and comprehensive manner.
- Avoids personality biases or partisanship issues.
- Is sensitive to DPC BOARD concerns and priorities.
- Responsive to inquiries and suggestions from DPC BOARD members, industry partners, and the general public.
- Provides adequate expertise and guidance, recommendations and alternatives in policy-making while respecting the integrity of the DPC BOARD as a body.
- Responds equally to each member of the DPC BOARD and implements directives of the BOARD as a whole rather than individually.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

IV. Community and Intergovernmental Relations

- Effectively communicates DPC practices, policies and decisions to the public and others.
- Appropriately participates in community and civic activities.
- Establishes and maintains an image of the DPC to the Community that represents quality services and professionalism.
- Willing to meet with citizens and community groups regarding their interests and concerns.
- Possesses and promotes an attitude and feeling of helpfulness, courtesy and sensitivity to the public.
- Communicates in a clear and unbiased manner on both special and routine events and issues.
- Promptly responds to and addresses citizen inquiries and public concerns.
- Maintains awareness of activities & initiatives in the City and other nearby areas that may relate to or affect the overall tourism draw to the County.
- Designs, organizes and staffs official tourism Visitor’s Information Center(s).
- Maintains effective working relationships with groups and other destination marketing organizations with which the City is involved or interfaces.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

V. Personal and Professional Traits

- Demonstrates composure, appearance and attitude consistent with an executive position.
- Able to separate professional and personal lives.
- Maintains personal integrity. Actions and decisions reflect moral and ethical standards.
- Viewed positively by others both inside and outside the organization.
- Energetic and willing to spend necessary time to do a good job.
- Unbiased in decision-making and presents rational and interpersonal viewpoints based on facts and qualified opinions.
- Understands the values, attitudes and goals of others.
- Innovative and self-motivated.
- Values personal and professional development and endeavors to increase ability to serve and perform.
- Builds cohesiveness in staff.
- Effectively motivates the organization.

COMMENTS:

AREA RATING: Circle One

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

VI. Overall Performance Rating

- 4 Exceptional
- 3 Exceeds Expectations
- 2 Meets Expectations
- 1 Below Expectations

COMMENTS AND OBSERVATIONS:

SUGGESTIONS FOR IMPROVEMENT:

COMMENDATIONS:

Date

Board Member

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

3. REQUESTED MOTION/ACTION:

Board authorize CEO Vigil to invite the short list of applicants to a formal presentation on Thursday, September 12, 2024 at 12PM.

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 advertised nationally and RFQ for Marketing Agency of Record Qualifications. There were ten responses delivered to the office before the deadline of 5PM on July 26, 2024. Every DPC Board Member was provided a link to all of the proposals. DPC staff also reviewed and evaluated the submissions. The following eight firms (listed alphabetically) have submitted proposals:

- Advance Travel & Tourism
- Aqua
- LocaliQ
- MDR
- MWB
- Orange 142
- Origin
- Stamp

All of the agencies have a great deal of experience, and we were fortunate to receive such quality submissions. Destination Panama City currently works with Advance Travel & Tourism, MWB, and Origin. The FY25 proposed media plan includes media spend with Advance Travel & Tourism and publications owned by Origin. Staff recommends invitation for formal presentations be extended to Aqua, MDR, and Origin on September 12, 2024 at 12PM. The presentations will be held at Destination Panama City, located at 101 West Beach Drive.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

3. REQUESTED MOTION/ACTION:

Board authorize CEO Vigil to execute sublet lease with Friends of the Governor Stone as prepared by Board Attorney Mike Burke.

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))

Prior to Destination Panama City securing the lease for the St. Andrews School property, the City of Panama City sublet the pavilion to the Friends of Governor Stone for the purpose of staging the boat for repair. Since June 2023, there has been no official lease between Destination Panama City and the Friends of the Governor Stone. Given the extensive upcoming renovation project, it is imperative to formalize a lease.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

3. REQUESTED MOTION/ACTION:

Board authorize CEO Vigil to get quotes and execute a task order for the emergency repair of the St. Andrews School lease in an amount not to exceed \$400,000.

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))

On July 9, 2024, CEO Vigil made an initial presentation to the Bay County Tourist Development Council advocating for the renovation and repair of the St. Andrews School project and to request the TDC support Destination Panama City's request to bond funds to complete the project. During the meeting, Bay County Commissioner and TDC Board Member Clair Pease, requested efforts be made to repair the roof as soon as possible to prevent any further damage to the facility.

CEO Vigil reported that the roof was covered by part of the Department of State Historic Preservation Grant and that she would work with the state staff to try to expedite the approval of the roof repair. Currently, the project is 4th on the list for review, but we have requested special approval to proceed with just the roof portion of the building. Although initially cost estimated at \$200,000 a recent review by the architects stated that \$320,000 may be more realistic and they suggested adding 20% to that for material and labor increases.

Destination Panama City has already received \$125,000 of the grant and currently has the funds to cover the roof. Staff recommend the board authorize CEO Vigil to move forward with the roof repair pursuant to the procurement procedures identified in the grant documents in an amount not to exceed \$400,000.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

3. REQUESTED MOTION/ACTION:

Board authorize approve the FY25 Program of Work as presented.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

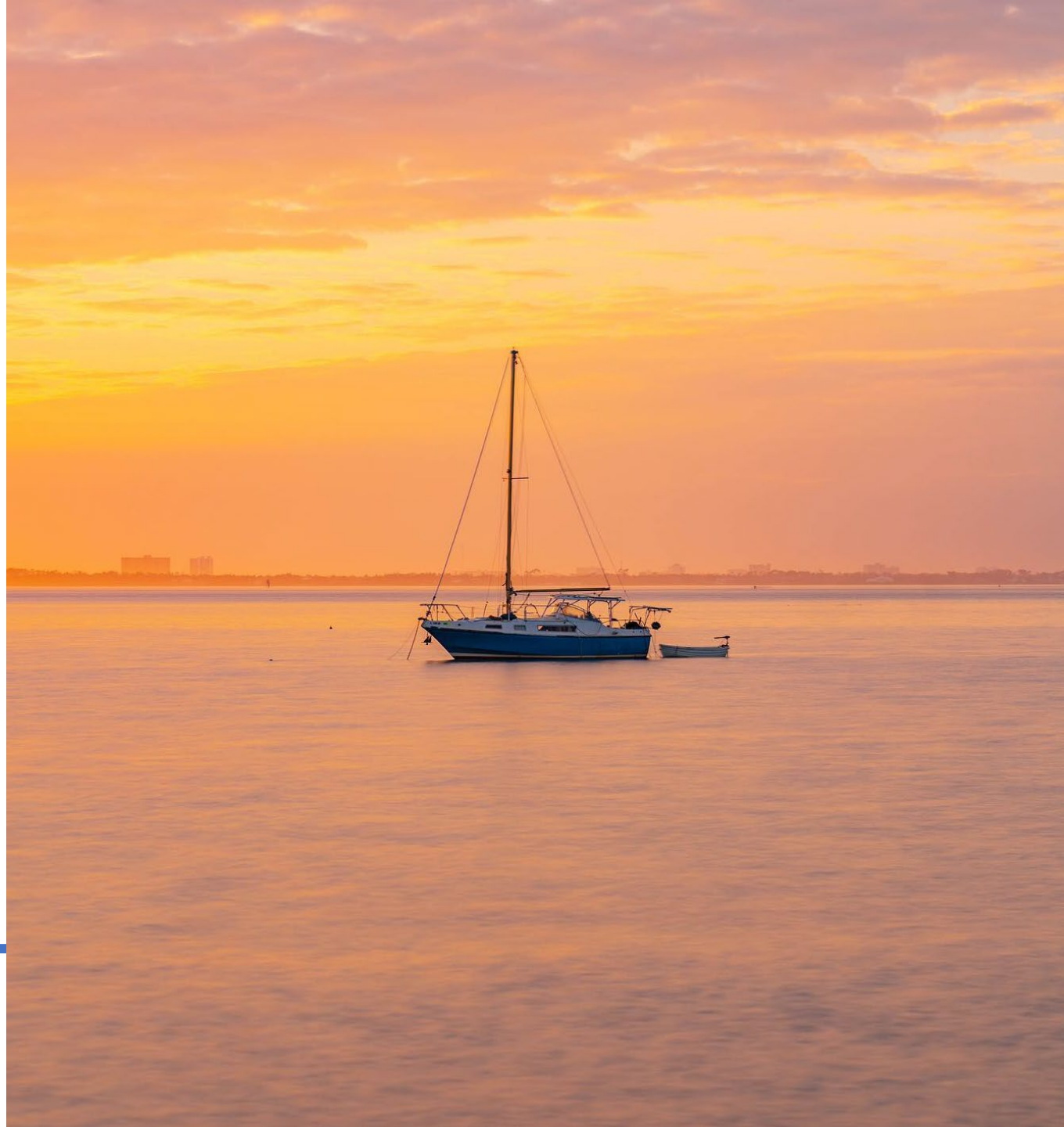
Every year a program of work is developed to be a guiding light on the upcoming budget year. An FY25 Program of Work has been prepared for board consideration and approval.



DESTINATION
PANAMA CITY
FLORIDA | WHERE LIFE SETS SAIL

FY25 Program of Work

WWW.DESTINATIONPANAMACITY.COM





About Destination Panama City

Panama City Community Development Council, Inc.

Destination Panama City (PCCDC) is a 501(c)(6) corporation and the official destination marketing organization of Panama City, Florida.

Destination Panama City is primarily funded by the 5% tourist development tax that is assessed on short-term overnight lodging stays within the city limits of Panama City, Florida. Additional funding is secured from the private sector through cooperative marketing opportunities, event sponsorships, special event revenue, and grants.

The Board of Directors for Destination Panama City is comprised of seven members. Five of the seven board members are defined as the current seated elected officials for the City Commission of Panama City. The two remaining board members are defined as one large collector (owner or general manager over 100 rooms) and one small collector (owner or general manager less than 100 rooms).

WWW.DESTINATIONPANAMACITY.COM

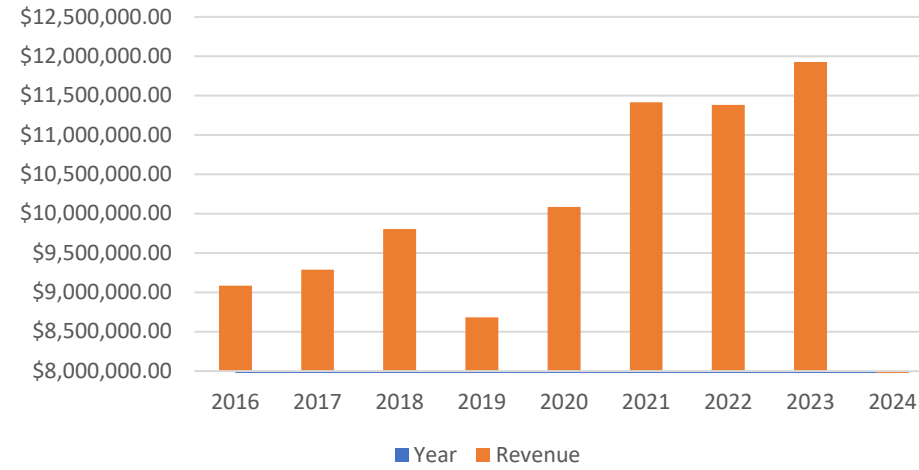




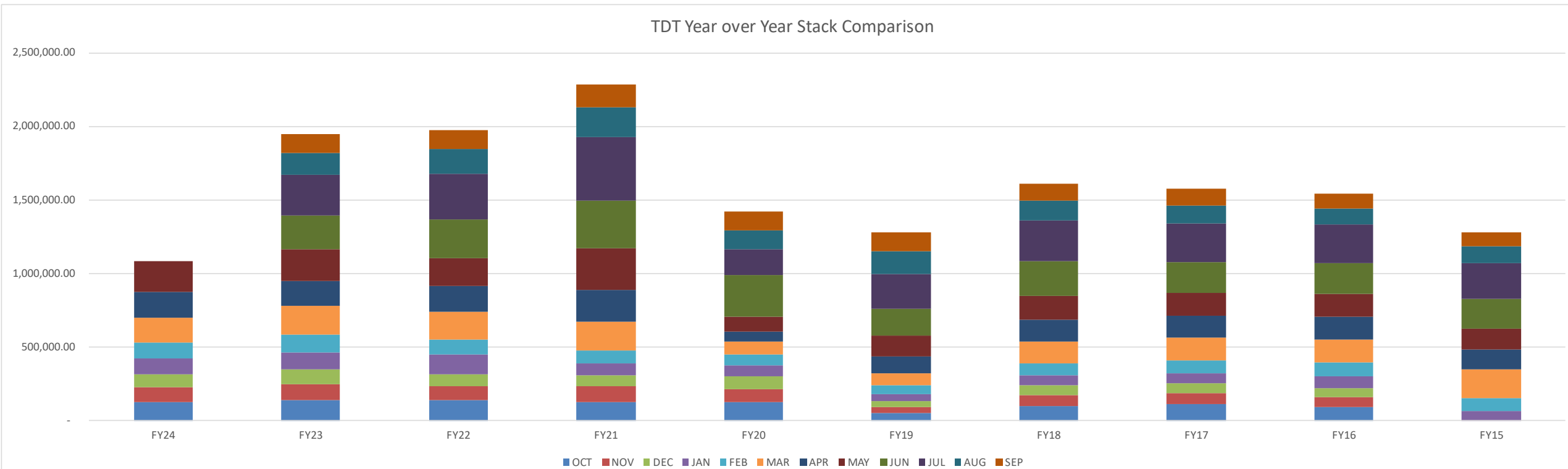
Where We've Been, Where We Are, and Where We're Headed

Since its inception in 2014, Destination Panama City (PCCDC) has developed award winning marketing campaigns, exceptional owned assets, an active social media presence, and attracted many travelers to Panama City, Florida. Despite the challenges posed by Hurricane Michael (2018) and the international Covid-19 pandemic, the organization has made significant progress in the reimagining of the city as a vibrant coastal and cultural tourism hub. With major infrastructure assets still in various phases of rebuild, FY23 saw a continued focus on placemaking, storytelling, and adventure opportunities. Since active marketing began in 2016, tourist development tax revenue has increased over 35%. As testimony to tourism as an economic driver, the City of Panama City merchant fee collections have increased 31% over the same period and the Business License Office has reported more than 300 new businesses operating in comparison to pre-hurricane licensing records. In FY24, the goal is to build on these efforts, while further developing the city's identity through new product development and collaborative partnerships and keeping the philosophy that a great place to live is a great place to visit.

1% City Merchant Fee



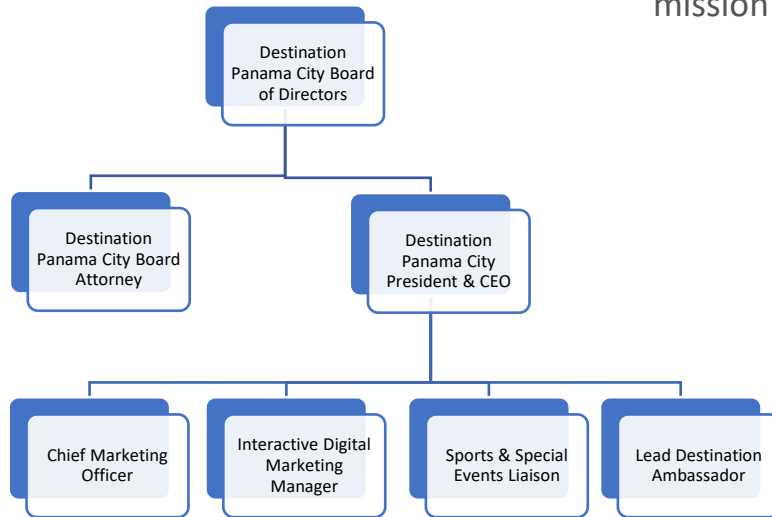
TDT Year over Year Stack Comparison



Organizational Structure & Principles



At Destination Panama City, our principles shape the overall philosophy, culture, and decision-making to provide a foundation for day-to-day operations and help to ensure alignment within our mission and vision. Our key organizational principles include:



- ❖ Be a Good Host, Neighbor, and Partner: Prioritize the needs and preferences of visitors, residents, and other stakeholders to deliver exceptional experiences and exceed expectations.
- ❖ Build Strong Relationships: Foster mutually beneficial relationships with local businesses, community organizations, government entities, and industry partners.
- ❖ Be Accountable: Operate with transparency in all dealings, including financial management, reporting, and communication with stakeholders. Be accountable for achieving its objectives and goals.
- ❖ A Great Place to Live is A Great Place to Visit: Promote responsible tourism that benefits local community and preserves the natural and cultural aspects that make the destination special.
- ❖ Be Innovative: Emphasize organizational agility and adaptability by embracing advanced technology, industry trends, and best practices.
- ❖ Brand Integrity: Maintain the identity and messaging across all marketing channels.
- ❖ Strive for Continuous Improvement: Assess and improve the performance, processes, and services to stay ahead of the competitive tourism landscape.

Marketing Strategy

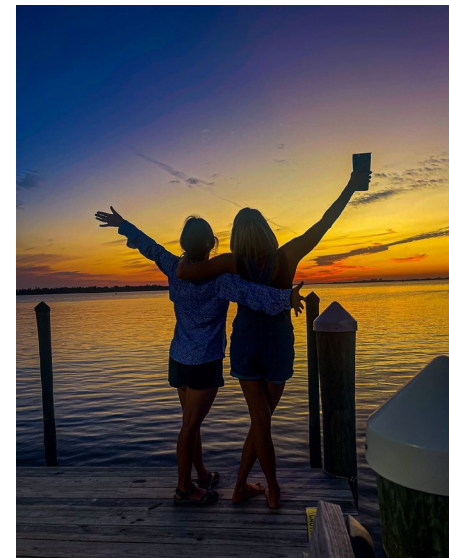
Placemaking & Storytelling

From coastal culture to cuisine and everything in between, placemaking and storytelling are both unique and impactful forms of marketing that focus on creating an emotional connection and sense of identity with a place or destination. Destination Panama City has been extremely successful in utilizing both strategies to heighten the economic impact of tourism in Panama City, Florida. In FY25, our goal is to:

- Continue the placemaking initiatives to strengthen the connection between people and the places they share in Panama City, Florida.
- Enhance the storytelling efforts by promoting the city's rich cultural heritage and the uniqueness of the community and its people.
- Implement a comprehensive strategic marketing plan with proposed media channels to solidify a strong brand identity for Destination Panama City utilizing traditional and interactive marketing.
- Leverage owned media, including DestinationPanamaCity.com website, digital newsletter, updated visitor guide, new video production, and active social media presence, to engage and attract followers and generate leads.

Marketing Strategy

Destination Panama City's market positioning is strategically designed to highlight and celebrate the diverse and unique attractions our city has to offer. From the rich cultural experiences provided by our symphony and arts scene to the breathtaking natural landscapes that invite exploration and adventure, we ensure that every visitor discovers something extraordinary. Our historic districts offer a charming glimpse into the past, while our vibrant culinary scene tempts with exceptional flavors and dining experiences. By focusing on these distinctive elements, we aim to create a compelling narrative that sets Panama City apart as a premier destination for travelers seeking both enrichment and relaxation. Our approach is to craft a holistic and immersive marketing campaign that not only draws attention to these unique aspects but also fosters a deep connection and lasting impression on all who visit.





Marketing Strategy

Public Relations & Public Outreach

Public Relations efforts play a significant role in shaping the perception and image of a destination. Positive media coverage, press releases, and storytelling about Panama City’s attractions, culture, and events helps to create a favorable and appealing image in the minds of potential visitors and instills pride in the hearts and minds of residents. In FY25, our goal is to:

- Aim to exceed 7 billion media impressions through earned media and increase social media followers across all channels to over 100k. (YTD media impressions in FY24 is 4.5 billion.)
- Utilize earned media through press releases, scheduled communications, and engagement with media partners to promote Panama City as a desirable destination.
- Enhance the public relations efforts with a content calendar, grow CRM distribution lists and subscribers, and a focus on increasing earned media goals.
- Host a minimum of one familiarization tour per quarter, inviting travel writers and media to experience Panama City’s coastal recreation and cuisine offerings firsthand.
- Continue local public outreach efforts by accepting speaking engagements from local civic groups and chambers of commerce.
- Continue to build goodwill and partnerships with local non-profits by providing promotional items and branded gift baskets for use in their fundraising efforts.

Marketing Strategy

Research

The utilization of research allows Destination Panama City to gain a deep understanding of our target markets, create impactful marketing campaigns, and manage our destination's reputation effectively. Research is an integral element in achieving sustainable tourism growth, enhancing visitor experiences, and contributing to the economic development of the community.

- Continue to conduct visitor profile research to understand visitor behavior and learn areas of opportunity.
- Participate in educational opportunities to stay updated on market trends, emerging travel preferences, and changes in consumer behavior.
- Continue gathering research on the impact of marketing initiatives and events so we can assess performance, track effectiveness, and make data-driven decisions to optimize resources and budget allocation.
- Utilize research to identify gaps and attributes in the destination's offerings and opportunities for product development initiatives, and to help Destination Panama City curate unique experiences that set us apart from other destinations.



Events & Sports Tourism

Special Events and Tournaments

Destination Panama City will continue to build relationships with local partners like the City of Panama City, Bay District Schools, and Bay County to coordinate the use of athletic facilities and public spaces for the purpose of attracting new land and water-based tournaments and festivals. In FY25, we plan to:

- Forge partnerships to enhance content management on travel sites and increase visibility for Panama City as a sports and festival tourism destination.
- Continue to fund the Event Assistance Program to provide monetary and in-kind assistance to event rights holders that host festivals, concerts, and sporting events that attract travelers to the destination.
- Bring new signature events to Panama City, including a spring boat show.
- Continue to fund the Qualified Visiting Team Schedule that financially supports travel sports tournaments held in Panama City.
- Engage and attend industry tradeshow, conferences, and educational seminars to ensure staff is trained and proficient in best practices of current events.



Sales

Tradeshows, Conferences, & Partner Relationships

Sales initiatives play a critical role in driving tourism growth, revenue generation, and economic prosperity of a destination. By strategically attracting various traveler segments and fostering partnerships, Destination Panama City can ensure sustainable development of the tourism industry and the well-being of the local community. In FY25, we plan to:

- Continue to work to attract small meeting groups and events to boost short term rental bookings, restaurant patronage, and other local businesses.
- Focus on promoting group travel, including tours, student groups, and other organized travel programs. Group travel can bring a steady stream of visitors and benefit the local economy.
- Maintain and grow relationships with travel agents, tour operators, and other travel trade partners. This collaboration increases Panama City's visibility in the travel market.
- Develop and create travel packages by working with local businesses to create attractive and unique bundles for accommodations, activities, and dining options to incentivize visitors to choose Panama City for their vacation destination.
- Identify specific niche markets, such as cultural enthusiasts, eco-tourism, or adventure travelers and tailor marketing efforts to these niche segments.
- Continue to host Partner Engagement Meetings, and utilize new CRM database to enhance communication with tourism partners.

Visitor Services

Multi-purpose Visitor Information Center

After being displaced in 2018 because of Hurricane Michael, Destination Panama City embarked on an initiative to build a multi-purpose Visitor Information Center. In addition to providing recommendations and referrals to the public, the new Visitor Information Center (completed in 2021) has become a point of pride for the community and frequently hosts events onsite. In FY25, we plan to:

- Continue to maintain and operate the multi-purpose Visitor Information Center, providing excellent services and information to visitors; including fulfillment of Visitor Guide requests, hosting the National Tourism Day event, and preparing promotional items for special events.
- Continue operating six days per week.
- Develop a reliable volunteer base to support the extended hours and ensure a high-quality visitor experience throughout the week.
- Continue to coordinate meeting space rentals for public and private meetings and gatherings. FY24 year-to-date the Visitors Center has hosted 63 events; everything from weddings to professional meetings.
- Continue to allow event rights holders to utilize the space, thereby supporting the active waterfront lifestyle that embodies the culture of Panama City.



New Product Development

Campus for Cultural & Creative Arts - Historic St. Andrews School

This new product development initiative will be transformative. The school is listed on the National Historic Registry and is an integral part of the history of Panama City. The school will be renovated into a vibrant and attractive space that resonates with residents and visitors alike. It will be functionally and culturally relevant, attracting new visitors that will in turn support local businesses, arts, and cultural activities. In FY25, we plan to:

- Proceed with the renovation of the Historic St. Andrews School and transform it into a cultural, heritage, and creative tourism amenity.
- Collaborate with architects, historical preservation experts, and arts organizations to ensure the renovation honors the buildings history, while incorporating modern amenities.
- Deploy historic preservation grant funding to repair roof, electrical, air conditioning, and plumbing.
- Seek additional funding through grants, corporate sponsorships, and public-private partnerships to support the renovation project and future programming.
- Engage stakeholders and community groups in the programmatic planning process to gather input and ideas.
- Aim for a grand opening of the renovated venue by the first quarter of FY25.

New Product Development

Living Shoreline

The Living Shoreline Project, a collaboration between Destination Panama City and the University of Florida IFAS extension office, is a crucial initiative for our community. This project aims to establish a living shoreline along the western sea wall of the Panama City Marina.

Living shorelines are an innovative approach to coastal management that use natural elements such as plants, sand, and rock to stabilize the coastline. This method not only helps to mitigate erosion, which is a significant concern for our coastal areas, but also aids in restorative efforts by creating habitats for marine life and improving water quality. By implementing this project, we will enhance the resilience of our shoreline against storms and rising sea levels, ensuring the long-term sustainability of our coastal environment. Additionally, the project will provide educational and recreational opportunities, allowing the community to engage with and appreciate the importance of preserving our natural resources.

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Accessibility Initiatives

Communication & Mobility Enhancements

By implementing accessibility initiatives, Destination Panama City aims to create a more inclusive and accommodating environment for travelers, regardless of their language or mobility requirements. We believe making tourism accessible to all enriches the experiences of our visitors and contributes to a positive and vibrant tourism ecosystem in Panama City. The MobiMat installation at Destination Panama City Visitor Information Center (FY24) enhanced the accessibility to the shoreline for all visitors. The MobiMat is a portable, roll-out pathway that makes it easier for people with mobility challenges, seniors, and families with strollers to access the shores of St. Andrews Bay.

In FY25, we plan to:

- Continuing the FY24 efforts, Destination Panama City will continue to invest in training staff members to become bilingual. This will enable us to better assist non-English speaking travelers, making their experience in Panama City more enjoyable and seamless.
- Partner with the City of Panama City to design and install wayfarer signage within the historic downtown and St. Andrews neighborhoods.



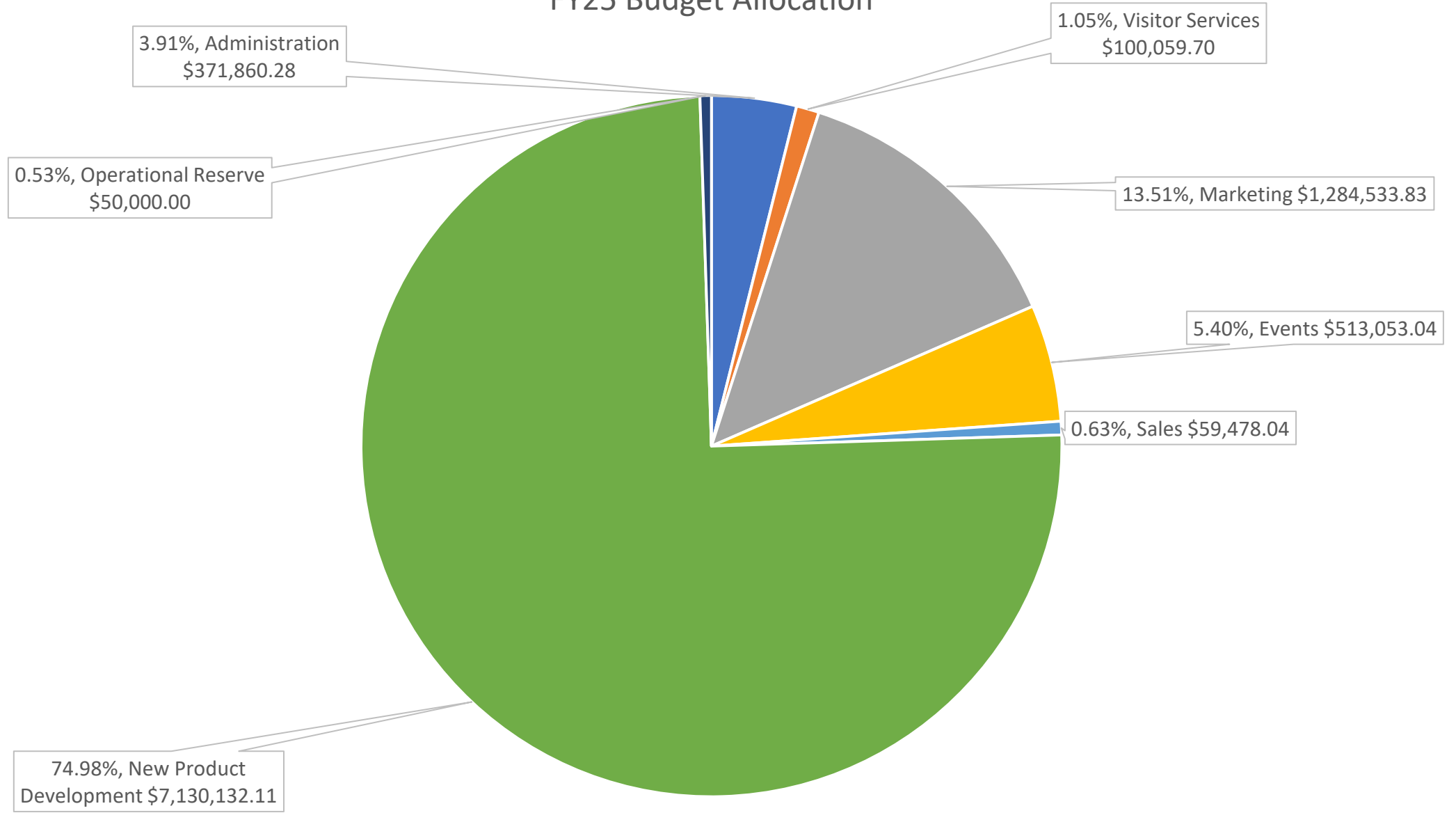
The FY25 Program of Work builds upon the successes of FY24, continuing to focus promotion and marketing efforts on placemaking, storytelling, and adventure opportunities in Panama City. By developing the Historic St. Andrews School as a cultural and creative arts venue, collaborating with new stakeholders, and expanding visitor services, Destination Panama City aims to enhance the city's identity as a dynamic and thriving cultural destination loved by its citizens and attractive to visitors near and far.

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FY25 Budget Allocation



Budget Expenditures

ACCOUNT	Actual FY20	Actual FY21	Actual FY22	Actual FY23	Proposed FY24	FY24 - YTD (80%)	Proposed FY25	% Change	Reason
51200 - Regular Salaries	153,979.03	162,645.21	211,937.00	306,308.28	351,942.62	280,165.55	390,629.18	11%	
513000 - Other Salaries & Wages	1,925.23	173.08	20,187.00	0.00	0.00	0.00		#DIV/0!	
51400 - Overtime	0.00	0.00	0.00	0.00	0.00	0.00		#DIV/0!	
51500 - Special Pay	13,431.95	21,935.59	13,968.00	13,000.00	6,000.00	0.00	16,838.60	181%	US DOL potential increases
52100 - FICA	13,485.82	14,118.56	17,290.00	23,378.31	26,666.72	21,245.03	29,548.87	11%	
52200 - Retirement Contributions	17,569.03	17,570.54	17,759.00	19,723.52	35,194.26	15,852.59	39,062.92	11%	
52207 - Health Insurance	19,134.40	19,712.67	19,897.00	35,996.19	44,762.64	29,599.48	40,851.24	-9%	
52208 - Dental Insurance	544.36	560.48	481.00	2,469.26	3,047.64	1,819.68	2,650.08	-13%	
52300 - Life Insurance	403.15	419.42	222.00	515.00	618.00	422.30	618.00	0%	
52400 - Workers Comp	557.00	557.00	0.00	0.00	3,125.00	750.00	3,125.00	0%	
52500 - Unemployment Insurance	225.66	673.88	2,084.00	2,234.75	2,000.00	48.23	1,500.00	-25%	
53100 - Professional Services	3,579.80	122.50	1,816.00	3,919.00	8,000.00	2,896.25	7,500.00	-6%	
53200 - Accounting & Auditing	10,887.00	23,220.00	41,010.00	20,764.99	25,000.00	21,356.00	28,410.00	14%	
53400 - Other Contractual	0.50	3,306.32	9,677.00	18,505.43	15,000.00	21,001.15	22,610.00	51%	
53401 - Other Contractual Promotion	129,070.84	134,061.84	192,704.00	160,775.62	275,000.00	128,103.42	203,156.00	-26%	
54000 - Travel Per Diem Staff	1,694.06	3,232.11	20,474.00	19,828.52	40,000.00	23,706.17	41,300.00	3%	
54001 - Travel Per Diem Non-Staff	2,997.54	0.00	6,067.00	749.48	15,000.00	3,344.51	13,000.00	-13%	
54100 - Communications	8,135.16	5,960.54	12,279.00	12,484.30	12,000.00	9,186.44	12,000.00	0%	
54200 - Postage & Freight	397.87	280.33	3,758.00	6,271.51	17,000.00	7,795.93	17,000.00	0%	
54300 - Utility	2,571.79	7,846.87	8,109.00	12,993.99	25,000.00	42,320.18	49,200.00	97%	Includes StA School
54400 - Rentals & Leases	31,959.60	22,297.01	7,070.00	2,842.29	13,000.00	5,688.09	9,660.00	-26%	Moved to new storage units
54500 - Insurance	3,974.00	13,337.20	14,613.00	7,431.60	30,000.00	11,640.38	28,000.00	-7%	
54600 - Repair & Maintenance	0.00	3,661.72	9,217.00	14,762.74	24,000.00	27,597.16	28,100.00	17%	
54700 - Printing & Binding	5,001.27	7,492.95	42,328.00	8,916.65	40,000.00	30,996.30	38,500.00	-4%	
54800 - Promotional Activities	436,274.79	437,043.54	1,064,657.00	1,006,123.37	1,000,000.00	791,515.42	1,096,650.00	10%	
54801 - Creative Services	0.00	0.00	17,177.50	17,177.50	60,000.00	20,430.00	60,000.00	0%	
54802 - Media Commissions	0.00	0.00	39,877.50	39,877.50	40,000.00	4,614.12	49,000.00	23%	
54803 - Photography & Videography	0.00	0.00	20,000.00	20,000.00	20,000.00	10,494.00	50,000.00	150%	Increase Digital Assets for Marketing
54900 - Other Current Charges	13,969.47	28,327.90	10,875.00	20,854.88	20,000.00	3,782.15	30,000.00	50%	
55100 - Office Supplies	2,160.38	1,973.54	1,779.00	267.20	1,700.00	710.99	1,500.00	-12%	
55200 - Operating Supplies	6,463.82	18,796.04	18,296.00	7,275.48	25,000.00	13,003.52	20,000.00	-20%	
55400 - Books, Pubs, Memberships	19,660.29	21,713.42	30,605.00	37,757.36	40,000.00	52,205.72	27,475.00	-31%	Moved conference registrations 555000
55500 - Training	2,020.33	2,328.00	8,617.00	18,890.98	15,000.00	3,487.55	10,500.00	-30%	Moved conference registrations 555000
55900 - Depreciation	533.00	0.00	35,381.00	0.00	0.00	0.00		#DIV/0!	
56200 - Buildings & Land	68,927.00	1,302,368.44	1,942.00	0.00	2,088,500.00	91,553.94	7,091,732.11	240%	StA School
56400 - Machinery & Equipment	0.00	0.00	14,689.00	2,180.03	10,000.00	1,856.62	5,000.00	-50%	
55700 - Operational Reserve for Continger	0.00	0.00	902.00	0.00	66,377.12	0.00	50,000.00	-25%	
Total Expenses	971,534.14	2,275,736.70	1,860,690.00	1,844,275.73	4,398,934.00	1,679,188.87	9,515,117.00		

BUDGET REVENUE

Tourism Contract	1,705,117.00
Penalties	
Interest	
Historic Preservation Grant	375,000.00
DPC Facility Revenue	10,000.00
DPC Event Revenue	100,000.00
DPC Unrestricted Assets	325,000.00
Cash Carry Forward	1,000,000.00
Bond	6,000,000.00
Total	9,515,117.00

FY25 Media Plan Partners

FY25 Destination Panama City Media Plan is a comprehensive approach designed to enhance visibility and engagement across multiple platforms. This plan integrates traditional print, digital, and social media channels, ensuring a robust presence in key markets. Leveraging always-on co-ops through Visit Florida and Brand USA, the strategy aims to maximize reach and impact by partnering with renowned companies. These partnerships will be visually represented through the display of their recognizable logos, underscoring the collaborative effort to promote Panama City as a premier destination.



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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/1/2024

3. REQUESTED MOTION/ACTION:

Board authorize CEO Vigil to execute sublet lease with Friends of the Governor Stone as prepared by Board Attorney Mike Burke.

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))

Prior to Destination Panama City securing the lease for the St. Andrews School property, the City of Panama City sublet the pavilion to the Friends of Governor Stone for the purpose of staging the boat for repair. Since June 2023, there has been no official lease between Destination Panama City and the Friends of the Governor Stone. Given the extensive upcoming renovation project, it is imperative to formalize a lease.

Budget Expenditures

ACCOUNT	Actual FY20	Actual FY21	Actual FY22	Actual FY23	Proposed FY24	FY24 - YTD (80%)	Proposed FY25	% Change	Reason
51200 - Regular Salaries	153,979.03	162,645.21	211,937.00	306,308.28	351,942.62	280,165.55	390,629.18	11%	
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52400 - Workers Comp	557.00	557.00	0.00		3,125.00	750.00	3,125.00	0%	
52500 - Unemployment Insurance	225.66	673.88	2,084.00	2,234.75	2,000.00	48.23	1,500.00	-25%	
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56200 - Buildings & Land	68,927.00	1,302,368.44	1,942.00	0.00	2,088,500.00	91,553.94	7,091,732.11	240%	StA School
56400 - Machinery & Equipment	0.00	0.00	14,689.00	2,180.03	10,000.00	1,856.62	5,000.00	-50%	
55700 - Operational Reserve for Continger	0.00	0.00	902.00		66,377.12		50,000.00	-25%	
Total Expenses	971,534.14	2,275,736.70	1,860,690.00	1,844,275.73	4,398,934.00	1,679,188.87	9,515,117.00		

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Historic Preservation Grant	
DPC Facility Revenue	
DPC Event Revenue	
DPC Unrestricted Assets	
Cash Carry Forward	
Bond	

FY25

1,705,117.00
375,000.00
10,000.00
100,000.00
325,000.00
1,000,000.00
6,000,000.00
9,515,117.00