



DESTINATION PANAMA CITY
REGULAR MEETING

Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401
Regular Meeting – 12/16/24

- 1) Roll Call
- 2) Approval of Minutes – September 30, 2024 Regular Meeting
- 3) Acceptance of TDT Revenue Reports – FY24, September 2024
- 4) Acceptance of TDT Revenue Reports – FY25, October 2024
- 5) Financial Status Report – Period Ending October 31, 2024
- 6) Procurement Policy Revision
 - a) ACH Manual Authorizations
- 7) Personnel Policy Revision
 - a) Expense Report Policy – Non Travel & Travel Expense Policy and Reporting Procedures
- 8) Board Composition
- 9) Events
 - a) Redfish Film Festival
- 10) Marketing AOR Contract Ratification
- 11) Marketing Update
- 12) Public Relations Update
- 13) Projects Update
- 14) Otocast - Board Member Janice Lucas
- 15) Public Participation
- 16) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Board accept the Board Meeting Minutes of 9/30/2024 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 9/30/2024 have been prepared for review and acceptance.



DESTINATION PANAMA CITY
Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401

Meeting Minutes 9/30/2024

Destination Panama City Board of Directors

1. Call to Order

Chairman Nirav Banker called the meeting to order at 12:00pm

2. Roll Call

Board Members in Attendance:

- Nirav Banker, Chairman
 - Brian Grainger, Vice Chairman
 - Joshua Street, Secretary/Treasurer
 - Jenna Haligas, Board Member
 - Janice Lucas, Board Member
 - Jean Capps, Board Member
-

3. Approval of Meeting Minutes

The minutes from the previous meeting were approved by a motion from Vice Chairman Brian Grainger, seconded by Jean Capps. The motion passed unanimously with all eyes.

4. TDT Revenue Report

The TDT Revenue Report was presented and accepted by a motion from Vice Chairman Brian Grainger, seconded by Jean Capps. The motion passed unanimously with all eyes.

5. Financial Status Report

The Financial Status Report was presented and approved by a motion from Jenna Haligas, seconded by Jean Capps. The motion passed unanimously with all ayes.

6. Action Items

6a. FLLUXE Event Assistance

The board discussed event support for the FLLUXE event. A motion to approve \$15,000 in event assistance was made by Janice Lucas and seconded by Joshua Street. The motion passed unanimously with all ayes.

6b. Redfish Event Assistance

Kevin Elliott, the event organizer for Redfish, addressed the board. Board Member Jean Capps discussed the room nights booked, and Vice Chairman Brian Grainger provided insight into the attendance metrics. Kevin Elliott presented his request for support. A motion to approve \$32,000 in event assistance was made by Joshua Street and seconded by Jenna Haligas. The motion passed unanimously with all ayes.

6c. GrooveFest Event Assistance

Jermaine Hill, the organizer of GrooveFest, addressed the board. He highlighted his partnerships with Holiday Inn and Days Inn, the event's marketing strategy in the tri-state area, and the appeal to an older, more mature demographic. A motion to approve \$8,000 in event assistance was made by Janice Lucas and seconded by Jenna Haligas. The motion passed unanimously with all ayes.

7. CEO Performance Agreement

The board reviewed CEO Vigil's annual performance agreement. Discussion focused on potential changes to the U.S. Department of Labor's exempt salary threshold. The board considered it more prudent to increase the base salary than to provide a one-time bonus. All board members commended CEO Vigil for her performance. A motion to approve a 10% raise for CEO Vigil was made by Joshua Street and seconded by Brian Grainger. The motion passed unanimously with all ayes.

8. Marketing RFQ Presentations

CEO Vigil informed the board that Origin withdrew from consideration, leaving presentations from Aqua Marketing & Communications and MDR. The board found both presentations impressive. CEO Vigil highlighted Aqua's proprietary data dashboard and familiarity with Florida destinations as advantageous, while MDR offered a fresh perspective. The board acknowledged the challenge in selecting between the two firms. A motion was made by Brian Grainger to direct CEO Vigil to work towards a contract with one of the firms to be ratified at the next board meeting. The motion was seconded by Janice Lucas and passed unanimously with all ayes.

9. CEO Updates

CEO Vigil provided updates on the following projects:

- **St. Andrews School** – Progress report on renovations and ongoing activities.
 - **Governor Stone Temporary Lease** – Update on the terms and current status.
 - **Living Shoreline Project** – Status of the project and next steps.
-

10. Public Comment

There were no public comments.

11. Adjournment

A motion to adjourn was made at [Insert Time] by [Insert Name]. The meeting was adjourned.

The next scheduled board meeting is on **December 16, 2024, at 10:00 AM.**

Minutes Prepared by:

Jennifer Vigil

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Board approve the Tourist Development Tax collections for FY24 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

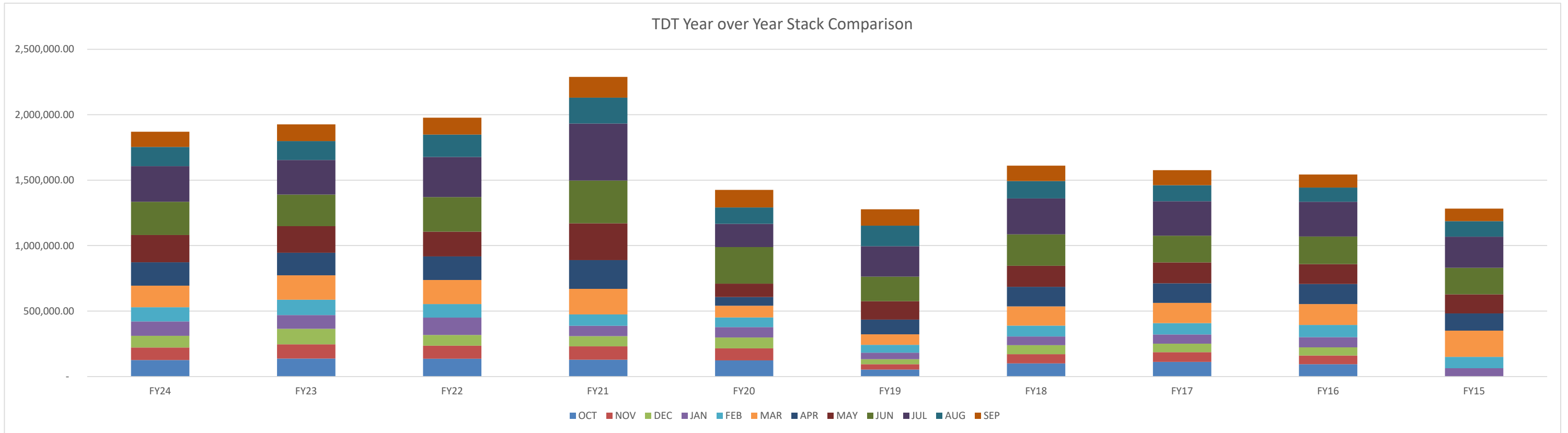
BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

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 for FY24.

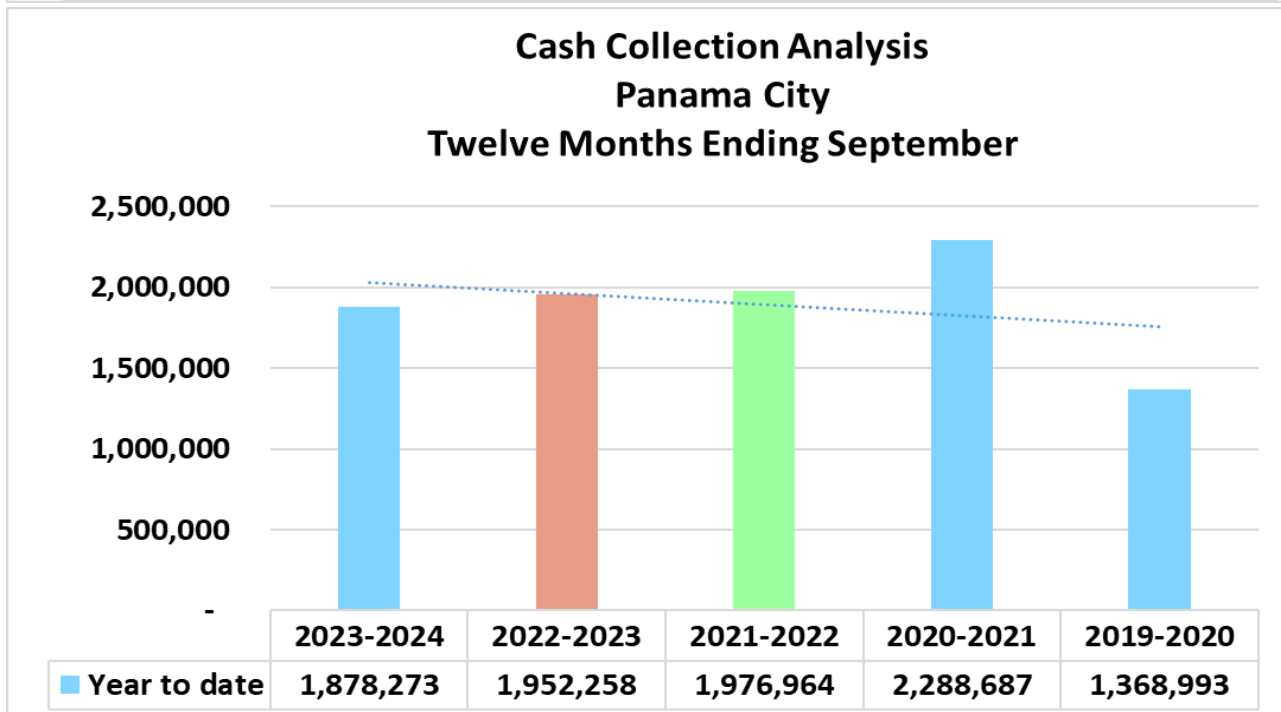
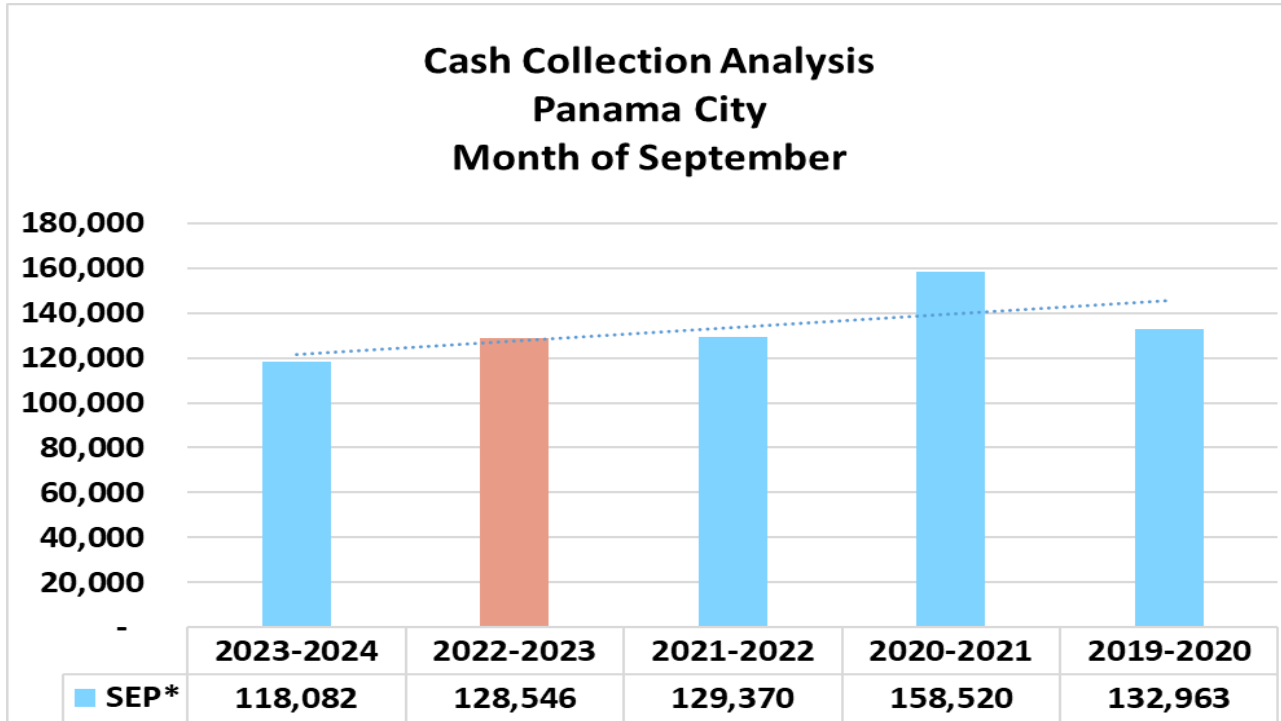
TDT Year over Year Stack Comparison



	FY24	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15
OCT	125,972.87	137,693.91	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27	-
NOV	96,379.91	108,715.74	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88	-
DEC	89,073.66	119,068.62	81,802.37	78,649.26	82,443.03	37,691.14	69,355.65	65,657.00	62,079.90	-
JAN	110,283.09	104,150.35	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	107,365.36	117,442.22	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	164,873.58	186,150.11	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	179,092.08	172,384.21	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	208,327.18	202,955.46	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	253,368.12	241,027.90	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	271,934.48	264,447.93	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	146,821.33	144,822.95	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	116,603.46	126,735.78	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	1,870,095.12	1,925,595.18	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 Variance		1,925,595.18 -2.88%	1,976,963.62 -5.41%	2,288,686.70 -18.29%	1,425,047.70 31.23%	1,278,148.43 46.31%	1,610,744.01 16.10%	1,575,722.00 18.68%	1,543,161.44 21.19%	1,282,494.77 45.82%



Tourist Development Tax, Bay County, Florida



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FY2024 Cash/Accrual Breakdown

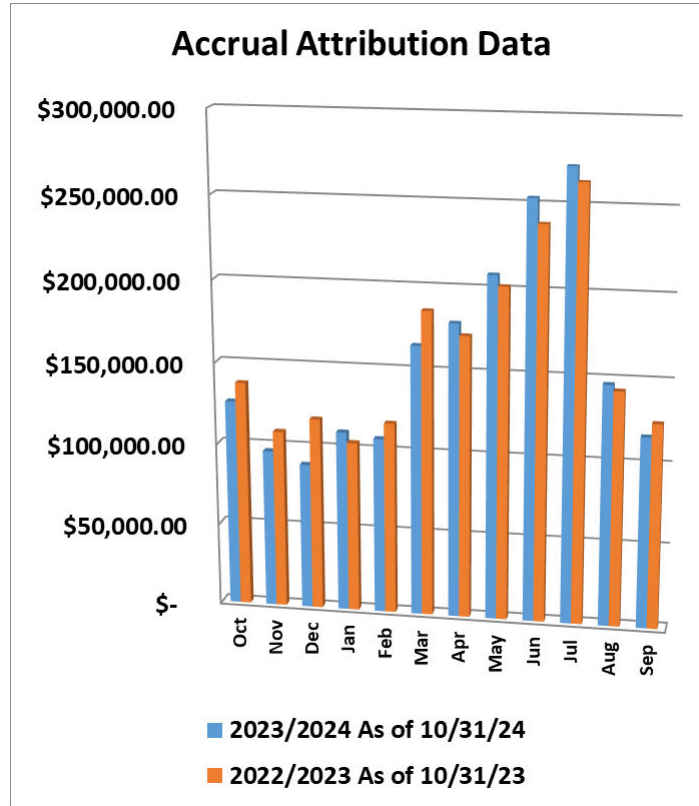
Panama City														
Collected in														
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
Attributed period	Pre	\$ 3,564.54	\$ 173.73	\$ 83.14	\$ 544.17	\$ 704.53	\$ 433.25	\$ 631.92			\$ 1,052.92	\$ 535.69	\$ (54.50)	\$ 7,669.39
	Oct	\$ 125,023.61	\$ 268.26	\$ 50.00	\$ 333.23	\$ 247.77				\$ 50.00				\$ 125,972.87
	Nov	\$ 184.71	\$ 95,045.50	\$ 467.65	\$ 317.43	\$ 183.45			\$ 50.00		\$ 131.17			\$ 96,379.91
	Dec			\$ 86,435.25	\$ 739.43	\$ 239.23	\$ 498.82	\$ 1,060.93	\$ 50.00		\$ 50.00			\$ 89,073.66
	Jan			\$ 253.10	\$ 109,498.75	\$ 225.66	\$ 133.85	\$ 71.73	\$ 50.00		\$ 50.00			\$ 110,283.09
	Feb				\$ 112.36	\$ 102,944.40	\$ 3,439.12	\$ 113.77	\$ 525.37		\$ 230.34			\$ 107,365.36
	Mar				\$ 97.06	\$ 249.38	\$ 163,606.56	\$ 522.52	\$ 150.00		\$ 248.06			\$ 164,873.58
	Apr						\$ 571.26	\$ 177,327.77	\$ 581.21	\$ 50.00	\$ 206.93	\$ 354.91		\$ 179,092.08
	May							\$ 1,350.89	\$ 204,261.46	\$ 1,864.59	\$ 322.35	\$ 466.09	\$ 61.80	\$ 208,327.18
	Jun								\$ 712.45	\$ 250,518.79	\$ 1,389.58	\$ 570.60	\$ 176.70	\$ 253,368.12
	Jul									\$ 571.83	\$ 267,418.88	\$ 3,279.78	\$ 663.99	\$ 271,934.48
	Aug									\$ 157.73	\$ 297.27	\$ 145,810.61	\$ 555.72	\$ 146,821.33
	Sep											\$ 434.50	\$ 116,168.96	\$ 116,603.46
	Post												\$ 508.88	\$ 508.88
	\$ 128,772.86	\$ 95,487.49	\$ 87,289.14	\$ 111,642.43	\$ 104,794.42	\$ 168,682.86	\$ 181,079.53	\$ 206,380.49	\$ 253,162.94	\$ 271,447.50	\$ 151,452.18	\$ 118,081.55	\$ 1,878,273.39	

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Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	2023/2024 As of 10/31/24	2022/2023 As of 10/31/23	Variance	Variance %	2022/2023 FINAL 10/31/24
Oct	\$ 125,972.87	\$ 137,580.62	\$ (11,607.75)	-8.44%	\$ 137,693.91
Nov	\$ 96,379.91	\$ 108,715.74	\$ (12,335.83)	-11.35%	\$ 108,715.74
Dec	\$ 89,073.66	\$ 117,467.56	\$ (28,393.90)	-24.17%	\$ 119,068.62
Jan	\$ 110,283.09	\$ 104,087.55	\$ 6,195.54	5.95%	\$ 104,150.35
Feb	\$ 107,365.36	\$ 117,157.69	\$ (9,792.33)	-8.36%	\$ 117,442.22
Mar	\$ 164,873.58	\$ 185,782.82	\$ (20,909.24)	-11.25%	\$ 186,150.11
Apr	\$ 179,092.08	\$ 171,880.24	\$ 7,211.84	4.20%	\$ 172,384.21
May	\$ 208,327.18	\$ 201,734.14	\$ 6,593.04	3.27%	\$ 202,955.46
Jun	\$ 253,368.12	\$ 238,703.71	\$ 14,664.41	6.14%	\$ 241,027.90
Jul	\$ 271,934.48	\$ 263,160.63	\$ 8,773.85	3.33%	\$ 264,447.93
Aug	\$ 146,821.33	\$ 143,203.73	\$ 3,617.60	2.53%	\$ 144,822.95
Sep	\$ 116,603.46	\$ 124,844.93	\$ (8,241.47)	-6.60%	\$ 126,735.78
	\$ 1,870,095.12	\$ 1,914,319.36	\$ (44,224.24)	-2.31%	\$ 1,925,595.18

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dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Board approve the Tourist Development Tax collections for FY25 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

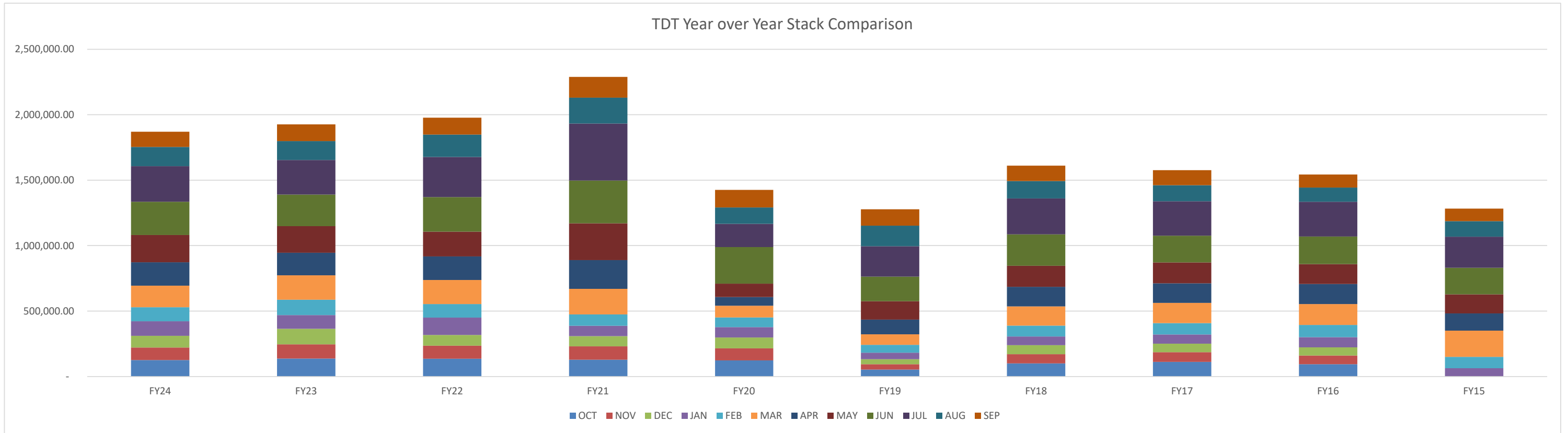
BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

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 for FY25.

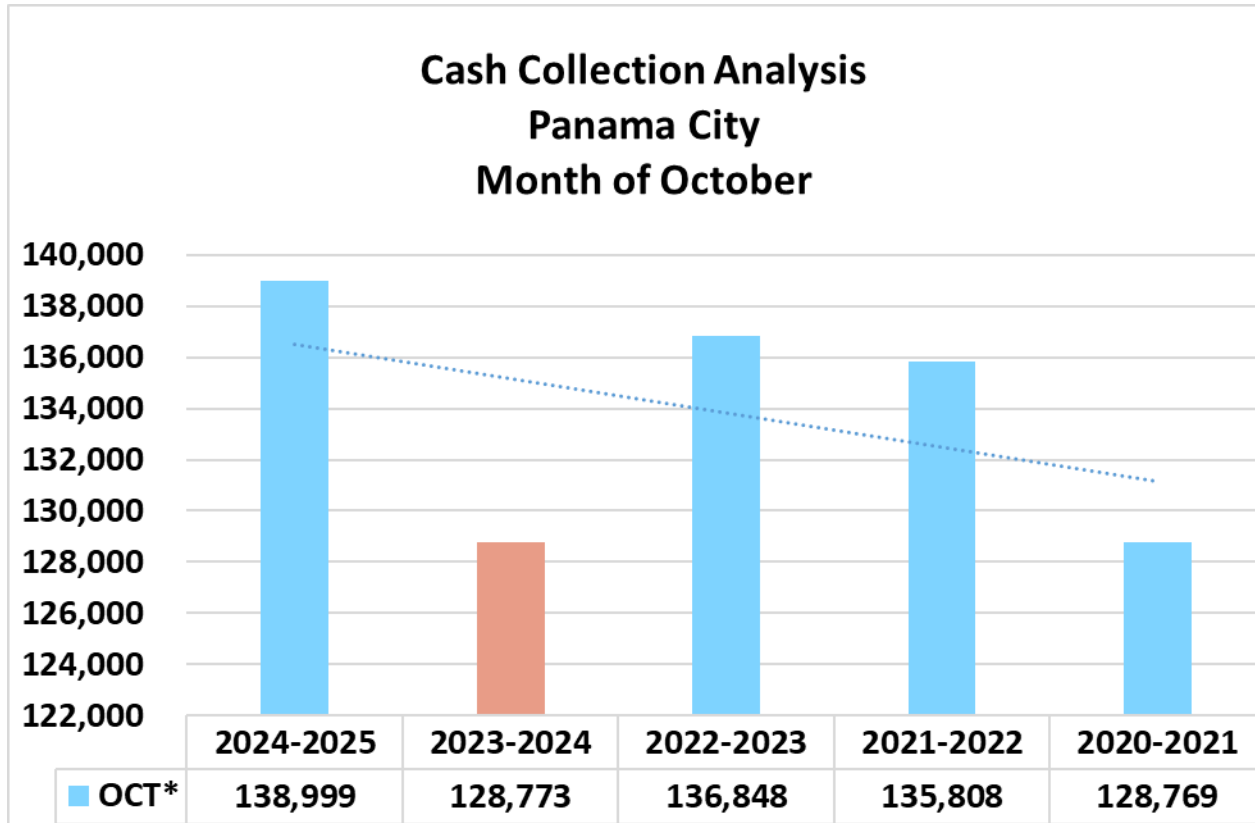
TDT Year over Year Stack Comparison



	FY25	FY24	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16
OCT	131451.02	126,078.43	137,693.91	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27
NOV		96,379.91	108,715.74	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88
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SEP		116,603.46	126,735.78	129,369.86	158,520.08	132,963.41	125,158.45	116,889.75	113,733.00	99,494.00
TOTAL	131451.02	1,870,200.68	1,925,595.18	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
YTD Comparison		126,078.43	1,925,595.18	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
Variance		4.26%	-2.88%	-5.40%	-18.28%	31.24%	46.32%	16.11%	18.69%	21.19%



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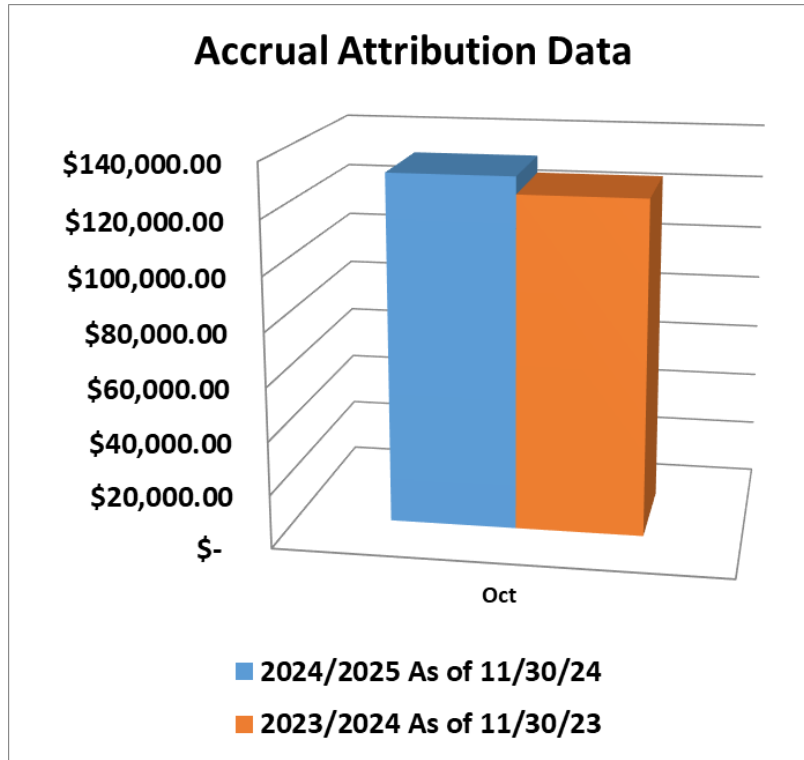
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 Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401
 Phone: (850) 747-5226 Fax: (850) 747-5212
 Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	<u>2024/2025 As</u> <u>of 11/30/24</u>	<u>2023/2024 As</u> <u>of 11/30/23</u>	<u>Variance</u>	<u>Variance %</u>	<u>2023/2024</u> <u>FINAL 11/30/24</u>
Oct	\$ 131,451.02	\$ 125,023.61	\$ 6,427.41	5.14%	\$ 126,078.43
Nov-Sep	-	\$ 184.71			
	\$ 131,451.02	\$ 125,208.32	\$ 6,427.41	5.13%	\$ 126,078.43

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

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Board accept the financial status reports as presented for period ending October 31, 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 October 2024 Financial Package for Board review and approval.

Management Report

Destination Panama City
For the period ended October 31, 2024



Prepared on
December 1, 2024

Statement of Net Position

As of October 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
10001 Checking - Bankcorp South	628,394.07
10003 Checking - First Federal	10,400.99
Total Bank Accounts	638,795.06
Accounts Receivable	
11500 Accounts Receivable (A/R)	480,254.33
Total Accounts Receivable	480,254.33
Other Current Assets	
15510 Prepaid Insurance	10,650.43
15520 Deposits	700.47
Total Other Current Assets	11,350.90
Total Current Assets	1,130,400.29
Fixed Assets	
16500 Allowance for Depreciation	-117,689.96
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	-1,995.00
Total Fixed Assets	1,270,789.03
TOTAL ASSETS	\$2,401,189.32

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

20200 Accounts Payable (A/P)	22,825.58
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Total Accounts Payable	22,825.58
-------------------------------	------------------

Other Current Liabilities

20400 Advance Deposits	100,000.00
------------------------	------------

21600 Compensated Absences	47,413.86
----------------------------	-----------

Payroll Liabilities

21822 Dental Insurance	-209.82
------------------------	---------

21824 Life Insurance	-72.10
----------------------	--------

21825 Vision Insurance	-43.42
------------------------	--------

Total Payroll Liabilities	-325.34
----------------------------------	----------------

Total Other Current Liabilities	147,088.52
--	-------------------

Total Current Liabilities	169,914.10
----------------------------------	-------------------

	Total
Long-Term Liabilities	
22500 Lease Payable	285.00
Total Long-Term Liabilities	285.00
Total Liabilities	170,199.10
Equity	
27100 Fund Balance - Unrestricted	708,645.12
27200 Net Investment in Capital Assets	1,309,500.00
Retained Earnings	212,888.24
Net Revenue	-43.14
Total Equity	2,230,990.22
TOTAL LIABILITIES AND EQUITY	\$2,401,189.32

Statement of Revenues, Expenses and Change in Net Position

October 2024

		Total
	Oct 2024	Oct 2024 (YTD)
REVENUE		
31000 Bay County TDC Contract	255,091.67	255,091.67
35000 Event Income	527.00	527.00
35915 Event Booth Rental	648.00	648.00
36200 Facility Rent Income	1,306.50	1,306.50
366140 Pvt Contribs & Donations	20.00	20.00
38000 Interest Income	517.35	517.35
Total Revenue	258,110.52	258,110.52
GROSS PROFIT	258,110.52	258,110.52
EXPENDITURES		
51200 Regular Salaries	21,224.76	21,224.76
52100 FICA	1,611.63	1,611.63
52200 Retirement Contributions	1,209.08	1,209.08
52207 Health Insurance	3,234.38	3,234.38
52208 Dental Insurance	134.70	134.70
52300 Life Insurance	30.90	30.90
53400 Other Contractual	624.49	624.49
53401 Marketing Contractual Services	95,646.66	95,646.66
54000 Travel per Diem Staff	1,302.57	1,302.57
54100 Communications	950.24	950.24
54300 Utility	9,997.95	9,997.95
54400 Rentals & Leases	681.87	681.87
54500 Insurance	1,187.06	1,187.06
54600 Repair & Maintenance	694.00	694.00
54800 Promotional Activities	86,800.69	86,800.69
54801 Creative Services	5,000.00	5,000.00
54803 Photography/Videography	19,488.00	19,488.00
54900 Other Current Charges	70.68	70.68
55400 Books, Pubs, Memberships	8,249.00	8,249.00
55500 Training	15.00	15.00
Total Expenditures	258,153.66	258,153.66
NET OPERATING REVENUE	-43.14	-43.14
NET REVENUE	\$ -43.14	\$ -43.14

Destination Panama City
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L
October 2024

Explanation provided for line items greater than 20% of annual budget
 Percentage of Year complete = 8%

	Actual	Budget	Remaining	% of Budget	Explanation
Revenue					
31000 Bay County TDC Contract	255,091.67	1,984,429.00	1,729,337.33	12.85%	
35000 Event Income	527.00	100,000.00	99,473.00	0.53%	
35915 Event Booth Rental	648.00	0.00	-648.00	100.00%	
36200 Facility Rent Income	1,306.50	10,000.00	8,693.50	13.07%	
366140 Pvt Contribs & Donations	20.00	0.00	-20.00	100.00%	
38000 Interest Income	517.35	0.00	-517.35	100.00%	
39500 Cash Carry Forward/County Contract	0.00	700,000.00	700,000.00	0.00%	
39600 Unrestricted Cash	0.00	325,000.00	325,000.00	0.00%	
Contributed income					
Grants from other nonprofits	0.00	375,000.00	375,000.00	0.00%	
Total Contributed income	\$ 0.00	\$ 375,000.00	\$ 375,000.00	0.00%	
Total Revenue	\$ 258,110.52	\$ 3,494,429.00	\$ 3,236,318.48	7.39%	
Gross Profit	\$ 258,110.52	\$ 3,494,429.00	\$ 3,236,318.48	7.39%	
Expenditures					
51200 Regular Salaries	21,224.76	390,629.18	369,404.42	5.43%	
51500 Special Pay	0.00	16,838.60	16,838.60	0.00%	
52100 FICA	1,611.63	29,548.87	27,937.24	5.45%	
52200 Retirement Contributions	1,209.08	39,062.92	37,853.84	3.10%	
52207 Health Insurance	3,234.38	40,851.24	37,616.86	7.92%	
52208 Dental Insurance	134.70	2,650.08	2,515.38	5.08%	
52300 Life Insurance	30.90	618.00	587.10	5.00%	
52400 Workers Comp	0.00	3,125.00	3,125.00	0.00%	
52500 Unemployment Insurance	0.00	1,500.00	1,500.00	0.00%	
53100 Professional Services	0.00	7,500.00	7,500.00	0.00%	
53200 Accounting & Auditing	0.00	28,410.00	28,410.00	0.00%	
53400 Other Contractual	624.49	22,610.00	21,985.51	2.76%	
53401 Marketing Contractual Services	95,646.66	203,156.00	107,509.34	47.08%	Annual Subscriptions Key Data \$16,125, ITI Digital \$19,500, Zartico \$35,000, Placer.ai \$16,000, iDSS Global \$3,000, Aqua \$4,166
54000 Travel per Diem Staff	1,302.57	41,300.00	39,997.43	3.15%	
54001 Travel Per Diem Non-Staff	0.00	13,000.00	13,000.00	0.00%	
54100 Communications	950.24	12,000.00	11,049.76	7.92%	
54200 Postage & Freight	0.00	17,000.00	17,000.00	0.00%	
54300 Utility	9,997.95	49,200.00	39,202.05	20.32%	Water Leak at St Andrews School. Total bill for 9/20-10/25/24 \$7,538
54400 Rentals & Leases	681.87	9,660.00	8,978.13	7.06%	
54500 Insurance	1,187.06	28,000.00	26,812.94	4.24%	
54600 Repair & Maintenance	694.00	28,100.00	27,406.00	2.47%	
54700 Printing & Binding	0.00	38,500.00	38,500.00	0.00%	
54800 Promotional Activities	86,800.69	1,096,650.00	1,009,849.31	7.92%	
54801 Creative Services	5,000.00	60,000.00	55,000.00	8.33%	
54802 Media Commissions	0.00	49,000.00	49,000.00	0.00%	
54803 Photography/Videography	19,488.00	50,000.00	30,512.00	38.98%	Orange Video \$19,488
54900 Other Current Charges	70.68	30,000.00	29,929.32	0.24%	
55100 Office Supplies	0.00	1,500.00	1,500.00	0.00%	
55200 Operating Supplies	0.00	20,000.00	20,000.00	0.00%	

55400 Books, Pubs, Memberships	8,249.00	27,475.00	19,226.00	30.02%	Destinations International Annual Membership \$3,319 & Destinations Florida Annual Membership \$3,953
55500 Training	15.00	10,500.00	10,485.00	0.14%	
55700 Operational Reserve for Contingency	0.00	621,044.11	621,044.11	0.00%	
56200 Buildings	0.00	500,000.00	500,000.00	0.00%	
56400 Machinery & Equipment	0.00	5,000.00	5,000.00	0.00%	
Total Expenditures	\$ 258,153.66	\$ 3,494,429.00	\$ 3,236,275.34	7.39%	
Net Operating Revenue	-\$ 43.14	\$ 0.00	\$ 43.14		
Net Revenue	-\$ 43.14	\$ 0.00	\$ 43.14		

A/R Aging Summary

As of October 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
The Rotary Club of Panama City		1,584.00				1,584.00
Tourism Contract						0.00
Bay County 24/25	243,403.74					243,403.74
Bay County Contract 23-24	221,981.11		-2.00			221,979.11
St Andrews School	13,287.48					13,287.48
Total Tourism Contract	478,672.33		-2.00			478,670.33
TOTAL	\$478,672.33	\$1,584.00	\$ -2.00	\$0.00	\$0.00	\$480,254.33

TB

A/P Aging Summary

As of October 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Aqua	9,166.66					9,166.66
Beach TV Cable Company, Inc	165.75					165.75
BFG Productions PCB, LLC	318.00					318.00
City of Panama City	7,538.17					7,538.17
Clear Channel Outdoor	1,800.00					1,800.00
Dewberry Engineers, Inc.			-2.00			-2.00
Down to Earth Outdoor Services, LLC	300.00					300.00
Lamar Companies	2,100.00					2,100.00
Print Source			-6.00			-6.00
WMBB	1,445.00					1,445.00
TOTAL	\$22,833.58	\$0.00	\$ -8.00	\$0.00	\$0.00	\$22,825.58

TB



Destination Panama City

10001 Checking - Bankcorp South, Period Ending 10/31/2024

RECONCILIATION REPORT

Reconciled on: 11/19/2024

Reconciled by: Suzanne Kennon

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

Summary

USD

Statement beginning balance	791,054.01
Interest earned	517.26
Checks and payments cleared (69)	-298,952.14
Deposits and other credits cleared (14)	180,039.75
Statement ending balance	672,658.88

Uncleared transactions as of 10/31/2024	-44,264.81
Register balance as of 10/31/2024	628,394.07
Cleared transactions after 10/31/2024	0.00
Uncleared transactions after 10/31/2024	205,888.98
Register balance as of 11/19/2024	834,283.05

TB

Details

Checks and payments cleared (69)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
09/16/2024	Bill Payment	10906	Jenny Kelley	-300.00
09/23/2024	Bill Payment	10916	Panama City Symphony Orch...	-800.00
09/23/2024	Bill Payment	10922	WOW	-691.41
09/23/2024	Bill Payment	10918	Southeast Tourism Society	-845.00
09/23/2024	Bill Payment	10912	Florida Restaurant & Lodging ...	-600.00
09/23/2024	Bill Payment	10913	HMX Productions, LLC	-7,000.00
09/23/2024	Bill Payment	10917	PG Environmental Florida, LLC	-1,223.50
09/23/2024	Bill Payment	10921	Verizon	-409.61
09/23/2024	Bill Payment	10914	Lawnmasters of Panama City ...	-394.00
09/23/2024	Bill Payment	10910	Dewberry Engineers, Inc.	-6,710.25
09/23/2024	Bill Payment	10915	Panama Business Machines	-58.78
09/23/2024	Bill Payment	10919	The Lewis Bear Company	-2,738.84
09/26/2024	Bill Payment	10923	Papa Joe's Bayside	-10,000.00
10/02/2024	Tax Payment		IRS	-3,492.50
10/08/2024	Bill Payment	10942	Jennifer Vigil - VENDOR	-120.00
10/08/2024	Bill Payment	10938	Identi-D, LLC	-1,000.00
10/08/2024	Bill Payment	10948	Spencer Morgan	-1,000.00
10/08/2024	Bill Payment	10934	Burke Blue	-500.00
10/08/2024	Bill Payment	10937	Emerson Entertainment	-1,000.00
10/08/2024	Bill Payment	10939	iDSS Global, LLC	-3,000.00
10/08/2024	Bill Payment	10941	ITI Digital, LLC	-19,500.00
10/08/2024	Bill Payment	10944	Key Data	-16,125.00
10/08/2024	Bill Payment	10945	Orange Video, LLC	-19,488.00
10/08/2024	Bill Payment	10933	Brock Lawn and Pest Control,...	-53.50
10/08/2024	Bill Payment	10943	Kennon Accounting Solutions,...	-3,280.69
10/08/2024	Bill Payment	10931	Bay County Chamber of Com...	-377.00
10/08/2024	Bill Payment	10949	Wells Fargo Vendor Financial ...	-101.65
10/08/2024	Bill Payment	10936	Earthshine Cleaning	-261.99
10/08/2024	Bill Payment	10935	Dewberry Engineers, Inc.	-5,352.50
10/08/2024	Bill Payment	10940	iHeartMedia	-3,546.00
10/08/2024	Bill Payment	10930	Atlas Obscura, Inc	-20,000.00
10/08/2024	Bill Payment	10946	Placer Labs, Inc	-16,000.00
10/08/2024	Bill Payment	10932	Beach TV Cable Company, Inc	-1,116.40
10/08/2024	Bill Payment	10947	Raymond James	-802.39
10/08/2024	Bill Payment	10950	Zartico Inc.	-35,000.00
10/11/2024	Payroll Check	DD	Patricia K Blake	-1,869.22
10/11/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.23
10/11/2024	Payroll Check	DD	Jennifer Vigil	-4,406.53
10/11/2024	Payroll Check	DD	Shelbie L. Scippio	-2,118.17

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/11/2024	Tax Payment		QuickBooks Payroll	-3,722.62
10/11/2024	Payroll Check	DD	Jessica A. Bright	-332.61
10/11/2024	Payroll Check	DD	Jessica A. Bright	-1,100.00
10/18/2024	Check	ACH	Florida Department of Revenue	-279.46
10/21/2024	Bill Payment	10962	Lawnmasters of Panama City ...	-394.00
10/21/2024	Bill Payment	10964	PCB Map Company, Inc.	-14,770.00
10/21/2024	Bill Payment	10955	City of Panama City	-589.07
10/21/2024	Bill Payment	10957	Dance Kraze All Charmed Up,...	-700.00
10/21/2024	Bill Payment	10959	Gulf Coast Children's Advocac...	-100.00
10/21/2024	Bill Payment	10963	Patti Blake	-60.47
10/21/2024	Bill Payment	10965	WMBB	-3,715.00
10/21/2024	Bill Payment	10966	WOW	-691.98
10/21/2024	Bill Payment	10958	First Federal Bank	-24,179.03
10/21/2024	Bill Payment	10952	Burke Blue	-625.00
10/21/2024	Bill Payment	10951	Alabama Media Group	-32,500.00
10/21/2024	Bill Payment	10956	Clear Channel Outdoor	-1,800.00
10/21/2024	Bill Payment	10960	iHeartMedia	-454.00
10/22/2024	Expense	1163558-10001-11/24	Principal Life Insurance Comp...	-262.94
10/25/2024	Expense	21138-40264-10/24	FPL Northwest FL	-2,077.35
10/25/2024	Tax Payment		QuickBooks Payroll	-3,759.85
10/25/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.23
10/25/2024	Payroll Check	DD	Patricia K Blake	-2,084.11
10/25/2024	Payroll Check	DD	Jessica A. Bright	-1,100.00
10/25/2024	Payroll Check	DD	Jessica A. Bright	-332.63
10/25/2024	Payroll Check	DD	Jennifer Vigil	-4,267.82
10/25/2024	Payroll Check	DD	Shelbie L. Scippio	-2,208.18
10/28/2024	Expense	21102-93525-10/24	FPL Northwest FL	-337.90
10/28/2024	Expense	21091-42717-10/24	FPL Northwest FL	-44.53
10/29/2024	Check	10925	Saltwater Social	-1,584.00
10/31/2024	Tax Payment		QuickBooks Payroll	-8.20

Total -298,952.14

Deposits and other credits cleared (14)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/02/2024	Deposit			59.46
10/08/2024	Deposit			417.31
10/10/2024	Deposit			216.82
10/16/2024	Deposit			1,510.00
10/17/2024	Deposit			61.42
10/17/2024	Deposit			500.00
10/18/2024	Deposit			51.92
10/20/2024	Deposit			130.24
10/21/2024	Deposit			260.48
10/22/2024	Deposit			156.05
10/25/2024	Receive Payment		Tourism Contract:Bay County ...	137,464.32
10/25/2024	Receive Payment		Tourism Contract:St Andrews ...	38,644.61
10/27/2024	Deposit			149.10
10/30/2024	Deposit			418.02

Total 180,039.75

Additional Information

Uncleared checks and payments as of 10/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/21/2024	Bill Payment	10961	Lamar Companies	-706.64
10/21/2024	Bill Payment	10954	Center Action Committee	-900.00
10/21/2024	Bill Payment	10953	Carvertise, Inc	-5,781.25
10/30/2024	Bill Payment	10976	Raymond James	-846.36
10/30/2024	Bill Payment	10974	Peoples First Insurance Servi...	-252.50

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/30/2024	Bill Payment	10977	Verizon	-258.26
10/30/2024	Bill Payment	10971	Jeffrey Tolodxi	-300.00
10/30/2024	Bill Payment	10975	PG Environmental Florida, LLC	-2,233.00
10/30/2024	Bill Payment	10970	HMX Productions, LLC	-600.00
10/30/2024	Bill Payment	10969	Earthshine Cleaning	-208.49
10/30/2024	Bill Payment	10967	Aaron Rich Marketing	-416.00
10/30/2024	Bill Payment	10968	Destinations International	-3,319.00
10/30/2024	Bill Payment	10978	Wells Fargo Vendor Financial ...	-219.07
10/30/2024	Bill Payment	10972	Jessica Bright	-360.62
10/30/2024	Bill Payment	10973	MWB	-27,863.62

Total -44,264.81

Uncleared checks and payments after 10/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/08/2024	Payroll Check	DD	Jessica A. Bright	-332.61
11/08/2024	Tax Payment		QuickBooks Payroll	-3,958.54
11/08/2024	Payroll Check	DD	Shelbie L. Scippio	-2,214.57
11/08/2024	Payroll Check	DD	Jennifer Vigil	-4,609.56
11/08/2024	Payroll Check	DD	Aubrey E. Haskell	-1,794.24
11/08/2024	Payroll Check	DD	Patricia K Blake	-2,080.61
11/08/2024	Payroll Check	DD	Jessica A. Bright	-1,100.00

Total -16,090.13

Uncleared deposits and other credits after 10/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/14/2024	Receive Payment	A007581	Tourism Contract:Bay County ...	221,979.11

Total 221,979.11



30/48

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

STATEMENT DATE
 10/31/24
 ACCOUNT NUMBER
 [REDACTED]

INFOLINE 1-888-797-7711

***** CHECKING ACCOUNT SUMMARY *****

PREVIOUS BALANCE	791,054.01	AVERAGE BALANCE	
+ 14 CREDITS	180,039.75		718,486
- 69 DEBITS	298,952.14	YTD INTEREST PAID	
- SERVICE CHARGES	.00		4,814.17
+ INTEREST PAID	517.26		
ENDING BALANCE	672,658.88		

DAYS IN PERIOD 31

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

DATE.....	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
10/03	59.46	SQUARE INC 9424300002 T34G7NRKNBV7FF9 SQ241003	CCD
10/09	417.31	SQUARE INC 9424300002 T34T57TA43SE19M SQ241009	CCD
10/11	216.82	SQUARE INC 9424300002 T3R8D35SW8SX6YG SQ241011	CCD
10/16	1,510.00	DEPOSIT	
10/17	500.00	DEPOSIT	
10/18	61.42	SQUARE INC 9424300002 T3Q006KD1JEXGFN SQ241018	CCD
10/21	51.92	SQUARE INC 9424300002 T38C7XKC7Q7KNDJ SQ241021	CCD
10/21	130.24	SQUARE INC 9424300002 T302KKG9YE4EJE3 SQ241021	CCD
10/22	260.48	SQUARE INC 9424300002 T3H8J8CF7PZZM91 SQ241022	CCD
10/23	156.05	SQUARE INC 9424300002 T3PMPYNDVZS87SX SQ241023	CCD
10/25	38,644.61	BAY COUNTY MAST2 4596000512 5113 PC TDT TX	CCD
10/25	137,464.32	BAY COUNTY MAST2 4596000512 5113 PC TDT TX	CCD
10/29	149.10	SQUARE INC 9424300002 T3KT7PNRVF9JGY9 SQ241029	CCD



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

STATEMENT DATE

10/31/24

ACCOUNT NUMBER



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

DEPOSITS AND OTHER CREDITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
10/31	418.02	SQUARE INC 9424300002 T3BGPDAFMDKT1KC SQ241031 CCD	
10/31	517.26	IOD INTEREST PAID	

CHECKS

DATE	CHECK NO	AMOUNT	DATE	CHECK NO	AMOUNT
10/07	10906*	300.00	10/16	10940	3,546.00
10/02	10910*	6,710.25	10/18	10941	19,500.00
10/04	10912*	600.00	10/11	10942	120.00
10/01	10913	7,000.00	10/16	10943	3,280.69
10/01	10914	394.00	10/18	10944	16,125.00
10/01	10915	58.78	10/17	10945	19,488.00
10/01	10916	800.00	10/25	10946	16,000.00
10/10	10917	1,223.50	10/15	10947	802.39
10/03	10918	845.00	10/25	10948	1,000.00
10/01	10919	2,738.84	10/16	10949	101.65
10/02	10921*	409.61	10/25	10950	35,000.00
10/07	10922	691.41	10/29	10951	32,500.00
10/08	10923	10,000.00	10/24	10952	625.00
10/31	10925*	1,584.00	10/24	10955*	589.07
10/21	10930*	20,000.00	10/28	10956	1,800.00
10/21	10931	377.00	10/28	10957	700.00
10/16	10932	1,116.40	10/23	10958	24,179.03
10/18	10933	53.50	10/30	10959	100.00
10/16	10934	500.00	10/30	10960	454.00
10/23	10935	5,352.50	10/29	10962*	394.00
10/25	10936	261.99	10/31	10963	60.47
10/17	10937	1,000.00	10/25	10964	14,770.00
10/16	10938	1,000.00	10/30	10965	3,715.00
10/23	10939	3,000.00	10/28	10966	691.98

OTHER DEBITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
10/02	3,492.50	IRS 3387702000 227467666227093 USATAXPYMT CCD	
10/11	332.61	INTUIT 41432101 4462800242 17100606 PAYROLL CCD	
10/11	1,100.00	INTUIT 41432101 4462800242 17100606 PAYROLL CCD	
10/11	1,794.23	INTUIT 41432101 4462800242 17100606 PAYROLL CCD	

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

STATEMENT DATE

10/31/24

ACCOUNT NUMBER



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

OTHER DEBITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
10/11	1,869.22	INTUIT 41432101 4462800242 17100606 PAYROLL	CCD
10/11	2,118.17	INTUIT 41432101 4462800242 17100606 PAYROLL	CCD
10/11	3,722.62	PANAMA CITY COMM 4462800242 17100606 TAX	CCD
10/11	4,406.53	INTUIT 41432101 4462800242 17100606 PAYROLL	CCD
10/21	279.46	FLA DEPT REVENUE 7596001874 143160544 C01	CCD
10/22	262.94	PLIC-SBD 9GPSBD0000 PACT#237295558 INSUR CLM	CCD
10/25	332.63	INTUIT 42663636 4462800242 17100606 PAYROLL	CCD
10/25	1,100.00	INTUIT 42663636 4462800242 17100606 PAYROLL	CCD
10/25	1,794.23	INTUIT 42663636 4462800242 17100606 PAYROLL	CCD
10/25	2,077.35	FPL NORTHWEST FL E590276810 002113840264 ELEC PYMTS WEB	
10/25	2,084.11	INTUIT 42663636 4462800242 17100606 PAYROLL	CCD
10/25	2,208.18	INTUIT 42663636 4462800242 17100606 PAYROLL	CCD
10/25	3,759.85	PANAMA CITY COMM 4462800242 17100606 TAX	CCD
10/25	4,267.82	INTUIT 42663636 4462800242 17100606 PAYROLL	CCD
10/28	44.53	FPL NORTHWEST FL E590276810 002109142717 ELEC PYMTS WEB	
10/28	337.90	FPL NORTHWEST FL E590276810 002110293525 ELEC PYMTS WEB	
10/31	8.20	PANAMA CITY COMM 4462800242 17100606 TAX	CCD



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

30/48
 PAGE 4

STATEMENT DATE
 10/31/24
 ACCOUNT NUMBER

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

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
09/30	791054.01	10/10	756266.89	10/23	623725.88
10/01	780062.39	10/11	741020.33	10/24	622511.81
10/02	769450.03	10/15	740217.94	10/25	713964.58
10/03	768664.49	10/16	732183.20	10/28	710390.17
10/04	768064.49	10/17	712195.20	10/29	677645.27
10/07	767073.08	10/18	676578.12	10/30	673376.27
10/08	757073.08	10/21	656103.82	10/31	672658.88
10/09	757490.39	10/22	656101.36		

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

EFF-DATE	RATE	
09-30-24	0.00350000	49,999
	0.00600000	99,999
	0.00850000	999,999
	0.01090000	

THANK YOU FOR BANKING WITH US

THIS SECTION IS PROVIDED TO HELP YOU BALANCE YOUR BANK STATEMENT.			
FROM _____		TO _____ 20____	
CHECKS OUTSTANDING — NOT CHARGED TO ACCOUNT			
NO.	\$		
		BALANCE SHOWN ON THIS STATEMENT	\$ _____ CHECKBOOK BALANCE \$ _____
		ADD DEPOSITS NOT CREDITED	\$ _____ DEDUCT SERVICE CHARGES \$ _____
			\$ _____
			\$ _____
		SUBTOTAL	\$ _____ SUBTOTAL \$ _____
		DEDUCT OUTSTANDING CHECKS	\$ _____ ADD INTEREST CREDITED \$ _____
		RECONCILED STATEMENT BALANCE	\$ _____ UPDATED CHECKBOOK BALANCE \$ _____
TOTAL	\$		

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR ELECTRONIC TRANSFERS:

Direct telephone inquiries to 1-888-797-7711 (TOLL FREE) or write us at Customer Service, 2910 West Jackson St., Tupelo, MS 38801 as soon as you can, if you think your statement or receipt is wrong or if you need more information about a transfer on the statement or receipt. We must hear from you no later than 60 days after we sent you the FIRST statement on which the error or problem appeared.

- (1) Tell us your name and account number.
- (2) Describe the error or the transfer you are unsure about, and explain as clearly as you can why you believe there is an error or why you need more information.
- (3) Tell us the dollar amount of the suspected error.

We will investigate your complaint and will correct any error promptly. If we take more than 10 business days to do this, we may recredit your account for the amount you think is in error, so that you will have use of the money during the time it takes us to complete our investigation.

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR CREDIT LINE 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) at Customer Service, 2910 West Jackson St., Tupelo, MS 38801 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 TOLL FREE at 1-888-797-7711, but doing so will not preserve your rights. In your letter, give us the following information.

- (1) Your name and account number.
- (2) The dollar amount of the suspected error.
- (3) 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.

Explanation of CREDIT LINE'S AVERAGE DAILY BALANCE

We figure the FINANCE CHARGE on your account by applying the periodic rate to the "AVERAGE DAILY BALANCE", including current transactions. To get the "AVERAGE DAILY BALANCE" we take the beginning balance of your account each day and add any new advances and subtract any payments, credits and unpaid finance charges. This gives us the daily balance. Then, we add up all the daily balances of the billing cycle divide the total by the number of days in the billing cycle. This gives us "THE AVERAGE DAILY BALANCE".



Destination Panama City

10003 Checking - First Federal, Period Ending 10/31/2024

RECONCILIATION REPORT

Reconciled on: 12/01/2024

Reconciled by: Suzanne Kennon

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

Summary

USD

Statement beginning balance.....	10,400.90
Interest earned.....	0.09
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (0).....	0.00
Statement ending balance.....	<u>10,400.99</u>

Register balance as of 10/31/2024.....	10,400.99	TB
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FIRST FEDERAL BANK

P.O. Box 2029
Lake City, FL 32056

Account Statement

Page 1 of 1
Statement Period:
10-01-24 thru 10-31-24

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 09-30-24		\$10,400.90
Credits and deposits	+	0.09
Debits and withdrawals	-	0.00
Ending balance on 10-31-2024		\$10,400.99

Interest Information

Interest Earned:	0.09	Days in Period:	31
Interest Paid This Period:	0.09	Annual Percentage Yield Earned:	0.0100%
Interest Paid 2024:	0.87		

Your Account Activity

Date	Description	Credits	Debits	Balance
10-31-24	Interest	0.09		10,400.99

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	\$24,179.03	Statement Closing Date	11/03/2024
Payments and Credits	\$24,185.50	Days This Period	31
Purchases and Debits	\$13,437.71	Credit Limit	\$80,000.00
Cash Advances	\$0.00	Available Credit	\$66,502.00
Fees	\$0.00	Cash Limit	\$40,000.00
Finance Charges	\$0.00	Available Cash	\$40,000.00
New Ending Balance	\$13,431.24	Payment Due Date	11/28/2024
Total Amount of Disputes	\$0.00	Payment Amount Due	\$403.00

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

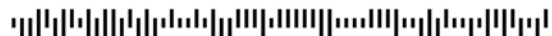


Account Ending In 0506
Payment Due Date 11/28/2024
New Balance \$13,431.24
Minimum Payment Due \$403.00

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



424169450012154700000040300000013431245



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
10/22	10/22	7424167MT00XVHR5J	PAYMENT THANK YOU LAKE CITY FL	24,179.03-
Total Activity				24,179.03-
Total Fees This Period				0.00
11/03	11/03		Interest Charge on Purchases	0.00
11/03	11/03		Interest Charge on Cash Advances	0.00
Total Interest This Period				0.00

Cardholder Account Activity

JENNIFER VIGIL				
Card Ending In 0522				
Post Date	Tran Date	Reference Number	Transaction Description	Total Amount \$Amount
10/07	10/07	2403629M9LRZ5VWQG	ADOBE *ADOBE 408-536-6000 CA	299.96
10/09	10/09	2471705MQTQWMTZKL	DELTA AIR 0062274762810800-2211212 CA	366.95
10/09	10/09	01/23/25 1 DL X	ECP ATLANTA	
10/09	10/09	2 DL X	ATLANTA NEW YORK	
10/09	10/09	3 DL	NEW YORK NEWARK	
10/09	10/09	4 DL V	NEWARK ATLANTA	
10/10	10/10	2401134MD000D0SS4	ITI DIGITAL CONFERENCE WWW.ITIDIGITA GA	1,016.50
10/10	10/10	2471705MDTQWZANXM	DELTA AIR 0062274818990800-2211212 CA	481.95
10/10	10/10	12/02/24 1 DL L	ECP ATLANTA	
10/10	10/10	2 DL L	ATLANTA SAVANNAH	
10/10	10/10	3 DL V	SAVANNAH ATLANTA	
10/10	10/10	4 DL V	ATLANTA ECP	
10/13	10/13	2469216MF33TJBQ79	INTUIT *QBooks Online CL.INTUIT.COM CA	179.00
10/17	10/17	2403629MKLPGF1AQ2	UBER *TRIP HELP.UBER.COM CA	55.15
10/17	10/17	2403629MKMMD8BFQN	UBER *TRIP HELP.UBER.COM CA	52.48
10/17	10/17	2479338MK00F2049B	Foundation Risk Partne Destin FL	1,413.70
10/17	10/17	2494300ML26K6B12K	KIMPTON TYRON PARK HOTEL CHARLOTTE NC	344.60
10/17	10/17	2494300ML26K6B18E	KIMPTON TYRON PARK HOTEL 7044452626 NC	5.36
10/26	10/26	2449216MW000W7V08	OPENAI *CHATGPT SUBSCR HTTPSOPENAI.C CA	20.00
10/30	10/30	2470780N10VZF398Z	BAYOU JOE`S MARINA & GRIL PANAMA CITY FL	150.91
11/01	11/01	2444500N32XAZRJD2	PY *STORAGE DEPOT 850-640-2161 FL	462.80
11/01	11/01	2469216N32Y7ZFHSP	IN *GORGEOUSRFP LLC 850-8888474 FL	1,285.00
11/02	11/02	2469216N42Z4B5PGB	IN *GORGEOUSRFP LLC 850-8888474 FL	110.00
SHELBY SCIPPIO				Total Amount \$2,429.89
Card Ending In 0530				
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
10/09	10/09	2411641MBLV3MMJXZ	FONTSPRING *101824339 188-899-3722 WA	13.75
10/09	10/09	2427539MBS66J8VHY	PRINTIVITY 858-6796700 CA	743.05



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Cardholder Account Activity (continued)

Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
10/09	10/09	2427539MBS66J9GEY	PRINTIVITY 858-6796700 CA	61.20
10/14	10/14	2403629MGLSWQMGN6	VISTAPRINT 866-207-4955 MA	286.48
10/16	10/16	2413746MK018KVWPN	USPS PO 1172620051 PANAMA CITY FL	1,022.00
10/24	10/24	2401134MV0003T0EN	FH* FLIPPIN AWESOME AD WWW.FLIPPINAW FL	303.41
AUBREY E HASKELL Card Ending In 1694				Total Amount \$2,203.68
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
10/04	10/04	2494300M71Z4K5TTQ	HOTEL INDIGO PANAMA 8502316521 FL	943.38
10/16	10/16	2426979MJ8PYP7501	ACCENTS HOME DECOR & G PANAMA CITY FL	350.18
10/21	10/21	2469216MP2YD6HEGA	AMAZON MKTPL*II12M3YQ3 Amzn.com/bill WA	448.46
10/21	10/21	2494300MR28TF572D	HOTEL INDIGO PANAMA 8502316521 FL	363.24
10/22	10/22	2469216MR2Z2QB2TE	AMAZON MKTPL*ZN82D1TW0 Amzn.com/bill WA	98.42
JESSICA BRIGHT Card Ending In 1892				Total Amount \$2,263.68
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
10/10	10/10	7423168MD3BKJ500Y	HARBOR FREIGHT TOOLS 566 PANAMA C CREDIT	6.47
10/04	10/03	2444500M6HEY7HGAT	USPS STAMPS ENDICIA 888-434-0055 DC	150.00
10/04	10/04	2422638M702GL68GL	SAMSClub #8151 PANAMA CITY FL	70.46
10/08	10/08	2449216MA000K58KR	STICKER MULE STICKERMULE.C NY	1,238.53
10/09	10/09	2423168MQ3AL92ABB	HARBOR FREIGHT TOOLS 566 PANAMA CITY FL	6.47
10/10	10/10	2469216MQ30XLF108	STAMPS.COM 855-608-2677 TX	19.99
10/10	10/10	2469216MQ316JPTTQ	LOWES #00448* PANAMA CITY FL	18.03
10/17	10/17	2444500MLHEY1MR00	USPS STAMPS ENDICIA 888-434-0055 DC	100.00
10/23	10/23	2400097MTG3JLASNW	COUNTRY INN & SUITES V VALDOSTA GA	144.78
10/29	10/29	2469216N035516L1K	UPS*BILLING CENTER 800-811-1648 GA	252.96
10/30	10/30	2470780N00T56WV7Z	LAZER-IT PRINTING & ENGRA PANAMA CITY FL	17.07
10/30	10/30	2401134N10005W5GN	SP SAGE STYLE GIFT 185-06916421 FL	24.56
10/30	10/30	2445388N105RLQX71	Gallery of Art on Beach D Panama City FL	32.40
10/30	10/30	2469216N035RMHWRG	SQ *BAYWITCH, LLC Panama City FL	15.11
10/30	10/30	2469216N035T56XHT	SQ *LATE BLOOMER FLOWER S Panama City FL	16.20
10/31	10/31	2422638N2039221HT	SAMSClub.COM 888-746-7726 AR	143.59
11/02	11/02	2449216N3000TAKS2	OPENAI *CHATGPT SUBSCR HTTPSPENAI.C CA	20.00
PATRICIA K BLAKE Card Ending In 3849				Total Amount \$289.63
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
10/31	10/31	2479338N1021S32LN	FACEBK *2SJ6PD47M2 650-5434800 CA	254.83
11/01	11/01	2469216N22Y2EOL3A	GOOGLE *ADS9935065544 cc@google.com CA	34.80



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Finance Charges

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

2024 Total Year-to-Date

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

Date	Posted date	Status	Merchant	Account	Amount	Description	City	Last four	Name on card	MCC	Trans Type	Bank Ref	Original Cu
10/13/2024	10/13/2024	Posted	INTUIT *Qbooks Online	53400	\$179.00	Quickbooks Subscription	CLINTUIT.(522	JENNIFERVIGIL	5734		2.47E+22	0
				53400 Total	\$179.00								
11/2/2024	11/2/2024	Posted	IN *GORGEOUSRFP LLC	53401	\$110.00	Pass through web service	850-888884	522	JENNIFERVIGIL	7333		2.47E+22	0
11/1/2024	11/1/2024	Posted	IN *GORGEOUSRFP LLC	53401	\$1,285.00	Monthly Website Maintenance	850-888884	522	JENNIFERVIGIL	7333		2.47E+22	0
10/26/2024	10/26/2024	Posted	OPENAI *CHATGPT SUBSCR	53401	\$20.00	ChatGPT subscription	HTTPSOPEI	522	JENNIFERVIGIL	5734		2.45E+22	0
10/7/2024	10/7/2024	Posted	ADOBE *ADOBE	53401	\$299.96	Adobe Team Subscription	408-536-6C	522	JENNIFERVIGIL	5734		2.40E+22	0
				53401 Total	\$1,714.96								
10/17/2024	10/17/2024	Posted	KIMPTON TYRON PARK HOTEL	54000	\$344.60	Staff Hotel - STS Travel Writer Meet-Up	CHARLOTTI	522	JENNIFERVIGIL	7011		2.49E+22	0
10/17/2024	10/17/2024	Posted	UBER *TRIP	54000	\$55.15	Staff Travel - STS Travel Writer Meet-Up	HELP.UBEF	522	JENNIFERVIGIL	4121		2.40E+22	0
10/17/2024	10/17/2024	Posted	UBER *TRIP	54000	\$52.48	Staff Travel - STS Travel Writer Meet-Up	HELP.UBEF	522	JENNIFERVIGIL	4121		2.40E+22	0
10/10/2024	10/10/2024	Posted	DELTA AIR *****8990	54000	\$481.95	TechSummit Conference Staff Travel	800-221112	522	JENNIFERVIGIL	3058		2.47E+22	0
10/9/2024	10/9/2024	Posted	DELTA AIR *****2810	54000	\$366.95	Staff Travel - NY Travel & Adventure Trade Show	800-221112	522	JENNIFERVIGIL	3058		2.47E+22	0
10/23/2024	10/23/2024	Posted	COUNTRY INN & SUITES V	54000	\$144.78	Hotel for 175 Welcome Center Showcase	VALDOSTA	1892	JESSICA BRIGHT	3829		2.40E+22	0
				54000 Total	\$1,445.91								
10/30/2024	10/30/2024	Posted	BAYOU JOE 'S MARINA & GRIL	54001	\$150.91	Immersion Trip for Marketing Agency Lunch	PANAMA CI	522	JENNIFERVIGIL	5812		2.47E+22	0
				54001 Total	\$150.91								
10/16/2024	10/16/2024	Posted	USPS PO 1172620051	54200	\$1,022.00	Postage for Adventure Letters	PANAMA CI	530	SHELBBIE SCIPPIO	9402		2.41E+22	0
10/29/2024	10/29/2024	Posted	UPS *BILLING CENTER	54200	\$252.96	Shipment of Visitor's Guides to office	800-811-1E	1892	JESSICA BRIGHT	4215		2.47E+22	0
10/17/2024	10/17/2024	Posted	USPS STAMPS ENDICIA	54200	\$100.00	Postage for Stamps.com account	888-434-0C	1892	JESSICA BRIGHT	9402		2.44E+22	0
10/3/2024	10/4/2024	Posted	USPS STAMPS ENDICIA	54200	\$150.00	Postage for Stamps.com account	888-434-0C	1892	JESSICA BRIGHT	9402		2.44E+22	0
				54200 Total	\$1,524.96								
11/1/2024	11/1/2024	Posted	PV *STORAGE DEPOT	54400	\$462.80	Storage Unit Rental	850-540-21	522	JENNIFERVIGIL	4225		2.44E+22	0
				54400 Total	\$462.80								
10/17/2024	10/17/2024	Posted	Foundation Risk Partne	54500	\$1,413.70	SIA School Liability Only Insurance	Destin	522	JENNIFERVIGIL	6300		2.48E+22	0
				54500 Total	\$1,413.70								
10/9/2024	10/9/2024	Posted	PRINTIVITY	54700	\$743.05	Adventure Letters	858-67967I	530	SHELBBIE SCIPPIO	2741		2.43E+22	0
10/9/2024	10/9/2024	Posted	PRINTIVITY	54700	\$61.20	Adventure Letters	858-67967I	530	SHELBBIE SCIPPIO	2741		2.43E+22	0
				54700 Total	\$804.25								
10/24/2024	10/24/2024	Posted	FH * FLIPPIN AWESOME AD	54800	\$303.41	Immersion Trip for marketing agency	WWW.FLIP	530	SHELBBIE SCIPPIO	7991		2.40E+22	0
10/14/2024	10/14/2024	Posted	VISTAPRINT	54800	\$286.48	Stickers for Adventure Letters	866-207-4E	530	SHELBBIE SCIPPIO	2741		2.40E+22	0
10/9/2024	10/9/2024	Posted	FONTSRING *101824339	54800	\$13.75	Digital font for Bayside Campaign	188-899-37	530	SHELBBIE SCIPPIO	7333		2.41E+22	0
10/22/2024	10/22/2024	Posted	AMAZON MKTPL *ZNB2DITW0	54800	\$98.42	Christmas swag giveaways for Boat Parade of Lights	Amzn.com/	1694	AUBREY E HASKELL	5942		2.47E+22	0
10/21/2024	10/21/2024	Posted	HOTEL INDIGO PANAMA	54800	\$363.24	2 night hotel stay for Canoeopia winners	8.5E+09	1694	AUBREY E HASKELL	3813		2.49E+22	0
10/21/2024	10/21/2024	Posted	AMAZON MKTPL *1112M3YQ3	54800	\$448.46	Christmas swag giveaways for Boat Parade of Lights	Amzn.com/	1694	AUBREY E HASKELL	5942		2.47E+22	0
10/16/2024	10/16/2024	Posted	ACCENTS HOME DECOR & G	54800	\$350.18	Travel writer gifts for STS Travel	PANAMA CI	1694	AUBREY E HASKELL	5719		2.43E+22	0
10/4/2024	10/4/2024	Posted	HOTEL INDIGO PANAMA	54800	\$943.38	Hotel stay for The Polkameisters for Oktoberfest	8.5E+09	1694	AUBREY E HASKELL	3813		2.49E+22	0
10/30/2024	10/30/2024	Posted	SP SAGE STYLE GIFT	54800	\$24.56	Item for LEAD Coalition gift basket	185-06916	1892	JESSICA BRIGHT	5691		2.40E+22	0
10/30/2024	10/30/2024	Posted	SQ *LATE BLOOMER FLOWER S	54800	\$16.20	Item for LEAD Coalition gift basket	Panama Ctl	1892	JESSICA BRIGHT	5992		2.47E+22	0
10/30/2024	10/30/2024	Posted	SO *BAYWITCH, LLC	54800	\$15.11	Item for LEAD Coalition gift basket	Panama Ctl	1892	JESSICA BRIGHT	5999		2.47E+22	0
10/30/2024	10/30/2024	Posted	Gallery of Art on Beach D	54800	\$32.40	Printing fee for Art Walk maps	Panama CI	1892	JESSICA BRIGHT	5971		2.45E+22	0
10/30/2024	10/30/2024	Posted	LAZER-IT PRINTING & ENGRA	54800	\$17.07	Item for LEAD Coalition gift basket	PANAMA CI	1892	JESSICA BRIGHT	5399		2.47E+22	0
10/8/2024	10/8/2024	Posted	STICKER MULE	54800	\$1,238.53	LovePC & FSS stickers	STICKERMU	1892	JESSICA BRIGHT	5111		2.45E+22	0
11/1/2024	11/1/2024	Posted	GOOGLE *ADS9935065544	54800	\$34.80	Google Display Ads for Roux Doux	cc@google	3849	PATRICIA K BLAKE	7311		2.47E+22	0
10/31/2024	10/31/2024	Posted	FACEBK *25I6PD47M2	54800	\$254.83	Facebook Event Boosts for Backstage Pass	650-54348I	3849	PATRICIA K BLAKE	7311		2.48E+22	0
				54800 Total	\$4,440.82								
10/17/2024	10/17/2024	Posted	KIMPTON TYRON PARK HOTEL	54900	\$5.36	DO NOT INCLUDE IN REIMBURSEMENT	7.04E+09	522	JENNIFERVIGIL	7011		2.49E+22	0
				54900 Total	\$5.36								
10/31/2024	10/31/2024	Posted	SAMSClub.COM	55200	\$143.59	Paper towels, chips, candy, etc. for office	888-746-77	1892	JESSICA BRIGHT	5300		2.42E+22	0
10/10/2024	10/10/2024	Posted	HARBOR FREIGHT TOOLS 566	55200	(\$6.47)	Locks for electrical boxes	PANAMA CI	1892	JESSICA BRIGHT	5200		2.47E+22	0
10/10/2024	10/10/2024	Posted	LOWES #00448*	55200	\$18.03	Locks for electrical boxes	PANAMA CI	1892	JESSICA BRIGHT	5251		2.42E+22	0
10/9/2024	10/9/2024	Posted	HARBOR FREIGHT TOOLS 566	55200	\$6.47	Locks for electrical boxes	PANAMA CI	1892	JESSICA BRIGHT	5300		2.42E+22	0
10/4/2024	10/4/2024	Posted	SAMSClub #8151	55200	\$70.46	Candy & chips for office	PANAMA CI	1892	JESSICA BRIGHT	5300		2.42E+22	0
				55200 Total	\$232.08								
11/2/2024	11/2/2024	Posted	OPENAI *CHATGPT SUBSCR	55400	\$20.00	ChatGPT monthly subscription	HTTPSOPEI	1892	JESSICA BRIGHT	5734		2.45E+22	0
10/10/2024	10/10/2024	Posted	STAMPS.COM	55400	\$19.99	Stamps.com monthly subscription	855-606-2E	1892	JESSICA BRIGHT	5045		2.47E+22	0
				55400 Total	\$39.99								
10/10/2024	10/10/2024	Posted	ITI DIGITAL CONFERENCE	55500	\$1,016.50	TechSummit Conference Registration Vigil/Scippio	WWW.ITDI	522	JENNIFERVIGIL	7379		2.40E+22	0
				55500 Total	\$1,016.50								
				Grand Total	13431.24								

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Staff recommends that the Board approve the update to the Purchasing Policy to allow for manual ACH payments for vendors with varying invoice amounts. This change promotes financial efficiency while maintaining oversight and accountability for all payments.

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: THIS CHANGE IS EXPECTED TO REDUCE PROCESSING FEES ASSOCIATED WITH CREDIT CARD PAYMENTS AND ELIMINATE DELAYS CAUSED BY THIRD-PARTY PAYMENT PROCESSORS. NO ADDITIONAL COSTS ARE ASSOCIATED WITH THE IMPLEMENTATION OF MANUAL ACH PAYMENTS, AND EXISTING INTERNAL CONTROLS WILL BE MAINTAINED.

DETAILED ANALYSIS ATTACHED?: Yes No

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

Destination Panama City’s current Purchasing Policy limits payment methods to checks, credit card payments, automatic renewals for subscription services, and ACH for vendors with determined fees (health insurance premiums). While effective in many instances, this approach has presented operational challenges in managing payments for vendors whose invoices fluctuate month-to-month (e.g., utilities and service providers like Florida Power & Light and UPS). Credit card processing fees and third-party processor limitations further complicate payments to these vendors.

Proposed Change:

The proposed change allows for manual ACH payments for vendors with varying invoice amounts. Unlike auto-debit payments, which automatically deduct payments from the organization’s account, manual ACH payments offer greater control and oversight. Payments will be processed only after the invoice is reviewed and authorized by the President & CEO (or their designee). This policy provides flexibility to pay variable expenses more efficiently while maintaining financial controls.

Key Highlights of the Change:

- **Manual ACH Payments Only:** Payments are initiated manually and only for vendors with fluctuating invoice amounts, such as utilities and shipping services.
- **Oversight & Accountability:** The President & CEO (or their designee) will review invoices for accuracy and authorize payments. Supporting documentation will be included in the monthly financial report submitted to the Accountant for inclusion in the County reimbursement package.
- **Exclusions:** Auto-debits to vendors are not allowed. Automatic payments are still permitted for subscription renewals (e.g., Microsoft Office Suite, Adobe Creative Suite) using credit cards.
- **Operational Efficiency:** Reduces processing fees and third-party constraints related to credit card payments, while providing timely payments to essential vendors.

If approved, this policy change will be implemented immediately, and staff will ensure that all relevant procedures are documented and communicated to internal stakeholders.

ACH PAYMENT AUTHORIZATION & OVERSIGHT

1. Scope and Purpose

To improve efficiency and reduce processing fees, Destination Panama City permits the use of Automated Clearing House (ACH) payments for certain vendor payments. This policy outlines the conditions under which ACH payments are allowed, the process for manual payments, and the controls in place to ensure accountability.

2. Payment Method Distinctions

Destination Panama City distinguishes between automatic credit card payments and manual ACH payments:

- **Automatic Credit Card Payments:** Permitted for subscription renewals with consistent billing, such as Microsoft Office Suite and Adobe Creative Suite. These payments are charged automatically according to the subscription agreement.
- **Manual ACH Payments:** Restricted to vendors with invoices that have varying amounts from month to month, such as utility providers (e.g., Florida Power & Light) and other service providers (e.g., UPS). ACH payments for such vendors are initiated manually to ensure proper oversight and review. Auto-debits from vendor accounts are not permitted.

3. Manual Payment Process

Manual ACH payments are subject to a controlled payment process to ensure proper review, oversight, and compliance. This process is as follows:

1. **Invoice Review:** The President & CEO (or their designee) reviews each invoice for accuracy, ensuring the vendor, amount, and service period match the payment request.
2. **Authorization:** Upon review, the President & CEO (or designee) authorizes the manual payment through the ACH portal.
3. **Payment Entry:** The payment is manually entered into the ACH system.
4. **Confirmation:** Proof of payment (bank confirmation) is documented and retained for reporting purposes.

4. Documentation and Reporting

To ensure financial transparency, all ACH payments are documented and included in the monthly financial reports submitted to the Accountant. Each ACH payment record must include:

- A copy of the reviewed invoice.
- Proof of authorization by the President & CEO (or designee).
- Confirmation of payment from the ACH system.

These records are then incorporated into the County reimbursement package to support financial accountability.

5. Internal Controls and Compliance

Destination Panama City maintains strong internal controls to safeguard against unauthorized payments and ensure compliance with financial policies. Key controls include:

- **Review and Reconciliation:** All ACH payments are reconciled monthly to ensure accuracy and completeness.
- **Audit Trail:** Detailed records for each ACH payment are retained for audit and compliance purposes.

This policy ensures that manual ACH payments are only made for variable vendor invoices, while subscription-based services are handled separately through automatic credit card payments. This structure enhances efficiency, reduces fees, and maintains transparency and accountability in payment processes.

**PURCHASING AND BUDGET EXPENDITURE
POLICY AND PROCEDURES**

The Panama City Community Development Corporation (“CDC”) CEO shall prepare an annual program of work and budget to execute the program of work, in such detail as the CDC Board of Directors (“Board”), and as provided in the Panama City Community Development Corporation Practices and Procedures Manual, and as the Bay County Board of County Commissioners shall request. This program of work and annual budget shall be approved by the Board during its routine budget process.

BUDGET EXPENDITURE AUTHORIZATION

Upon approval of the annual budget, CDC management is authorized to expend budgeted CDC resources to support the CDC’s approved program of work, as outlined below.

AUTHORIZATION LEVELS

The following provides a brief summary of purchasing requirements and authority levels.

Authorizing Staff Member:	<u>Budgeted</u>	<u>Unbudgeted</u>
CEO	\$50,000	\$ 25,000
Managers	\$ 10,000	N/A

No purchase or the quantity thereof shall be split for the purpose of avoiding the requirements of this section.

Advance Purchase Documentation Required:	<u>Documentation</u>
\$0 - \$1,000	None
\$1,000 - \$5,000	Purchase Order
\$5,000 - \$25,000	Purchase Order and 3 quotes
\$25,001 & up	RFP/Q, Board Approval and selection memo to file

AUTHORIZATION REQUIRED

Budgeted items: Purchases of goods or services that are included in the approved CDC budget should be authorized as documented above. For items within the cumulative amount budgeted, the signature on a purchase order, vendor estimate, or invoice of the appropriate staff member and his/her certification that the item is within the cumulative budgeted amount and that they approve its purchase.

Authorization levels may be adjusted for specific positions from time to time by the Board.

Unbudgeted items: The Board recognizes the fluid nature of destination marketing activities and acknowledges there are opportunities that may arise to more effectively promote tourism after the annual budget is approved. In order to take advantage of opportunities to promote tourism that were not contemplated during the budget process, CDC staff is authorized to procure/purchase unbudgeted items if the conditions are met:

- Approval for Unbudgeted expenses is limited to the amounts listed above and the remaining funds available in the appropriate departmental budget.
- The CEO shall document to CDC Treasurer the specific line item in which to assign the expense, as well as identify which budgeted expenses will be reduced to accommodate the unbudgeted expense.
- The CEO is authorized to shift funds between departmental budgets to accommodate unbudgeted expenses provided that each unbudgeted expenses does not exceed CEO's spending authority set forth above and that the total budget amount for the CDC is not exceeded. CEO will report any budget amendments to the Board at the next regularly scheduled CDC Board meeting.
- Unbudgeted items that exceed the limits established above require approval of the Board.

PURCHASING AND PROCUREMENT PROCEDURES

AGENCY AND VENDOR SELECTION REQUIREMENTS

The CDC is committed to making sure that purchases of goods and services are at a competitive rate. Purchases of goods and services over the limit stated above, for which there are alternative sources, must include written documentation of at least three quotes or, where beneficial, competitive bids attached to the purchase order, or must include written documentation of why bids were not obtained and on what basis the vendor selection was made. In addition, if the lowest bid is not the one selected, the reason for the selection must be documented.

AGENCIES OF RECORD

The Board retains the responsibility for selecting all AGENCIES OF RECORD for the CDC.

MEDIA VENDORS

Upon the approval of the annual marketing plan by the Board, the CEO is authorized to direct the agencies of record to execute the approved plan. This authorization includes the selection of all media and marketing vendors needed to execute the approved plan.

VENDOR SELECTION PROCESS

The process of selecting Vendors needed to implement the CDC's program or work is based on the amount of the expected expenditure as listed above.

There are situations where the CEO may decide a Sole Source Purchase is warranted due to specific business reasons or needs. In these cases, bids may not be obtained. Refer to the Sole Source Purchases section of this policy for further guidance.

PURCHASE ORDERS

Purchase orders serve two key purposes. First, they communicate to our vendors the exact product, price, specifications, terms, etc. that we expect on a purchase of goods or services. Second, purchase orders provide the documentation of the appropriate level of advance authorization for purchases.

A purchase order should be completed in advance for any purchase of goods or services where required by the limit stated above. Items like event registration forms, media insertion orders, or other vendor-provided agreements or quotes can be used in lieu of a purchase order. Excluded from the purchase order requirement are ongoing services billed on a regular basis, such as phone service, power, and rent, and other normal recurring operating expenses, or items already covered by a separate agreement or contract. Approval of purchase orders falls under the authorization requirements described earlier, and must be obtained before a purchase or commitment is made.

At times, vendors may provide proposals, product specifications or other documentation of proposed goods and services. Rather than duplicating this information on a CDC purchase order, it is acceptable to only refer to attached detail.

Purchase order copies should be forwarded to the Treasurer as executed. As invoices are subsequently processed, a copy of the purchase order should be attached. Copies of other documentation in lieu of a purchase order should be attached to invoices or requests for payment.

REQUEST FOR PROPOSAL/QUALIFICATION REQUIREMENTS

The CDC Board of Directors and staff recognize the importance of securing the highest quality at the best price for the products and services procured. Therefore, the CDC shall deploy both Requests for Proposals and Requests for Qualifications, as appropriate.

CDC staff, unless it is determined by the CEO that a Sole Source is necessary or directed by the Board to the contrary, will follow the following RFP/Q process to select firms when goods and services provided are estimated to exceed an annual expenditure of \$25,000 or an aggregate expenditure of over \$40,000 in a two-year period.

The RFP/Q should include the following information (sample template at end of this document):

- A brief description of Panama City Community Development Corporation, its purpose, and its mission statement
- A brief discussion of Panama City Community Development Corporation operations with respect to the goods and services being sought
- A complete and explicit description of the goods or services being sought. This should include as many specifics as possible, including expectations for level of quality, in order to help ensure that the goods or services proposed meet our needs and that proposals received are as comparable to each other as possible
- At times, a RFP/Q may be written where some or all of the specifics of the goods or services sought are not specified. While this may allow proposing vendors to provide ideas in their proposal which may enhance the goods or services sought, or may allow proposing vendors to demonstrate a particular expertise or skill, it does make the resulting proposals received more difficult to compare objectively and should only be used in select circumstances
- Prioritized selection criteria should be included so that potential vendors know specifically what is most important to the CDC. For instance, if price is the over-riding factor, state so. However, if the goods and services being sought are very specialized, and/or a specific level of quality or expertise is important, this should be included as a highly rated criterion
- When issuing RFQ's the CDC may include a budget range for the project, but may not use price as a determining factor in selecting the vendor

RFP/Q's should be provided to a minimum of three but preferably at least five vendors. A concerted effort is required to be made to ensure that potential vendors are diverse in their ownership. In addition, to provide broad distribution, RFP/Q should also be posted to the CDC Website.

Submissions received from vendors should be analyzed by staff with the final selection made or approved by the CEO. In many cases, the CEO will ask a selection team, with specific knowledge of the project to evaluate the submissions to provide a well-rounded analysis of the proposals. Members of the selection team must independently review the submissions and may not discuss the submissions with any other team member, until the process is completed. All individuals reviewing submissions must document their evaluation based on the measurement criteria included in RFP/Q.

For RFP's, the submission with the highest grade responses should be selected. A firm other than the highest ranked firm is selected; the CEO must approve the selection and inform the Board Chair of the decision.

For RFQ's, the CEO will attempt to negotiate a contract that includes the scope of work and price with the firm determined to be most qualified, as determined by receiving the highest ranking during the review process. If the CEO is unable to negotiate acceptable terms and price with the highest rank firm, the CEO will terminate negotiations and begin the process with the next highest ranked firm. If negotiations with a firm are terminated, that firm and its proposal may not be reconsidered. The CEO may abandon the negotiations at any time and restart the RFQ process from the beginning.

DOCUMENTATION OF RFP/Q PROCESS

The selection process (e.g. how the RFP/Q was distributed, how they were selected, who participated in the evaluation, etc.), and the resulting decision, should be documented in a selection memo. The official copy of the selection memo, a copy of the RFP/Q, responses received, and the respective grading or evaluation of the proposals shall be maintained by the CDC.

SOLE SOURCE PURCHASES

Goods and services may be sought from a single vendor or from a limited group of vendors, versus being competitively bid, for a number of reasons. A "Sole Source Purchase" is where goods or services are unique and that the vendor, to the best of the requester's knowledge, is the only vendor from whom the goods or services can be obtained. The vendor may be selling a unique or proprietary item not obtainable from any other source. A "unique" good or service is one of a kind in nature where comparable goods or services do not exist. A "Sole Source Brand" means that only a particular brand is acceptable for a particular reason, although the required brand may be obtainable from more than one source.

The CEO may deem that an item qualifies as a sole source purchase or brand for several reasons. Many of these reasons overlap:

- Uniqueness: a good or service being obtained can only be requested from one vendor and no other vendors make or provide comparable products or services that will meet your needs.

- **Technical:** a good that has technical aspects required and necessary for your work and no other vendor can provide those required specifications in a similar or comparable good.
- **Standards:** standards have been developed in an effort to streamline processes, meet departmental needs, provide a consistent look or reduce costs. Brands of furniture can also be a standard.
- **Compatibility:** a good that is only compatible with existing equipment. For example, computer operating software enhancements for an existing system.
- **Planned Themes:** when there are special facilities, program needs or market conditions that result in only one source. An example would be to host a client event at a restaurant that has particular name recognition or a theme that accentuates an event or program theme.
- **Timeliness:** in the event of emergencies or when there is only one source capable of supplying the item in a timely fashion when seeking competitive quotes would be impractical.

DOCUMENTATION OF SOLE SOURCE PURCHASES, CONTRACT RENEWALS, AND OTHER NON-RFP/Q SITUATIONS

If the CEO deems that an RFP/Q is not appropriate (e.g., contract renewal, sole source, or other situation), the related facts and circumstances should be documented in a sole source memo. The official memo and all supporting documentation shall be maintained by the appropriate department. A copy of the sole source memo and supporting documentation will be provided to the Treasurer. The memo should include:

- General reasoning for not utilizing the standard procurement procedures.
- If renewal, summary evaluation of vendor performance supporting the renewal decision (skip next section)
- Summary memo, to include the following (not applicable for renewals):
 - Description of the service/product acquired.
 - Description of how the list of vendors considered was determined.
 - List participants in evaluation process.
 - List selection/evaluation criteria used.
 - State who was selected and indicate how vendor was selected.

AUTHORIZATION OF PAYMENT

After goods or services have been received and invoices or other requests for payment are received, they may be approved by after verification that the appropriate goods or services were acceptably provided if the original authorization documentation is attached. Media invoices require affidavits, tear sheets or other proof of performance as verification.

REQUEST FOR FUNDS

For purchases of items that require cash in advance, have no other documentation, or require special handling of the payments, a “request for funds” form should be used. Request for funds forms require advance authorization under the same guidelines as purchase orders above.

BUDGET MANAGEMENT

Each department head will be responsible for managing and maintaining their respective budgets to ensure all funds are handled in an appropriate manner to achieve the approved program of work.

ACH PAYMENT AUTHORIZATION & OVERSIGHT

1. Scope and Purpose

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4. Documentation and Reporting

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included in the monthly financial reports submitted to the Accountant. Each ACH payment record must include:

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5. Internal Controls and Compliance

Destination Panama City maintains strong internal controls to safeguard against unauthorized payments and ensure compliance with financial policies.

Key controls include:

- **Review and Reconciliation:** All ACH payments are reconciled monthly to ensure accuracy and completeness.
- **Audit Trail:** Detailed records for each ACH payment are retained for audit and compliance purposes.

This policy ensures that manual ACH payments are only made for variable vendor invoices, while subscription-based services are handled separately through automatic credit card payments. This structure enhances efficiency, reduces fees, and maintains transparency and accountability in payment processes.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Approve the addition of the Expense Report Policy – Non-Travel and Travel Expense Policies & Reporting Procedures to Section 8 – Policy Statements of the Personnel Policy Manual.

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)

Currently, Destination Panama City does not have a formal written policy governing employee use of corporate credit cards, non-travel expense reimbursements, or travel-related expense reporting. To enhance financial accountability, operational consistency, and employee compliance, staff recommends the adoption of an Expense Report Policy modeled after industry best practices. This policy aligns with the practices of Visit Panama City Beach and establishes clear procedures for documenting, approving, and reimbursing expenses.

Purpose of the Policy:

The proposed policy provides a comprehensive framework for how employees will manage and report expenses related to both non-travel and travel-related activities. It establishes accountability measures for corporate credit card use, outlines the process for submitting expense reports, and defines allowable expenses, reimbursement rates, and approval requirements.

Key Highlights of the Policy:

1. Non-Travel Expense Policy

- **Mileage Reimbursement:** Employees will be reimbursed for mileage at the IRS-approved rate for business-related travel, excluding regular commutes.
- **Cash Expense Reimbursement:** Reimbursement for "out-of-pocket" cash expenses requires a receipt and expense documentation.
- **Corporate Credit Cards:** Employees issued a corporate credit card must use it for business purposes only. Monthly expense reports must be submitted by the 6th of the following month. Receipts are required for each charge. If a receipt is lost, a "Lost Receipt Affidavit" must be submitted.
- **Oversight:** If an employee fails to submit a timely or accurate expense report, the corporate card may be revoked until proper documentation is provided.

2. Travel Expense Policy and Reporting Procedures

- **Travel Authorization:** Travel must be pre-approved, and employees must conduct themselves professionally while on official business.
- **Airfare & Transportation:** Employees are required to book economy or coach-class airfare for domestic travel. Business-class airfare is permitted for uninterrupted international flights of more than 5 hours with prior approval from the President & CEO.

- **Lodging:** Reimbursement is limited to single-occupancy, business-standard accommodations at a base rate of \$150 per night, unless attending a conference with a higher negotiated event rate.
- **Meals & Entertainment:** The policy establishes daily meal allowances and reimbursement guidelines for meals with and without clients. Client entertainment guidelines are included to ensure expenses remain reasonable and appropriate.
- **Out-of-Pocket Expenses:** Items like toiletries, entertainment (e.g., movies, spa services), and non-essential personal expenses are not reimbursable.
- **Tips & Gratuities:** Reasonable tips for bellmen, waitstaff, and rideshare services are reimbursable with guidelines provided in the policy.
- **Documentation & Reporting:** All travel-related expenses, including cash expenses, mileage, and corporate credit card charges, must be documented with itemized receipts. Reports must be submitted no later than the 15th of the month following the expense.

Benefits of the Policy Update:

1. **Financial Accountability:** Establishes clear documentation, review, and approval procedures for all expenses, ensuring stronger oversight of public funds.
2. **Consistency & Alignment:** Aligns Destination Panama City's internal controls with those of Visit Panama City Beach & Mexico Beach CDC, creating consistency in operational practices.
3. **Employee Guidance:** Provides employees with clear, easy-to-understand rules for corporate credit card use, reimbursement procedures, and travel expense documentation.
4. **Operational Efficiency:** Standardized submission timelines and reporting software reduce administrative burden and support timely reimbursements.

Recommendation:

Staff recommends that the Board approve the addition of the Expense Report Policy – Non-Travel and Travel Expense Policies & Reporting Procedures to Section 8 – Policy Statements of the Personnel Policy Manual. Adoption of this policy will enhance financial oversight, improve compliance, and provide clear guidance for employees on how to manage and report expenses.

If approved, the policy will be implemented immediately, and employees will be notified of the changes through an internal communication. Training sessions will be provided as needed to ensure full understanding and compliance with the new procedures.

Section 8 – Policy Statements

Destination Panama City Expense Report Policy – Non-Travel and Travel Expense Policies & Reporting Procedures

1. Non-Travel Expense Policy

Destination Panama City recognizes that employees may be required to expend funds on behalf of the organization to support its mission and operational goals. The following policies apply to non-travel-related expenditures. Separate guidelines for travel-related expenses are provided in a subsequent section of this policy.

1.1 Mileage Reimbursement and Cash Expenses

- **Submission & Reimbursement:** Employees must submit mileage reimbursement and cash expenses using the organization's approved expense report form.
- **Mileage Rate:** Mileage is reimbursed at the current IRS mileage rate. Any changes to this rate will be communicated to employees by the President & CEO (or their designee).
- **Mileage Calculation:** Reimbursement is only for official business purposes and not for regular commutes. Mileage is typically calculated from the office. However, travel from the employee's home is allowed under the following circumstances:
 - When travel from home to a location is more practical than traveling from the office. In such cases, reimbursement is limited to the lesser of the distance from home to the location or from

the office to the location.

- When the employee is asked to conduct official business on the way to or from work. Reimbursement is provided only for travel that exceeds the employee's normal commute.
- When the employee is required to work at an event outside their normal work location or schedule.
- **Documentation:** Each mileage entry must include a brief description of the purpose (e.g., "Bank deposit" or "Post office").
- **Cash Expenses:** Reimbursement of cash expenses requires receipts and the proper account number assigned to each expense.
- **Submission Deadline:** All mileage reimbursements and cash expenses must be submitted to the President & CEO (or their designee) on a monthly basis.

1.2 Corporate Credit Cards (Visa)

- **Usage:** Destination Panama City-issued corporate credit cards are to be used solely for business-related expenses.
- **Expense Reporting:** Expense reports for corporate cards are processed using the organization's expense reporting system. Each charge requires a receipt and must be assigned to the appropriate account.
- **Statement Period:** The dates of the expense report must align with the charges on the corresponding portion of the employee's credit card statement.
- **Receipts:** Receipts must be attached to the expense report. If a receipt is lost, a "Lost Receipt Affidavit" must be submitted with a detailed explanation of the expense.
- **Submission Deadline:** Expense reports must be submitted monthly to the President & CEO (or their designee) by the 6th of the following month.
- **Late Submission:** Failure to submit an expense report on time may result in the suspension or revocation of the corporate credit card until the required report, with accurate account numbers and receipts, is received.

2. Travel Expense Policy and Reporting Procedures

Destination Panama City will reimburse employees for reasonable and necessary expenses incurred while conducting official business on behalf of the organization. This includes costs related to transportation, lodging, meals, entertainment, and other incidental expenses. Employees are expected to use discretion and good judgment when incurring such expenses.

2.1 General Requirements

- Employees are required to conduct themselves in a professional manner during official business travel, reflecting positively on the organization, its Board of Directors, and the community.
- Inappropriate conduct during business travel may result in disciplinary action, up to and including termination.

2.2 Cash Expense Documentation

- **Submission Process:** Cash expenses must be submitted using the organization's expense reimbursement form by the 15th of the following month.
- **Receipts:** Reimbursement for cash expenses requires a description, receipt, or a "Lost Receipt Affidavit" along with the proper account number.

2.3 Travel Summary Report

- Employees must submit a report describing the business purpose of each out-of-town trip, along with the corresponding expense report.

2.4 Air Travel Policy

- **Class of Service:** All domestic travel must be booked at coach-class fares.
- **Exceptions:** Class upgrades using personal frequent flyer miles or upgrades provided by airlines are permitted.

- **Business-Class Travel:** Employees required to fly internationally on uninterrupted flights longer than 5 hours may receive approval from the President & CEO for a business-class ticket.

2.5 Entertainment Expense Documentation

- **Required Information:** For reimbursement of entertainment expenses, the following details must be provided:
 - Date of entertainment
 - Amount of each expense
 - Name, address, and type of entertainment location
 - Reason for the entertainment or the business benefit
 - Description of the business discussion or activity that occurred
 - List of attendees, including names, titles, and relationships to Destination Panama City. For large groups, a description of the group may be sufficient.
 - Detailed receipt showing what was purchased, including any applicable gratuities.

2.6 Approval Process

- **Supervisor Review:** Expense reports must be reviewed and approved according to Destination Panama City's approval guidelines.
- **Supervisor Responsibility:** Approval of an expense report confirms that the expenses are in compliance with this policy unless otherwise noted.

2.7 Reimbursements

- **Method of Payment:** Reimbursements for properly documented and approved expenses will be made via payroll.

2.8 Allowable Expenses

- **Entertainment with Clients/Customers:** Employees may be reimbursed for meals and entertainment involving clients or customers.
 - The general guideline is \$35 per person for breakfast, \$50 per person for lunch, and \$100 per person for dinner.
 - Expenses in high-cost areas (New York, D.C., Boston, etc.) may exceed these limits with proper documentation.
- **Personal Meals (No Clients/Customers):**
 - Employees are reimbursed for meals while traveling on official business at a daily allowance of \$100.
 - For events where meals are provided as part of the registration, employees are expected to utilize those meals.
- **Lodging:**
 - Lodging should be in business-appropriate hotels such as Marriott, Hilton, or Wyndham, at a base rate of \$150 per night, unless attending a conference with a higher negotiated rate.
- **Out-of-Pocket Expenditures:**
 - Items like toiletries, entertainment (movies, spas, personal activities), and personal convenience items are not reimbursable.

2.9 Tips & Gratuities

- **Bellman/Baggage Handlers:** \$1–\$2 per bag.
- **Meals:** Tip 15%–20%, unless gratuity is included.
- **Taxi, Uber, Rideshare:** Tip 10%–15% of the fare.
- **Housekeeping:** \$1–\$2 per night.

2.10 Airline Expenses

- **Airfare:** Employees should seek the most economical flights from the closest available airport.
- **Miscellaneous Fees:** Fees for baggage, Wi-Fi, or preferred seating are reimbursable with prior approval.

2.11 Rental Cars

- Rental cars should be secured at economical rates. Standard-sized vehicles are recommended, unless the trip demands larger vehicles.

2.12 International Travel

- **Business Class:** Employees on international flights over 5 hours may request an upgrade to business class with approval from the President & CEO.
- **Terrorist State Restrictions:** Travel to locations designated as “terrorist states” by the U.S. Department of State will not be reimbursed.
- **Per Diem:** Employees may follow the federal per diem rates for international travel as specified in the “Standardized Regulations (Government Civilians, Foreign Areas)” guide.

2.13 Miscellaneous Provisions

- **Laundry/Dry Cleaning:** Reimbursable only on trips longer than 3 days.
- **Telephone Calls:** Employees are encouraged to use company-provided cell phones.
- **Health Club Fees:** Reasonable fees for health club access are reimbursable.
- **Client Entertainment:** Client meals should not exceed \$35 for breakfast, \$50 for lunch, and \$100 for dinner per person, except in high-cost locations.

This policy provides employees with clear, transparent guidelines on expense reporting, credit card usage, and travel reimbursement. By aligning with industry standards and the practices of peer organizations like Visit Panama City Beach, Destination Panama City enhances operational efficiency, financial accountability, and employee compliance.

- Attached – Cash Expense Reimbursement Request Form
- Attached – Destination Panama City Lost Receipt Affidavit

Destination Panama City Lost Receipt Affidavit

Purpose:

This affidavit is used to document expenses for which the original receipt is lost, missing, or otherwise unattainable. This form serves as a formal statement of the details of the expenditure to ensure accurate reporting, accountability, and compliance with Destination Panama City's financial policies.

Employee Information

- **Employee Name:** _____
 - **Department:** _____
 - **Email Address:** _____
 - **Phone Number:** _____
-

Expense Information

- **Date of Expense:** _____
- **Vendor/Payee Name:** _____
- **Expense Category (select one):**
 - Meals
 - Lodging
 - Transportation
 - Supplies
 - Entertainment
 - Other (please specify): _____
- **Description of Expense:**

- **Reason for Missing Receipt:**
 - Receipt was lost
 - Vendor did not provide a receipt
 - Receipt was damaged/unreadable
 - Other (please specify): _____
 - **Account/Project Number (if applicable):** _____
 - **Amount of Expense (\$):** _____
-

Affirmation Statement

I, _____, certify that the information provided on this Lost Receipt Affidavit is true and accurate to the best of my knowledge. I acknowledge that providing false or misleading information may result in disciplinary action in accordance with Destination Panama City's Personnel Policy and financial guidelines. I also understand that repeated use of this form in place of proper receipt submission may result in the revocation of my ability to use a corporate credit card or seek reimbursement.

Employee Signature: _____
Date: _____

Manager/Supervisor Approval

- **Manager/Supervisor Name:** _____
- **Position Title:** _____
- **Date of Review:** _____
- **Decision:**
 - Approved
 - Denied

Comments (if any):

Manager/Supervisor Signature: _____
Date: _____

For Administrative Use Only

- **Received by (Accounting/Finance Representative):** _____
 - **Date of Receipt:** _____
 - **Processed by:** _____
 - **Date Processed:** _____
-

Instructions for Submission:

1. Complete all sections of the Lost Receipt Affidavit form.
2. Sign and date the affirmation statement.
3. Submit the form to your supervisor for review and approval.
4. Once approved, submit the form along with the monthly expense report.

By submitting this affidavit, employees recognize the importance of proper documentation for all expenditures and agree to adhere to Destination Panama City's purchasing and reimbursement policies.

If you have any questions about this process, please contact **Jennifer Vigil, President & CEO**.

DESTINATION PANAMA CITY EXPENSE REPORT

GENERAL INFORMATION

Purpose Budget overview preparation

Employee Signature: _____

Statement Number LastName-MMDDYY

EMPLOYEE INFORMATION

Name First Last
Department Marketing & sales

Position Title
Manager Jennifer Vigil

Date	Account #	Description	Mileage	Cash Receipts	Total
10/5/2023	Wide World Importers	Networking	111.00	\$25.00	\$136.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00
Total			\$74.37	\$25.00	\$136.00

APPROVED

NOTES

Subtotal	\$136.00
Advances	\$0.00
Total	\$136.00

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Board Composition discussion – no vote.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

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

The current board vacancy presents an ideal opportunity to review the overall composition of the Destination Panama City (DPC) Board. Unlike other destination marketing organization (DMO) boards in Florida, DPC’s board is notably weighted with elected officials, which limits the benefits of industry-specific insight and operational efficiency. This composition is unique but not optimal for leveraging the diverse perspectives and expertise that can enhance strategic decision-making.

Proposal:

CEO Vigil is proposing a reconfiguration of the DPC Board to better align with the structure recommended in Florida Statute 125.0104 regarding the composition of Tourist Development Council (TDC) boards. Additionally, the proposed model draws from best practices exemplified by the board structure of the Mexico Beach Community Development Council (CDC) and the Visit Panama City Beach Convention & Visitors Bureau.

Proposed Board Composition (7 Members Total):

- **2 City Commissioners** (City of Panama City representatives)
- **1 County Commissioner** (Bay County representative)
- **3 Tourism Partners** (representing lodging, attractions, restaurants, or other key tourism-related stakeholders)
- **1 Citizen at Large** (local community member with no direct tourism or government affiliation)

Rationale:

1. **Diversity of Perspective:** This new composition allows for a broader range of expertise, balancing elected oversight with critical input from industry partners and the community.
2. **Industry Expertise:** Including three tourism partners will provide essential insight into market trends, traveler behaviors, and best practices in destination marketing, supporting DPC’s mission to drive tourism and economic impact.
3. **Alignment with Industry Standards:** Aligning with the guidance of Florida Statute 125.0104 and the Mexico Beach CDC model ensures consistency with established standards for tourism development governance.
4. **Enhanced Efficiency and Effectiveness:** By integrating tourism industry professionals and a citizen at large, DPC can increase the board’s ability to be agile, strategic, and well-informed in its decision-

making processes.

5. **Increased Voice at the County Level:** Adding a County Commissioner to the board ensures DPC has a dedicated voice at the county level, fostering stronger collaboration, alignment, and advocacy with Bay County government.

Next Steps:

1. **Board Discussion:** Review and discuss the proposed composition structure, addressing questions or concerns.
2. **Amendment of Bylaws (if applicable):** Determine if the change requires bylaw amendments or other governing document adjustments.
3. **Recruitment of New Members:** Identify and recruit potential tourism partners and a citizen at large to fill these new roles.

Recommended Board Member Appointment and Terms

Appointment Process:

1. **Bay County Commissioner (1 seat):** The Bay County Commissioner serving on the Destination Panama City (DPC) Board will be appointed directly by the Bay County Commission.
2. **City Commissioners (2 Seats):** The two City Commissioners serving on the DPC Board will be recommended by the Panama City Commission.
3. **Tourism Industry Partners (3 Seats):** The three tourism industry partners, representing key tourism sectors such as lodging, attractions, dining, or related industry stakeholders, will be selected by a majority vote of the current DPC Board members.
4. **Citizen at Large (1 Seat):** The Citizen at Large will also be selected by a majority vote of the current DPC Board members.

Ratification of Board Roster:

- Once per year, the complete roster of DPC Board members will be submitted to the Bay County Commission for formal ratification. This ratification will occur at the same time that the DPC Budget and Program of Work are presented.

Terms of Service:

- **Elected Officials (City and County Commissioners):** The terms of service for the elected officials (two City Commissioners and one County Commissioner) will be concurrent with their elected terms of office.
- **Tourism Industry Partners (3 Seats):** Tourism industry partners will serve three-year terms. There is no limit on the number of consecutive reappointments an industry partner may serve, allowing the board to retain experienced members as needed.
- **Citizen at Large (1 Seat):** The Citizen at Large will also serve a three-year term, with no limit on consecutive reappointments.

Attendance Requirements:

- To maintain an engaged and active board, DPC Board Members will be required to attend all scheduled board meetings. Any board member who has more than **three (3) absences** from board meetings within a single fiscal year will be required to resign their position on the board.

This appointment process, term structure, and attendance policy ensure the DPC Board remains engaged, diverse, and aligned with its mission to support the tourism development and economic impact of Panama City.

Overall, this change will position Destination Panama City to be a more forward-thinking, strategic, and balanced organization, better equipped to support its mission and deliver sustainable tourism growth.

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

1. PRESENTER NAME: Jennifer M. Vigil President & CEO	2. MEETING DATE: 9/30/2024
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3. REQUESTED MOTION/ACTION:

 Board reconsider event assistance support for the Redfish Film Festival.

4. AGENDA PRESENTATION <input type="checkbox"/> PUBLIC HEARING <input type="checkbox"/> CONSENT <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/>	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes <input type="checkbox"/> No <input type="checkbox"/> IF No, STATE ACTION REQUIRED <input type="checkbox"/> N/A BUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT: DETAILED ANALYSIS ATTACHED?: Yes <input type="checkbox"/> No <input type="checkbox"/>
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6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

At the September 30, 2024, board meeting, Destination Panama City (DPC) approved a \$32,000 sponsorship for the 2025 Redfish Film Festival. A key condition of this sponsorship, as outlined in the draft Memorandum of Understanding (MOU), was that DPC be recognized as the "Presenting Sponsor" for the event. Since that time, the Redfish Film Festival's event coordinator has approached Coca-Cola as a potential sponsor. Coca-Cola has agreed to contribute \$20,000 to the festival and, as part of that arrangement, has been designated as the "Presenting Sponsor." As a result, the event coordinator has declined to sign the MOU with DPC in its current form, which requires DPC to be listed as the presenting sponsor. Despite this shift, the event coordinator is still requesting the full \$32,000 sponsorship from DPC. The event coordinator has cited Coca-Cola's brand value and strategic benefits as justification for prioritizing Coca-Cola's presenting sponsorship status over DPC's. The full letter from the event organizer is attached for review.

Staff Analysis:

- 1. Impact on Destination Panama City's Visibility:**
 - The presenting sponsorship status ensures top-tier visibility and brand alignment with a growing regional event. This status was a primary justification for the \$32,000 sponsorship commitment.
 - Shifting presenting sponsorship to Coca-Cola diminishes DPC's visibility and overall value of its sponsorship.
- 2. Financial Considerations:**
 - The original support amount for this event was budgeted at \$15,000. The increase to \$32,000 was largely predicated on DPC receiving recognition as the presenting sponsor.
 - Coca-Cola's contribution of \$20,000 is lower than DPC's approved sponsorship amount, which further calls into question the equitable value of the exchange.
- 3. Strategic Alignment:**
 - DPC has previously communicated to the event organizers the expectation of reducing support over time as the event establishes sustainable, long-term revenue sources.
 - While DPC supports the goal of diversifying sponsorships, it is essential to ensure that DPC's financial support is aligned with the visibility, branding, and promotional benefits it receives in return.



November 27, 2024

Dear Destination Panama City Board,

I am writing to seek your guidance regarding your sponsorship commitment for our 2025 film fest.

At your September 30, 2024 meeting, you committed another \$32,000 to sponsor the fest, like you did last year. We deeply appreciate your support of Redfish Film Fest since our beginning last year. Without your faith in us and generous sponsorship, we could not have achieved what we did in our first year. You were our earliest sponsor and one of our greatest champions.

A requirement of this year's memorandum of understanding (MOU) was that Destination Panama City be named as presenting sponsor. This is a completely reasonable request. Under normal circumstances, we would accept this without question and be proud to have you as our presenting.

However, that request was not part of last year's MOU, so we did not anticipate it for this year. While we were waiting for your consideration of our grant request, we approached Coca-Cola about being presenting sponsor and they agreed. They are contributing \$20,000 for this.

It is logical and appropriate for Destination Panama City to ask to be presenting sponsor since you all committed more money than Coke. That said, we are trying to position Redfish as a major festival in the Southeast U.S. and across the country. To do that, we need long-term corporate sponsors and the credibility that brands like Coke can bring outside our area.

In addition, you made it clear at the September 30 meeting that 2025 was likely the last year you would be able to sponsor us at that level. We expected this, as you communicated to us early on that we should plan our event to not need as much money from DPC long term. We should diversify our sponsors and ensure that DPC funds were a minority of our budget to set us up for long term sustainability. DPC funds were best used as "starter" money to get us off the ground, establish ourselves, and build a track record we could use to attract other sponsors so DPC could allocate funds to other new events to help them start as well.

We have done our best to honor that, which is why we approached Coke. We cannot guarantee they will be our presenting sponsor over the long haul, but we will try our hardest to see that they (or a similar brand) are and that their sponsorship grows year over year. Having Coke as our presenting sponsor should also open doors to other major brands.

Strategically, it makes the most sense for us to have Coke as our presenting sponsor, even at a lower funding level than DPC, at least for now. Given that DPC would likely not be able to be presenting sponsor after 2025, it would hurt us to defer on the Coke sponsorship and possibly lose it.

We also understand you are considering lowering your 2025 commitment to \$15,000. Again, this is reasonable and still a considerable contribution. As we think long term strategy, we believe it is better for us to take any lesser sponsorship you can provide this year and start our relationship with Coke to build as a significant regional and national festival.

Whatever you decide to commit, we will make best use of and celebrate DPC as much as possible. We are so proud that one of our most important, defining organizations is such a great believer in and supporter of Redfish. We feel the full weight of your trust and will honor it.

Thank you so much for considering us and for your continued support of our town's arts and culture.

With gratitude,



Kevin Elliott, Co-founder, Director
Redfish Film Fest
kevin@redfishfilmfest.com
(850) 819-4463

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

12/16/2024

3. REQUESTED MOTION/ACTION:

Motion to ratify the FY25 Advertising & Marketing Services Agreement with Aqua Marketing & Communications, Inc. 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: THE CONTRACT ENSURES THAT TOTAL EXPENDITURES REMAIN WITHIN THE BUDGET APPROPRIATED BY THE BOARD OF COUNTY COMMISSIONERS FOR FY25.

DETAILED ANALYSIS ATTACHED?: Yes No

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

On September 30, 2024, the Destination Panama City Board of Directors authorized CEO Jennifer Vigil to negotiate and execute a contract with Aqua Marketing & Communications, Inc. as the advertising agency of record for Destination Panama City for Fiscal Year 2025 (FY25). The Board requested that the finalized contract be brought back for ratification.

Summary of Agreement: The agreement between Destination Panama City and Aqua Marketing & Communications, Inc. outlines the scope of services, billing policies, compensation structure, and compliance obligations. Key elements of the agreement include:

1. **Term:** The agreement is effective from October 7, 2024, for a period of twelve months, with an option for renewal upon mutual agreement of the parties.
2. **Scope of Services:**
 - o **Account & Project Management:** Day-to-day oversight, project schedules, budget reconciliations, and coordination with other partner agencies.
 - o **Media Planning & Buying:** Media strategy, market analysis, buying, reconciliation, and monthly reporting.
 - o **Creative Concepting & Design:** Development of creative concepts, design of marketing materials, and support for campaign execution.
 - o **Media Placement:** Placement of media for broadcast, radio, print, digital, social, and out-of-home advertising.
 - o **Asset Acquisition:** Coordination of photo and video production as needed.
3. **Compensation Structure:**
 - o Account & Project Management: \$50,000 cap (Option for hourly rate of \$150/hour or a monthly retainer of \$4,166.66).
 - o Media Placement: Cap of \$350,000, with a 15% media commission for placements after November 1, 2024.
 - o Creative Concepting & Design: \$60,000 cap (Option for hourly rate of \$150/hour or a monthly retainer of \$5,000).
 - o Creative Asset Acquisition: \$50,000 cap for photography and videography.
4. **Compliance and Transparency:**
 - o The agency agrees to provide transparency in media buying rates, ensuring any rebates,

discounts, or financial benefits are passed directly to Destination Panama City.

- The Client retains the right to audit media placement invoices, contracts, and agreements.
- The agency agrees to adhere to public records requirements under Florida Statutes.

5. **Termination Rights:** The agreement allows for termination with or without cause, subject to specific notice requirements.

Recommendation: Management recommends the Board of Directors ratify the FY25 Advertising & Marketing Services Agreement with Aqua Marketing & Communications, Inc. as executed by CEO Jennifer Vigil. This ratification will formalize the board's prior authorization and enable Destination Panama City to continue its marketing, media, and advertising initiatives for the fiscal year.

- Attachment - FY25 Advertising & Marketing Services Agreement (Signed on October 7, 2024)

FY 25 ADVERTISING AGREEMENT

Aqua Marketing & Communications, Inc.

agrees to serve

**Panama City Community Development Council, Inc.,
Db a Destination Panama City**
a Florida public agency and corporation not-for-profit
(hereinafter called "Client")

as advertising agency of record in accordance
with and subject to the terms and conditions set forth below.

General Provisions

- 1. Agency-Client Relations.** Agency agrees to render to Client those services as agreed upon in written task orders executed by the parties as described herein. Agency is authorized to act as Client's agent in purchasing the media, materials and services required to produce and/or execute advertising, production, marketing communications, digital media or event management on Client's behalf, subject always to the terms and conditions herein. Agency will act as Client's agent with Client as the disclosed principal in entering into contracts with media or other marketing vendors, and a copy of this paragraph may be presented to media and/or other third parties as evidence of Agency's authority to act in such capacity for such purpose.
- 2. Advertising and Marketing Charges; Billing Policies.** Compensation to Agency and any reimbursement of Agency expenses shall be governed by **Exhibit 1**, attached and incorporated herein, except in instances when a task order expressly identifies deviations from the standard rules provided by **Exhibit 1** and provides substituted rules related to compensation, which shall only be applicable to that task order.

Agency does not finance Client's media advertising or other marketing unless as part of a Project as defined below. Charges for advertising placed or other marketing arranged by Agency on behalf of Client (other than as part of a Project) will be verified by Agency and billed to and paid by Client directly to the media or other marketing vendor in accordance with the negotiated (lowest available to Agency) **net rate** of the media or other vendor (after deduction of any applicable commission, discount, rebate or the like). Agency shall instruct all media and other vendors to bill Client directly and Client shall remit payments in accord with the payment terms established by the media or other vendor. Client agrees to assume full financial liability for authorized insertions for advertising space and/or time placed on its behalf by Agency. Authorized insertions are those insertions specified in a media plan approved by Client or otherwise approved in writing by Client.

Agency may require partial payment in advance equal to one-half (1/2) total cost for all production, marketing communications, digital media or event management projects (herein a "Project") in excess of \$5,000 based upon a Client-approved "not-to-exceed" cost estimate. When a Project is completed, final billing will be rendered detailing all actual costs and expenses and, if applicable, reflecting the initial partial payment. Client agrees to pay Agency for each Project the lesser of the actual cost or the maximum agreed Project cost.

Agency shall invoice Client monthly and Client must pay all fees and reimbursement of expenses under this agreement within 30 days of receipt of an invoice. Sales taxes for which Client is jointly responsible with Agency will be charged on all invoices unless Client files a tax-exempt certificate with Agency.

Reimbursements of any travel, lodging, and food expenses that may be provided for under this Agreement are subject to Florida Statute 112.061, with Agency and its employees being subject to the rules applicable to “authorized travelers.”

Agency may contract with media on the basis of “sequential liability” if each contract is approved in writing by Client. Client will remain solely liable for sums owing for space or time and if Client does not use all of the space or facilities for which Client originally authorized Agency to contract by written approval of a media estimate, and if a higher “short rate” results, Client will be responsible for the additional amount due by reason of the rate differential.

3. Examination of Records. Pursuant to Florida Statute 119.0701, Agency shall comply with public records laws and, more specifically, shall:

- a. Keep and maintain public records required by the public agency to perform the service.
- b. Upon request from the public agency’s custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
- c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the public agency.
- d. Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of the contractor or keep and maintain public records required by the public agency to perform the service. If the contractor transfers all public records to the public agency upon completion of the contract, the contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the contractor keeps and maintains public records upon completion of the contract, the contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency’s custodian of public records, in a format that is compatible with the information technology systems of the public agency.

IF AGENCY HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO AGENCY’S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (850) 832-5262, jennifer@destinationpanamacity.com, or 101 West Beach Drive, Panama City, FL 32401

4. Talent Union Codes. Client will defend, indemnify and hold harmless Agency against any loss Agency may sustain resulting from any claim, suit or proceeding against Agency for use of any Agency-produced commercials made or brought by talent provided to Agency by Client when such claim, suit or proceeding arises out of Client’s obligations under the applicable union codes or contracts relating to the production of commercials. Agency will defend, indemnify and hold harmless Client against any loss Client may sustain resulting from any claim, suit or proceeding made or brought against Client as a result of Agency’s work on behalf of Client in the production of commercials when such claim, suit or proceeding arises out of Agency’s obligations under the applicable union codes or

contracts relating to the production of commercials. Client's duty to indemnify Agency, and Agency's duty to indemnify Client, attach to all commercials made pursuant to this agreement and shall survive the termination of this agreement for a period of five (5) years.

5. Liability and Insurance Matters. Agency agrees to exercise all reasonable precautions in the examination of all material prepared or used by Agency on Client's behalf to avoid any actions, suits or other proceedings against either Agency, Client, or both. To the extent not covered in full by the "Advertising Agency Special Perils Policy" described below, Client will defend, indemnify and hold Agency harmless with respect to any claims, demands or actions described by this paragraph arising out of product representations or other materials supplied by Client to Agency for inclusion in Client's advertising, publicity or promotion of any kind. Agency shall carry an "Advertising Agency Special Perils Policy" in a form and with companies satisfactory to Client, written on an occurrence basis with limits not less than **\$1,000,000** per occurrence and in the aggregate, and shall name Client as an additional insured party. Such policy shall be with respect to Agency's advertising, publicity or promotion of any kind of Client's products or services or Agency's services rendered or that should have been rendered by Agency in the development, placement or exhibition of advertising from claims, demands and actions pertaining to the following, except to the extent such claims arise from information or materials provided by or through Client:

- (a) any form of defamation or other tort related to disparagement or harm to the character, reputation or feelings of any person or organization, including libel, slander, product disparagement, trade libel, infliction of emotional distress, outrage or outrageous conduct;
- (b) any form of invasion, infringement or interference with rights of privacy or publicity, including false light, public disclosure of private facts, intrusion and commercial appropriation of name or likeness;
- (c) false arrest, detention or imprisonment or malicious prosecution, wrongful entry or eviction, trespass, eavesdropping or other invasion of the right of private occupancy;
- (d) infringement of title, slogan, trademark, trade name, trade dress, service mark or service name;
- (e) infringement of copyright, plagiarism, piracy or misappropriation of ideas under implied contract;
- (f) unfair competition, dilution, deceptive trade practices, civil actions for consumer fraud, false advertising or misrepresentation in advertising, and claims under Section 43(a) of the federal trademark statute or similar state statutes.

This policy protects Client up to the amount of the limit of such policy if Agency and does not substitute for, limit, or reduce any obligation otherwise provided herein for Agency to indemnify Client.

Upon assertion of a claim or commencement of a suit or proceeding by a third party that may give rise to liability of an indemnifying party under this agreement, the indemnified party shall promptly notify the indemnifying party of the existence of such a claim and shall give the indemnifying party reasonable opportunity to settle the claim with its own counsel at its own expense. The indemnified party shall at all times have the right to participate in such defense at its own expense and shall not be obligated to participate in any settlement which it reasonably believes would have an adverse effect on its business. The parties agree to assist each other as may reasonably be requested in order to ensure a proper

and adequate defense. An indemnified party shall not settle any claim without the prior written consent of the indemnifying party. Client's duty to indemnify Agency, and Agency's duty to indemnify Client, shall survive the termination of this agreement for a period of five (5) years.

6. **Term and Termination.** The term of this agreement is for nine months beginning on October 7, 2024 (the "Effective Date"), unless sooner terminated as provided herein. Thereafter, this agreement may be renewed from year to year upon on the mutual agreement of the parties. Such renewal must be in writing, executed by both parties, and shall be on the same terms stated herein except as specified by the written renewal. A renewal shall not be binding on Client unless executed by Client's President.

This agreement may be terminated for convenience, without cause, by either party by giving ninety (90) days advance notice in writing. The parties' respective rights, duties and responsibilities shall continue during such notice or "wind-down" period. Agency shall be entitled to any retainer fee to the end of the notification period and Client shall have the option, in its sole discretion, to pay such fee in full in advance and discharge Agency immediately.

Client may terminate this agreement for cause by written notice to Agency effective immediately. Cause shall include by way of example and not limitation, solicitation or acceptance of a competing client as described below, commission of a criminal act or an act evidencing moral turpitude, dishonest or deceptive dealing, incompetence, repeated lack of service, or any other material breach of this Agreement. Any wrongful termination for cause shall be conclusively deemed a termination for convenience.

Client may terminate this agreement on or about September 30 of any year in which the Board of County Commissioners of Bay County, Florida, fails to appropriate advertising and marketing funds to the Client for the next fiscal year in an amount materially equal to the amount appropriated for the then current fiscal year.

Furthermore, Client may terminate this contract if Agency is found to have submitted a false certification related to Florida Statute 287.15; has been placed on the Scrutinized Companies that Boycott Israel List, or is engaged in a boycott of Israel; has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List; or has been engaged in business operations in Cuba or Syria.

As used throughout this agreement, termination shall mean termination by lapse of time or otherwise.

- (a) **Limitation of Pending Projects and Non-Cancelable Contracts.** Upon termination for convenience and during the wind-down period, Client may, in its sole discretion, require Agency to limit, reduce or cease work on any pending Project. In such case, Client shall be responsible for all ordinary Project costs incurred and hourly fees earned by agency through the date notice of limitation, reduction or cessation was given, provided Agency, at Client's request, uses its best efforts to cause any third-party contract or benefit associated with the Project to be assigned or set over to Client. In addition, Client shall be responsible for all Project costs unavoidably incurred by Agency with a third party after notice of limitation, reduction or cessation was given, so long as Agency, at Client's request, uses its best efforts to cause such third-party contract or benefit to be assigned or set over to Client. However, Client shall not be responsible for any lost profit or benefit of the bargain claimed by Agency.

- (b) **Transfer of Property and Materials.** Upon termination, Agency shall transfer, assign and make available to Client or its representative, all property and materials in Agency's possession or control belonging to Client, including any copy, artwork, plates, licenses, digital files or other physical embodiment of creative work relating to any such property, all material which may be in Client's possession at termination of this agreement, all advertising, merchandising, package, plan or idea prepared by Agency and submitted to Client (whether submitted separately or as part of other material) which Client has elected to utilize or not to utilize, any unfinished Project or materials, and any passwords or permissions needed to access and use any such licenses or digital files; provided however, that Client grants Agency the right to use final Projects and material previously approved for publication by Client solely for purposes of marketing or promoting Agency and its services.
7. **Responsibility for Third Parties.** Agency shall take reasonable precautions to safeguard Client's tangible or intangible property entrusted to Agency's custody, control or use. Agency will guard against any loss to Client through failure of media or suppliers to properly execute their commitments related to this Agreement.
8. **Confidential Information.** Agency and Client agree to keep in confidence and not to disclose or use for its own benefit or the benefit of any third party (except as may be required for the performance of services under this agreement or as may be required by law), any information, documents or materials which are identified by a party, at the time that they are made available, to be proprietary or confidential and are marked as such, provided however that such obligation shall not extend to any information, documents or materials that become publicly available without breach of this provision. These obligations shall survive the termination of this agreement for a period of three (3) years.
9. **Miscellaneous.** The above provisions, the attached **Exhibit 1**, and any task order agreed upon by the parties in writing with the same formality required for an amendment to this Agreement constitute the entire agreement of the parties concerning the relations and agreements of Agency and Client. It is agreed that neither party shall have the right to, orally or in writing, modify the above terms unless the modifications, changes or additions have been executed as an amendment to this agreement by the properly authorized officers of each party in the same manner as the above provisions are being agreed. No waiver of any provision, or delay or failure to exercise any remedy, shall be deemed a subsequent waiver or modification of the same or any other provision. The prevailing party in any suit brought to enforce this agreement shall be entitled to a reasonable attorney's fee, including appeal, and any litigation to determine the amount of fees or costs owed to a prevailing party. This agreement shall be governed by and construed in accordance with the laws of the State of Florida, and exclusive venue and jurisdiction to hear any dispute shall lie in a court of appropriate jurisdiction located in Bay County, Florida. This agreement may not be assigned or transferred in whole or in part by either party without the other party's prior written consent. Client's obligation to defend, indemnify and hold harmless Agency is subject to the limits contained in Section 768.28 Florida Statutes (waiver of sovereign immunity). This agreement is solely for the benefit of the parties, and nothing herein shall be deemed to create any third-party beneficiary right in any other person. All notices and approvals required or permitted hereunder must be in writing; an email from one party which is received by the other at its customary email address shall qualify as a written notice or approval.
10. **Ownership of Materials.** All materials created and/or produced by Agency for Client shall become the property of Client upon receipt by Agency of payment in full for all services rendered by Agency pursuant to this Agreement through the creation or development of such materials.

Agency acknowledges that Client is the sole and exclusive owner of Client's protectable intellectual property, including without limitation, trademarks, service marks, trade names and logos (collectively, the "Client Marks"). Agency agrees that it will not make any use of the Marks without Client's prior written consent. Agency further agrees and acknowledges that it shall not acquire any interest in the Marks or the goodwill associated with the Marks by virtue of this Agreement or Agency's use of the Marks. Client hereby reserves all such rights not specifically granted hereunder.

Client acknowledges that Agency is the sole and exclusive owner of Agency's protectable intellectual property, including without limitation, trademarks, service marks, trade names and logos (collectively, the "Agency Marks"). Client agrees that it will not make any use of the Marks without Agency's prior written consent. Client further agrees and acknowledges that it shall not acquire any interest in the Marks or the goodwill associated with the Marks by virtue of this Agreement or Client's use of the Marks. Agency hereby reserves all such rights not specifically granted hereunder.

11. **Conflict of Interest:** During the term of this Agreement, Agency shall not represent any destination marketing organization or tourism related business located in a competitive beachfront community or in the greater Panama City area. Agency shall be entitled to request at any time Client's determination of whether soliciting or accepting a particular client will violate this covenant. Client shall respond in writing within five (5) business days after receipt of a written request for determination.

The agency also agrees to disclose any relationships, financial interests, or potential conflicts of interest with media vendors prior to engaging in media buying activities on behalf of the Client.

12. **Appropriations.** Client, during any fiscal year, shall not expend money, incur any liability, or enter into any contract which, by its terms involves the expenditure of money in excess of the amounts appropriated to Client by the Board of County Commissioners of Bay County, Florida, and budgeted as available for expenditure during such fiscal year for the purposes contained in this agreement. Any contract, verbal or written, made in violation of this subsection is null and void, and no money may be paid on such contract.
13. **Audit Rights.** The Client retains the right to audit media placement invoices, contracts, and agreements at any time to ensure compliance with this contract. The agency agrees to provide full access to such records as requested.

[Signatures on following page.]

The above provisions are accepted by:

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

By: 
Jennifer Vigil, CEO

Title: President & CEO

Date: 10/7/2024

Aqua Marketing & Communications, Inc.

By: 
(Authorized Signature)

Title: Larry Aldrich
(Type or Print Name)

Date: October 7, 2024

EXHIBIT 1

SCOPE OF SERVICES

A. SERVICES

Account & Project Manage Services – Billable to Account 53401:

- Organizes and manages day-to-day activities (including project schedules, status reporting, meeting agendas, and conference reports, etc.).
- Develops estimates and manages budget, providing Client with ongoing budget reconciliations.
- Coordinates efforts between Client, agency teams (Aqua) and annual media vendors based on approved media buys/placements.
- Collaborates with partner agencies, such as PR (currently LRC), Website (Gorgeous Marketing), Photography & Videography, and others (ex. Strategic research).
- Prepares Monthly Status Reports and Strategic point-of-views and presents to stakeholders as needed.

Strategy Brand Planning & Business Intelligence – Billable to Account 53401:

- Provides strategic direction to guide annual marketing planning
- Provides data analytics consulting, methodology, and design to inform annual planning
- Partners with Media to provide high level monthly digital reporting and optimization recommendations based on media reporting.

Media Planning – Billable to Account 53401:

- Provides media leadership, strategy, and direction
- Executes media planning, placement and buying annually in support of brand annual planning as directed by Client in accordance with annual budget.
- Develops media approach and plan for Media, to include:
 - Target analysis that aligns with research studies
 - Establish media strategy, objectives, and tactics
 - Develop overall media strategic framework for the annual plan
 - Provide market analysis and recommendations

- Prove media planning and investment across all channels: broadcast, radio, print, digital, mobile, social, and out of home
- Provide digital reporting and optimization recommendations monthly.
- Provide evaluations of media opportunities as needed and that arise throughout the year for opportunistic buys.
- Management of media plan and budget management, including actualizing plans, billing reconciliation, makegoods, etc.
- Manage and coordinate creative asset size details, file specifications, media partner contacts, and due dates with production and strategic engagement teams.

Creative Concepting & Design – Billable to Account 54801:

- Provides creative leadership, strategy, and direction
- Develops creative concepts for annual marketing campaigns up to 3 creative ideations/territories based on approved strategy.
- Partners with DPC team on media approach and tactics to support the delivery of the creative platform annually.

Creative Asset Acquisition – Billable to Account 54803:

- Photography and Videography, to include all aspects of photo or video shoot.

Media Buying – Billable to Account 54800:

- Negotiate and buy placement for all media authorized by Client.
- Authorization: All media spend will be approved through an authorization document provided to Destination Panama City by the Agency for signature and will include: channel, inventory, net cost, estimated fee, flight details, and specifics related to campaign.
- The agency agrees to provide full transparency of all media buying rates and terms. Any rebates, discounts, or financial benefits provided by media outlets as a result of media placements shall be passed directly to the Client and not retained by the agency.

Billable limits for FY25:

- **Account 53401 will not exceed \$50,000**
- **Account 54800 will not exceed \$350,000***

- **Account 54801 will not exceed \$60,000**
- **Account 54803 will not exceed \$50,000**
- **Any third party or OOP costs, as required, will be estimated by the Agency, and approved by Destination Panama City.**

* Due to timing constraints for media buys for FY25, much of this media has already been placed by the Client and communicated to the Agency.

Compensation and Transparency:

- The agency shall be compensated solely by the Client through the agreed-upon fees and/or commissions as identified below. No additional compensation, fees, or incentives may be accepted from any third-party media outlet or vendor.

Account Management Compensation Alternatives (includes all 53401 services):

- Option One: Per Hourly Rate.** The agency agrees to a per hour rate of **\$150 per hour**. Detailed billable hour invoices required. Agency will be responsible to ensure that the total invoices related to services included in 53401 will not exceed \$50,000 in FY25.
- Option Two: Monthly Retainer Fee.** The agency agrees to a monthly retainer fee of **\$4,166.66 per month** for all services included in 53401. Agency will be responsible to ensure that the total invoices related to services included in 53401 will not exceed \$50,000 in FY25.

Creative Concepting & Design Compensation Alternatives (includes all 54801 services):

- Option One: Per Hourly Rate.** The agency agrees to a per hour rate of **\$150 per hour**. Detailed billable hour invoices required. Agency will be responsible to ensure that the total invoices related to services included in 54801 will not exceed \$60,000 in FY25.
- Option Two: Monthly Retainer Fee.** The agency agrees to a monthly retainer fee of **\$5,000.00 per month** for all services included in 54801. Agency will be responsible to ensure that the total invoices related to services included in 54801 will not exceed \$60,000 in FY25.

Media Commission Compensation Alternatives (includes all 54802 services):

X

Option One: For any media placed by the after November 1, 2024, the agency media commission rate will be 15%.