



DESTINATION PANAMA CITY
REGULAR MEETING

Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401
7/15/2025 – 2:00 PM

- 1) Roll Call
- 2) Approval of Minutes – May29, 2025 Regular Meeting
- 3) Financial Status Report – Period Ending June 30, 2025
- 4) Tourist Development Tax Collections
- 5) Program of Work
- 6) FY26 Proposed Budget
- 7) DPC Board Appointment – Large Collector
- 8) Visitor Center Improvement – Artificial Turf
- 9) CEO Updates
- 10) Public Participation
- 11) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

07/15/2025

3. REQUESTED MOTION/ACTION:

Board accept the Board Meeting Minutes of 05/29/2025 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 05/29/2025 have been prepared for review and acceptance.



DESTINATION PANAMA CITY
REGULAR MEETING MINUTES

Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401
5/29/2025 – 9:00 AM

- 1) Roll Call – Chairman Nirav Banker, Vice Chairman Brian Grainger, Secretary / Treasurer Joshua Street, Board Member Janice Lucas, Board Member Allan Branch, Board Member Robbie Hughes were all present.
- 2) CEO Vigil asked to add an agenda item for the Event Assistance Application for Panama City Songwriters Festival.
 - a) Vice Chairman Grainger motioned to approve the addition; seconded by Secretary / Treasurer Street. The motion passed unanimously.
- 3) Approval of Minutes – March 18, 2025 Regular Meeting
 - a) Motion to approve March 18, 2025 Regular Meeting Minutes as presented by Chairman Banker, seconded by Vice Chairman Grainger. The motion passes unanimously.
- 4) Financial Status Report – Period Ending April 30, 2025
 - a) Suzanne Kennon provided a brief overview of the financial statements for period ending April 30, 2025.
 - b) Motion to approve the Financial Status Report – Period Ending April 30, 2025 as presented by Chairman Banker, seconded by Vice Chairman Grainger. The motion passed unanimously.
- 5) Drews Hall (formerly St. Andrews School) Funding Discussion
 - a) There was a lengthy discussion regarding the history of the school, the current condition, and the circumstances under which Destination Panama City became the custodian of the school. CEO Vigil stated that she prepared a basic draft of a collaborative funding agreement with the basic details outlined in the agenda item background summary.
 - b) Brad Stephens, 1708 Palmetto Avenue, spoke in support of the Drews Hall project.

- c) After much discussion, Secretary /Treasurer Street motioned to authorize Chairman Banker to execute the mutual funding proposal once prepared and have staff present to the Bay County Tourist Development Council for consideration citing that DPC is at a critical point and cannot continue the maintenance on a building that doesn't generate revenue. The motion was seconded by Vice Chairman Grainger. The motion passed unanimously.
- 6) Destination Panama City Board Composition
 - a) CEO Vigil provided background for the board and the potential recommendations and paths forward.
 - b) After some discussion by the board members, Attorney Mike Burke offered to provide a legal interpretation of the current by-laws. He then stated in his legal opinion that the phrase "owner or GM of a large, more than 100 room collector" would also include the representative of the owner or the GM as many larger hotels are owned by corporations and not just individuals. CEO Vigil stated that since the former large collector seat was from Hotel Indigo, she would reach out to St. Joe and ask them to appoint a replacement for Jean Capps, who was promoted to the Camp Creek property.
 - c) No motion required.
- 7) Event Assistance Application – Panama City Songwriters Festival
 - a) Will Thompson, the founder of Bay Youth Music Association, spoke about the festival – adding an additional day, the diversified sponsor base, and the continued growth.
 - b) CEO Vigil confirmed that Will Thompson received his DPC Academy certificate for Event Planning and while she supported the increased financial request it would be difficult to accommodate in FY26. She suggested the Board approve \$10,000 from the FY25 budget and \$15,000 from the FY26 budget.
 - c) Secretary / Treasurer Street motioned to approve CEO Vigil's recommendation of the split year funding; seconded by Board Member Lucas. The motion passed unanimously.
- 8) Aqua Marketing Presentation

- a) Aqua team members Travis McClure and Chip Futch presented a recap of the marketing campaign KPIs and Chip presented the data dashboard information that showed target markets, spend by markets, and other pertinent data that helps the DPC team make the difficult decisions of where to allocate the funds available for marketing.
- 9) CEO Updates – CEO Vigil provided updates on convention center feasibility study, tourism appreciation day, the Flagler submissions, the FY26 Budget, and the Governor Stone lease update.
- 10) Public Participation – there was no public participation
- 11) The meeting was adjourned at 11:03am

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

7/15/2025

3. REQUESTED MOTION/ACTION:

Board accept the financial status reports as presented for period ending June 30, 2025.

4. AGENDA

PRESENTATION ☐
PUBLIC HEARING ☐
CONSENT ☐
REGULAR ☒

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

BUDGET ACTION:

FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

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

Attached is the June 2025 Financial Package for Board review and approval.

Management Report

Destination Panama City

For the period ended June 30, 2025



Prepared on

July 9, 2025

Statement of Net Position

As of June 30, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
10001 Checking - Bankcorp South	568,874.20
10003 Checking - First Federal	10,401.69
Total Bank Accounts	579,275.89
Accounts Receivable	
11500 Accounts Receivable (A/R)	570,963.08
Total Accounts Receivable	570,963.08
Other Current Assets	
15510 Prepaid Insurance	1,650.52
15520 Deposits	700.47
Total Other Current Assets	2,350.99
Total Current Assets	1,152,589.96
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
16710 Construction in Progress	122,655.00
Total Fixed Assets	1,393,159.03
TOTAL ASSETS	\$2,545,748.99

LIABILITIES AND EQUITY

Liabilities	
Current Liabilities	
Accounts Payable	
20200 Accounts Payable (A/P)	5,699.50
Total Accounts Payable	5,699.50
Credit Cards	
22010 Credit Card Payable - First Fed	23,312.61
Total Credit Cards	23,312.61
Other Current Liabilities	
20400 Advance Deposits	100,000.00
21600 Compensated Absences	47,413.86
Payroll Liabilities	0.00
21821 Health Insurance	-1,018.17
21822 Dental Insurance	-121.48
21824 Life Insurance	-46.35
21825 Vision Insurance	-25.70

	Total
Total Payroll Liabilities	-1,211.70
Total Other Current Liabilities	146,202.16
Total Current Liabilities	175,214.27
Total Liabilities	175,214.27
Equity	
27100 Fund Balance - Unrestricted	960,529.36
27200 Net Investment in Capital Assets	1,393,159.00
Retained Earnings	0.00
Net Revenue	16,846.36
Total Equity	2,370,534.72
TOTAL LIABILITIES AND EQUITY	\$2,545,748.99

Statement of Revenues, Expenses and Change in Net Position

June 2025

		Total
	Jun 2025	Oct 2024 - Jun 2025 (YTD)
REVENUE		
31000 Bay County TDC Contract	207,733.63	1,892,999.09
34132 Co-Op Advertising Revenue		7,100.00
35000 Event Income		1,590.72
35915 Event Booth Rental	1,246.00	8,433.40
36200 Facility Rent Income	60.00	5,351.73
366140 Pvt Contribs & Donations	85.32	513.50
38000 Interest Income	471.63	4,826.55
39000 Misc Revenue		1,133.28
Total Revenue	209,596.58	1,921,948.27
GROSS PROFIT		
	209,596.58	1,921,948.27
EXPENDITURES		
51200 Regular Salaries	30,160.89	278,350.16
52100 FICA	2,290.67	21,018.58
52200 Retirement Contributions	2,485.32	20,109.84
52207 Health Insurance	2,630.36	29,820.86
52208 Dental Insurance	167.84	1,561.34
52300 Life Insurance	51.50	468.65
52400 Workers Comp		719.34
52500 Unemployment Insurance	0.00	36.13
53100 Professional Services	1,397.75	5,249.25
53200 Accounting & Auditing	-945.00	25,690.75
53400 Other Contractual	-2,247.67	17,828.02
53401 Marketing Contractual Services	17,553.57	177,707.64
54000 Travel per Diem Staff	2,405.47	25,597.69
54001 Travel Per Diem Non-Staff	1,266.19	1,417.10
54100 Communications	695.59	8,411.37
54200 Postage & Freight	1,781.48	12,421.77
54300 Utility	3,828.00	35,863.24
54400 Rentals & Leases	2,458.07	5,435.16
54500 Insurance	1,187.06	12,097.24
54600 Repair & Maintenance	3,295.65	17,128.10
54700 Printing & Binding	39.62	5,457.09
54800 Promotional Activities	123,696.53	701,345.98
54801 Creative Services	5,000.00	42,800.00
54802 Media Commissions	3,032.46	3,032.46
54803 Photography/Videography		19,488.00
54900 Other Current Charges	482.83	5,063.56
55100 Office Supplies	76.31	230.56

		Total
	Jun 2025	Oct 2024 - Jun 2025 (YTD)
55200 Operating Supplies	988.94	3,867.61
55400 Books, Pubs, Memberships	3,150.99	30,863.61
55500 Training	1,644.00	7,816.75
55700 Operational Reserve for Contingency		25,000.00
56200 Buildings		363,204.06
Total Expenditures	208,574.42	1,905,101.91
NET OPERATING REVENUE	1,022.16	16,846.36
NET REVENUE	\$1,022.16	\$16,846.36

Destination Panama City
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L
Jun-25

Explanation provided for line items greater than 85% of annual budget
Percentage of Year complete = 75%

	Actual	Budget	Remaining	% of Budget	Explanation
Revenue					
31000 Bay County TDC Contract	1,892,999.09	1,984,429.00	91,429.91	95.39%	
34132 Co-Op Advertising Revenue	7,100.00	-	(7,100.00)	100.00%	
35000 Event Income	1,590.72	100,000.00	98,409.28	1.59%	
35915 Event Booth Rental	8,433.40	-	(8,433.40)	100.00%	
36200 Facility Rent Income	5,351.73	10,000.00	4,648.27	53.52%	
366140 Pvt Contribs & Donations	513.50	-	(513.50)	100.00%	
38000 Interest Income	4,826.55	-	(4,826.55)	100.00%	
39000 Misc Income	1,133.28	-	(1,133.28)	100.00%	Provisional bank credit for fraudulent check and insurance refund from prior fiscal year
39500 Cash Carry Forward/County Contract	-	700,000.00	700,000.00	0.00%	
39600 Unrestricted Cash	-	325,000.00	325,000.00	0.00%	
Contributed income					
Grants from other nonprofits	-	375,000.00	375,000.00	0.00%	
Total Contributed income	-	375,000.00	375,000.00	0.00%	
Total Revenue	1,921,948.27	3,494,429.00	1,572,480.73	55.00%	
Gross Profit	1,921,948.27	3,494,429.00	1,572,480.73	55.00%	
Expenditures					
51200 Regular Salaries	278,350.16	390,629.18	112,279.02	71.26%	
51500 Special Pay	-	16,838.60	16,838.60	0.00%	
52100 FICA	21,018.58	29,548.87	8,530.29	71.13%	
52200 Retirement Contributions	20,109.84	39,062.92	18,953.08	51.48%	
52207 Health Insurance	29,820.86	40,851.24	11,030.38	73.00%	
52208 Dental Insurance	1,561.34	2,650.08	1,088.74	58.92%	
52300 Life Insurance	468.65	618.00	149.35	75.83%	
52400 Workers Comp	719.34	3,125.00	2,405.66	23.02%	
52500 Unemployment Insurance	36.13	1,500.00	1,463.87	2.41%	
53100 Professional Services	5,249.25	7,500.00	2,250.75	69.99%	
53200 Accounting & Auditing	25,690.75	28,410.00	2,719.25	90.43%	Carr Riggs & Ingram 9/30/24 audit. Kennon Accounting Oct - April Accounting, Intuit monthly QB Subscription
53400 Other Contractual	17,828.02	22,610.00	4,781.98	78.85%	

Destination Panama City
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L
Jun-25

Explanation provided for line items greater than 85% of annual budget
 Percentage of Year complete = 75%

	Actual	Budget	Remaining	% of Budget	Explanation
Revenue					
53401 Marketing Contractual Services	177,707.64	203,156.00	25,448.36	87.47%	Aqua, In Gorgeous, Laurie Rowe, ITI Digital, Key Data, Zartico, iDSS Globe, Placer Labs, Adobe, ChatGPT
54000 Travel per Diem Staff	25,597.69	41,300.00	15,702.31	61.98%	
54001 Travel Per Diem Non-Staff	1,417.10	13,000.00	11,582.90	10.90%	
54100 Communications	8,411.37	12,000.00	3,588.63	70.09%	
54200 Postage & Freight	12,421.77	17,000.00	4,578.23	73.07%	
54300 Utility	35,863.24	49,200.00	13,336.76	72.89%	
54400 Rentals & Leases	5,435.16	9,660.00	4,224.84	56.26%	
54500 Insurance	12,097.24	28,000.00	15,902.76	43.20%	
54600 Repair & Maintenance	17,128.10	28,100.00	10,971.90	60.95%	
54700 Printing & Binding	5,457.09	38,500.00	33,042.91	14.17%	
54800 Promotional Activities	701,345.98	1,096,650.00	395,304.02	63.95%	
54801 Creative Services	42,800.00	60,000.00	17,200.00	71.33%	
54802 Media Commissions	3,032.46	49,000.00	45,967.54	6.19%	
54803 Photography/Videography	19,488.00	50,000.00	30,512.00	38.98%	
54900 Other Current Charges	5,063.56	30,000.00	24,936.44	16.88%	
55100 Office Supplies	230.56	1,500.00	1,269.44	15.37%	
55200 Operating Supplies	3,867.61	20,000.00	16,132.39	19.34%	
55400 Books, Pubs, Memberships	30,863.61	27,475.00	(3,388.61)	112.33%	Destinations International Annual Membership \$3,319 & Destinations Florida Annual Membership \$3,953, US Travel Association renewal \$6,450, Chamber Annual Dinner \$1,500, Great Loop Cruisers Association \$2,900, Destinations International \$2,231. Bay County Chamber Investors Program \$4,000, Visit Florida \$3,000
55500 Training	7,816.75	10,500.00	2,683.25	74.45%	
55700 Operational Reserve for Contingency	25,000.00	621,044.11	596,044.11	4.03%	
56200 Buildings	363,204.06	500,000.00	136,795.94	72.64%	
56400 Machinery & Equipment	-	5,000.00	5,000.00	0.00%	
Total Expenditures	1,905,101.91	3,494,429.00	1,589,327.09	54.52%	

Destination Panama City
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L
Jun-25

Explanation provided for line items greater than 85% of annual budget
Percentage of Year complete = 75%

	Actual	Budget	Remaining	% of Budget	Explanation
Revenue					
Net Operating Revenue	16,846.36	-	-		
Net Revenue	16,846.36	-	-		

A/R Aging Summary

As of June 30, 2025

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Tourism Contract						0.00
Bay County 24/25	377,287.51	1,765.80	1,988.98			381,042.29
St Andrews School	189,920.79					189,920.79
Total Tourism Contract	567,208.30	1,765.80	1,988.98			570,963.08
TOTAL	\$567,208.30	\$1,765.80	\$1,988.98	\$0.00	\$0.00	\$570,963.08

A/P Aging Summary

As of June 30, 2025

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Aaron Rich Marketing	446.00					446.00
Beach TV Cable Company, Inc	2,101.19					2,101.19
Brock Lawn and Pest Control, Inc	53.50					53.50
City of Panama City	384.81					384.81
iHeartMedia	1,500.00					1,500.00
McCall-Bennett Co	300.00					300.00
Panama City Lions Club	90.00					90.00
Print Source					-6.00	-6.00
WJHG	830.00					830.00
TOTAL	\$5,705.50	\$0.00	\$0.00	\$0.00	\$ -6.00	\$5,699.50



Destination Panama City

10001 Checking - Bankcorp South, Period Ending 06/30/2025

RECONCILIATION REPORT

Reconciled on: 07/09/2025

Reconciled by: Suzanne Kennon

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

Summary

USD

Statement beginning balance	891,936.70
Service charge	-121.80
Interest earned	471.54
Checks and payments cleared (50)	-358,847.00
Deposits and other credits cleared (16)	162,298.86
Statement ending balance	695,738.30

Uncleared transactions as of 06/30/2025	-126,864.10
Register balance as of 06/30/2025	568,874.20
Cleared transactions after 06/30/2025	0.00
Uncleared transactions after 06/30/2025	-16,386.20
Register balance as of 07/09/2025	552,488.00

Details

Checks and payments cleared (50)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/18/2025	Bill Payment	11159	Auto Owners Insurance	-260.00
04/18/2025	Bill Payment	11164	Spencer Morgan	-2,500.00
05/02/2025	Bill Payment	11185	THRIVE Media	-6,500.00
05/18/2025	Bill Payment	11205	Amanda Stiffler	-4,990.00
05/18/2025	Bill Payment	11204	Dewberry Engineers, Inc.	-9,975.00
05/30/2025	Bill Payment	11167	BMR Building Solutions, LLC	-157,459.60
06/02/2025	Expense			-54.00
06/03/2025	Bill Payment	11215	Raymond James	-3,887.15
06/03/2025	Bill Payment	11217	The Local Palate	-5,850.00
06/03/2025	Bill Payment	11210	Aaron Rich Marketing	-446.00
06/03/2025	Bill Payment	11216	Red Fish Film Fest, LLC	-18,500.00
06/03/2025	Bill Payment	11213	Clear Channel Outdoor	-1,800.00
06/03/2025	Check	3941	Cadence Bank	-4,470.00
06/03/2025	Bill Payment	11218	Verizon	-258.27
06/03/2025	Bill Payment	11219	Wells Fargo Vendor Financial ...	-144.07
06/03/2025	Bill Payment	11214	RateGain Adara	-4,648.77
06/03/2025	Bill Payment	11211	Aqua	-53,271.63
06/03/2025	Bill Payment	11212	Bay County Chamber of Com...	-3,250.00
06/06/2025	Payroll Check	DD	Shelbie L. Scippio	-2,223.28
06/06/2025	Payroll Check	DD	Jessica A. Bright	-443.23
06/06/2025	Tax Payment		QuickBooks Payroll	-4,004.26
06/06/2025	Payroll Check	DD	Jessica A. Bright	-1,100.00
06/06/2025	Payroll Check	DD	Patricia K Blake	-2,084.80
06/06/2025	Payroll Check	DD	Jennifer Vigil	-4,620.77
06/06/2025	Payroll Check	DD	Aubrey E. Haskell	-1,909.85
06/09/2025	Expense			-270.00
06/13/2025	Bill Payment	EFT	FPL Northwest FL	-33.06
06/13/2025	Bill Payment	EFT	FPL Northwest FL	-383.11
06/17/2025	Expense	YW7644245	UPS	-581.48
06/18/2025	Bill Payment	11235	Raymond James	-1,242.66
06/18/2025	Bill Payment	11229	First Federal Bank	-20,054.62
06/18/2025	Bill Payment	11234	WOW	-695.59
06/18/2025	Bill Payment	11222	Bay County Chamber of Com...	-4,016.62
06/18/2025	Expense	1163558-10001-7/25	Principal Life Insurance Comp...	-262.94
06/18/2025	Bill Payment	11223	Beach TV Cable Company, Inc	-2,164.13
06/18/2025	Bill Payment	11226	Daystar Cleaning, Inc	-1,391.00
06/18/2025	Bill Payment	11220	Alabama Media Group	-9,000.00
06/18/2025	Bill Payment	11236	Kennon Accounting Solutions,...	-4,923.75

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/18/2025	Bill Payment	11224	City of Panama City	-666.97
06/20/2025	Check	ACH	Florida Department of Revenue	-80.91
06/20/2025	Payroll Check	DD	Jessica A. Bright	-1,100.00
06/20/2025	Payroll Check	DD	Patricia K Blake	-2,084.81
06/20/2025	Tax Payment		QuickBooks Payroll	-3,807.80
06/20/2025	Payroll Check	DD	Shelbie L. Scippio	-2,223.28
06/20/2025	Payroll Check	DD	Jennifer Vigil	-4,279.03
06/20/2025	Payroll Check	DD	Jessica A. Bright	-443.21
06/20/2025	Payroll Check	DD	Aubrey E. Haskell	-1,909.84
06/25/2025	Bill Payment	EFT	FPL Northwest FL	-2,135.20
06/26/2025	Bill Payment	EFT	FPL Northwest FL	-33.12
06/26/2025	Bill Payment	EFT	FPL Northwest FL	-413.19
Total				-358,847.00

Deposits and other credits cleared (16)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/02/2025	Deposit			7.15
06/04/2025	Deposit			14.44
06/04/2025	Receive Payment		Cadence	4,470.00
06/11/2025	Deposit			14.44
06/12/2025	Deposit			10.27
06/16/2025	Deposit			51.92
06/18/2025	Receive Payment	100002423	Tourism Contract:Bay County ...	7,666.63
06/18/2025	Receive Payment	100002481	Tourism Contract:Bay County ...	104,084.96
06/18/2025	Receive Payment	100002422	Tourism Contract:St Andrews ...	44,999.71
06/20/2025	Deposit			14.44
06/23/2025	Deposit			364.03
06/24/2025	Deposit			106.06
06/25/2025	Deposit			312.71
06/26/2025	Deposit			124.08
06/27/2025	Deposit			51.92
06/28/2025	Deposit			6.10
Total				162,298.86

Additional Information

Uncleared checks and payments as of 06/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/12/2025	Bill Payment	11189	Professional Printers	-1,004.22
06/18/2025	Bill Payment	11225	Clear Channel Outdoor	-1,800.00
06/18/2025	Bill Payment	11232	Lawnscapes, Inc	-510.53
06/18/2025	Bill Payment	11228	Expedia Group	-1,530.37
06/18/2025	Bill Payment	11233	RateGain Adara	-4,809.46
06/18/2025	Bill Payment	11227	Dewberry Engineers, Inc.	-1,280.50
06/18/2025	Bill Payment	11230	Lamar Companies	-2,000.00
06/18/2025	Bill Payment	11231	Laurie Rowe & Company	-9,500.00
06/18/2025	Bill Payment	11221	Aqua	-50,090.97
06/29/2025	Bill Payment	11245	Lawnscapes, Inc	-357.63
06/29/2025	Bill Payment	11247	McCall-Bennett Co	-600.00
06/29/2025	Bill Payment	11248	Patty's Potties	-2,102.00
06/29/2025	Bill Payment	11242	Harris Business Machines	-44.22
06/29/2025	Bill Payment	11238	Beach TV Cable Company, Inc	-1,133.47
06/29/2025	Bill Payment	11240	Daystar Cleaning, Inc	-245.00
06/29/2025	Bill Payment	11251	Wells Fargo Vendor Financial ...	-144.07
06/29/2025	Bill Payment	11237	Aqua	-23,248.86
06/29/2025	Bill Payment	11249	Second Chance of Northwest ...	-3,600.00
06/29/2025	Bill Payment	11246	Mason St. Germain	-1,000.00
06/29/2025	Bill Payment	11239	City of Panama City	-445.51
06/29/2025	Bill Payment	11244	HMX Productions, LLC	-14,300.00

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/29/2025	Bill Payment	11250	Spencer Morgan	-2,500.00
06/29/2025	Bill Payment	11168	Harrison's Kitchen & Bar	-4,000.00
06/29/2025	Bill Payment	11241	G3D Management, LLC	-1,200.00
Total				-127,446.81

Uncleared deposits and other credits as of 06/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/30/2025	Deposit			270.00
06/30/2025	Deposit			312.71
Total				582.71

Uncleared checks and payments after 06/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/03/2025	Tax Payment		QuickBooks Payroll	-4,004.28
07/03/2025	Payroll Check	DD	Shelbie L. Scippio	-2,223.30
07/03/2025	Payroll Check	DD	Jennifer Vigil	-4,620.76
07/03/2025	Payroll Check	DD	Aubrey E. Haskell	-1,909.84
07/03/2025	Payroll Check	DD	Jessica A. Bright	-443.22
07/03/2025	Payroll Check	DD	Jessica A. Bright	-1,100.00
07/03/2025	Payroll Check	DD	Patricia K Blake	-2,084.80
Total				-16,386.20

30/26

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

STATEMENT DATE
 06/30/25
 ACCOUNT NUMBER
 201-511-3

INFOLINE 1-888-797-7711

* * * * * CHECKING ACCOUNT SUMMARY * * * * *		
PREVIOUS BALANCE	891,936.70	AVERAGE BALANCE
+ 15 CREDITS	162,291.71	717,146
- 50 DEBITS	358,839.85	YTD INTEREST PAID
- SERVICE CHARGES	121.80	3,250.43
+ INTEREST PAID	471.54	
ENDING BALANCE	695,738.30	

DAYS IN PERIOD

30

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

DATE.....	AMOUNT.	TRANSACTION DESCRIPTION	CHK NO/ATM CD
06/04	4,470.00	REV CK#3941 REFER TO MAKER	
06/05	14.44	SQUARE INC 9424300002	
		T3FYBS8THGKVX4M SQ250605	CCD
06/12	14.44	SQUARE INC 9424300002	
		T3PTXDG61HHHWG SQ250612	CCD
06/13	10.27	SQUARE INC 9424300002	
		T3H2DFFN962P9R8 SQ250613	CCD
06/17	51.92	SQUARE INC 9424300002	
		T3JAFY10FWMMGMA SQ250617	CCD
06/18	7,666.63	BAY COUNTY MAST2 4596000512	
		5113 PC TDT TX	CCD
06/18	44,999.71	BAY COUNTY MAST2 4596000512	
		5113 PC TDT TX	CCD
06/18	104,084.96	BAY COUNTY MAST2 4596000512	
		5113 PC TDT TX	CCD
06/23	14.44	SQUARE INC 9424300002	
		T3DAVNY9FZDP800 SQ250623	CCD
06/24	364.03	SQUARE INC 9424300002	
		T303S5ZS1H4VWQZ SQ250624	CCD
06/25	106.06	SQUARE INC 9424300002	
		T3CV3V4G5P5A1F6 SQ250625	CCD
06/26	312.71	SQUARE INC 9424300002	
		T354H91X3RVDHVX SQ250626	CCD
06/27	124.08	SQUARE INC 9424300002	
		T34AN43QSSMJ82D SQ250627	CCD

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

30/26
 PAGE 2

STATEMENT DATE
 06/30/25
 ACCOUNT NUMBER
 201-511-3

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

DEPOSITS AND OTHER CREDITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
06/30	6.10	SQUARE INC 9424300002	
		T3RRJY249889T4A SQ250630	CCD
06/30	51.92	SQUARE INC 9424300002	
		T3FWTAQ7XNMEW XF SQ250630	CCD
06/30	471.54	IOD INTEREST PAID	

CHECKS

DATE	CHECK NO	AMOUNT	DATE	CHECK NO	AMOUNT
06/03	3941*	4,470.00	06/09	11216	18,500.00
06/10	11159*	260.00	06/20	11217	5,850.00
06/25	11164*	2,500.00	06/13	11218	258.27
06/02	11167*	157,459.60	06/11	11219	144.07
06/25	11185*	6,500.00	06/30	11220	9,000.00
06/17	11204*	9,975.00	06/30	11222*	4,016.62
06/24	11205	4,990.00	06/26	11223	2,164.13
06/23	11210*	446.00	06/25	11224	666.97
06/13	11211	53,271.63	06/27	11226*	1,391.00
06/13	11212	3,250.00	06/25	11229*	20,054.62
06/13	11213	1,800.00	06/27	11234*	695.59
06/16	11214	4,648.77	06/25	11235	1,242.66
06/09	11215	3,887.15	06/30	11236	4,923.75

OTHER DEBITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
06/03	46.85	SQUARE INC 9424300002	
		T3SCEWWX41RMRCW SQ250603	CCD
06/06	443.23	INTUIT 61411246 4462800242	
		17100606 PAYROLL	CCD
06/06	1,100.00	INTUIT 61411246 4462800242	
		17100606 PAYROLL	CCD
06/06	1,909.85	INTUIT 61411246 4462800242	
		17100606 PAYROLL	CCD
06/06	2,084.80	INTUIT 61411246 4462800242	
		17100606 PAYROLL	CCD
06/06	2,223.28	INTUIT 61411246 4462800242	
		17100606 PAYROLL	CCD
06/06	4,004.26	INTUIT 78284427 4462800242	
		17100606 TAX	CCD
06/06	4,620.77	INTUIT 61411246 4462800242	
		17100606 PAYROLL	CCD

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

30/26
 PAGE 3

STATEMENT DATE
 06/30/25
 ACCOUNT NUMBER
 201-511-3

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

OTHER DEBITS

DATE.....	AMOUNT.	TRANSACTION DESCRIPTION	CHK NO/ATM CD
06/10	270.00	SQUARE INC 9424300002	
		T3S9BGZCAYRWT7J SQ250610	CCD
06/13	33.06	FPL NORTHWEST FL E590276810	
		002109142717 ELEC PYMTS WEB	
06/13	383.11	FPL NORTHWEST FL E590276810	
		002110293525 ELEC PYMTS WEB	
06/13	121.80	XAA ANALYSIS	
06/18	80.91	FLA DEPT REVENUE 7596001874	
		216222654 C01	CCD
06/18	262.94	PLIC-SBD 9GPSBD0000	
		PACT#249117587 INSUR CLM	CCD
06/18	581.48	UPSBILLCTR 5193070436	
		0000YW7644 PAYMENT	CCD
06/20	443.21	INTUIT 62603974 4462800242	
		17100606 PAYROLL	CCD
06/20	1,100.00	INTUIT 62603974 4462800242	
		17100606 PAYROLL	CCD
06/20	1,909.84	INTUIT 62603974 4462800242	
		17100606 PAYROLL	CCD
06/20	2,084.81	INTUIT 62603974 4462800242	
		17100606 PAYROLL	CCD
06/20	2,223.28	INTUIT 62603974 4462800242	
		17100606 PAYROLL	CCD
06/20	3,807.80	INTUIT 64636068 4462800242	
		17100606 TAX	CCD
06/20	4,279.03	INTUIT 62603974 4462800242	
		17100606 PAYROLL	CCD
06/25	2,135.20	FPL NORTHWEST FL E590276810	
		002113840264 ELEC PYMTS WEB	
06/26	33.12	FPL NORTHWEST FL E590276810	
		002109142717 ELEC PYMTS WEB	
06/26	413.19	FPL NORTHWEST FL E590276810	
		002110293525 ELEC PYMTS WEB	

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

30/26
 PAGE 4

STATEMENT DATE
 06/30/25
 ACCOUNT NUMBER
 201-511-3

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

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
05/31	891936.70	06/10	695141.35	06/20	755460.27
06/02	734477.10	06/11	694997.28	06/23	755028.71
06/03	729960.25	06/12	695011.72	06/24	750402.74
06/04	734430.25	06/13	635904.12	06/25	717409.35
06/05	734444.69	06/16	631255.35	06/26	715111.62
06/06	718058.50	06/17	621332.27	06/27	713149.11
06/09	695671.35	06/18	777158.24	06/30	695738.30

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

EFF-DATE	RATE	
05-31-25	0.00350000	49,999
	0.00550000	99,999
	0.00800000	999,999
	0.01050000	



Destination Panama City

10003 Checking - First Federal, Period Ending 06/30/2025

RECONCILIATION REPORT

Reconciled on: 07/09/2025

Reconciled by: Suzanne Kennon

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

Summary	USD
Statement beginning balance.....	10,401.60
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (1).....	0.09
Statement ending balance.....	<u>10,401.69</u>

Register balance as of 06/30/2025.....10,401.69 TB

Details				
Deposits and other credits cleared (1)				
DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/30/2025	Deposit			0.09
Total				0.09



FIRST FEDERAL BANK

P.O. Box 2029
Lake City, FL 32056

Account Statement

Page 1 of 1
Statement Period:
05-31-25 thru 06-30-25

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

0

Account XXXXXX8627 INTEREST CHECKING PF

Beginning balance on 05-30-25		\$10,401.60
Credits and deposits	+	0.09
Debits and withdrawals	-	0.00
Ending balance on 06-30-2025		\$10,401.69

Interest Information

Interest Earned:	0.09	Days in Period:	31
Interest Paid This Period:	0.09	Annual Percentage Yield Earned:	0.0100%
Interest Paid 2025:	0.53		

Your Account Activity

Date	Description	Credits	Debits	Balance
06-30-25	Interest	0.09		10,401.69

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

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

07/15/2025

3. REQUESTED MOTION/ACTION:

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

4. AGENDA

PRESENTATION ☐
PUBLIC HEARING ☐
CONSENT ☐
REGULAR ☒

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

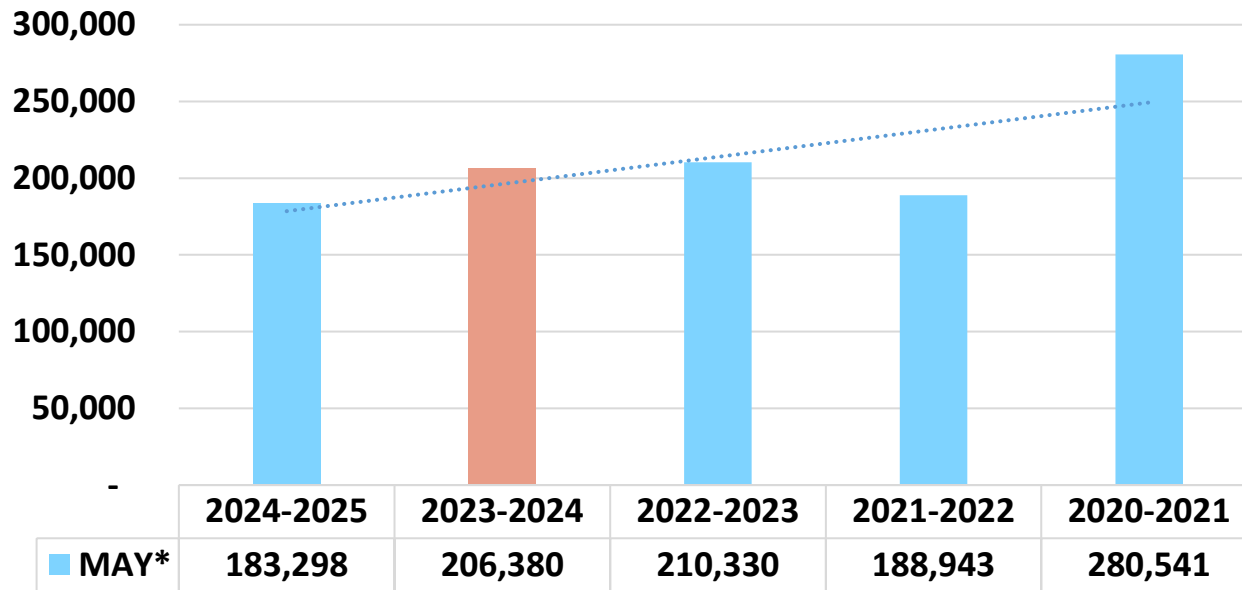
6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

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

Cash Collection Analysis:

Panama City

For the month ending
May 31, 2025

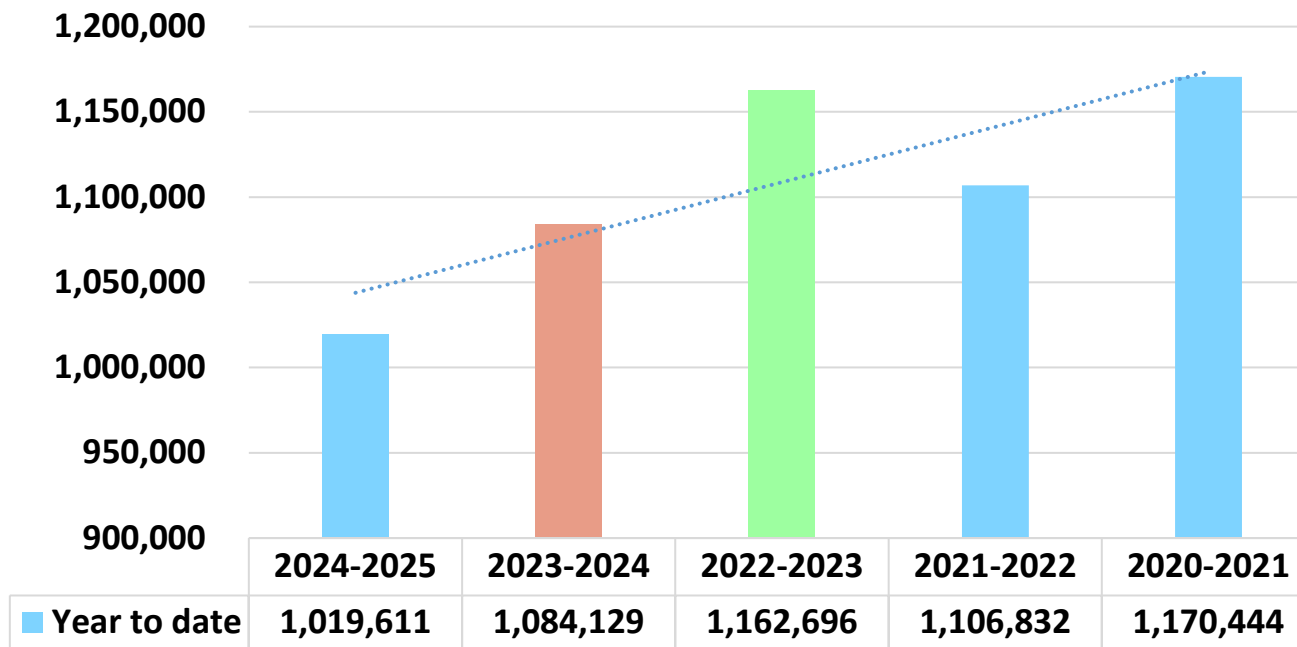


***Note:** This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. February period collections are generated March 1st through May 31st; these figures will correspond with the March column in the Cash Accrual Breakdown).

Cash Collection Analysis:

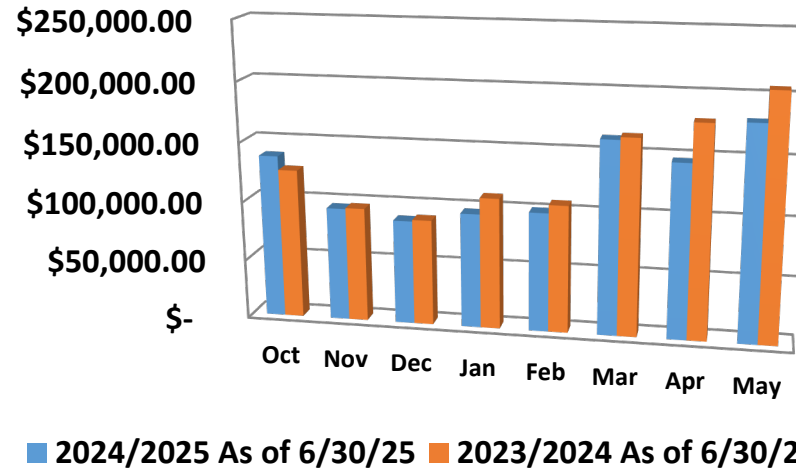
Panama City

For the eight months ending
May 31, 2025



***Note:** This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. February period collections are generated March 1st through May 31st; these figures will correspond with the March column in the Cash Accrual Breakdown).

Accrual Attribution Data



Accrual Attribution Data				
	<u>2024/2025 As</u> <u>of 6/30/25</u>	<u>2023/2024 As</u> <u>of 6/30/24</u>	<u>Variance</u>	<u>Variance %</u>
Oct	\$ 137,302.34	\$ 125,922.87	\$ 11,379.47	9.04%
Nov	\$ 95,404.05	\$ 96,248.74	\$ (844.69)	-0.88%
Dec	\$ 87,663.79	\$ 89,023.66	\$ (1,359.87)	-1.53%
Jan	\$ 96,465.33	\$ 110,233.09	\$ (13,767.76)	-12.49%
Feb	\$ 100,224.81	\$ 107,135.02	\$ (6,910.21)	-6.45%
Mar	\$ 162,356.78	\$ 164,625.52	\$ (2,268.74)	-1.38%
Apr	\$ 146,306.47	\$ 178,480.24	\$ (32,173.77)	-18.03%
May	\$ 179,929.25	\$ 205,612.35	\$ (25,683.10)	-12.49%
Jun-Sep	\$ -	\$ 712.45		
	\$ 1,005,652.82	\$ 1,077,993.94	\$ (71,628.67)	-6.64%



Cash / Accrual Breakdown

Panama City FY2025

	Collected in								
	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	
Pre	\$ 7,548.47	\$ 486.84	\$ 3,040.83			\$ 562.72		\$ 2,320.05	\$ 13,958.91
Oct	\$ 131,451.02	\$ 5,304.54	\$ 100.00	\$ 110.01		\$ 336.77			\$ 137,302.34
Nov		\$ 92,900.69	\$ 1,969.27	\$ 99.19	\$ 58.34	\$ 376.56			\$ 95,404.05
Dec		\$ 1,104.50	\$ 86,263.60	\$ 80.11	\$ 7.82	\$ 207.76			\$ 87,663.79
Jan			\$ 860.44	\$ 93,533.53	\$ 1,660.40	\$ 13.99	\$ 396.97		\$ 96,465.33
Feb					\$ 99,324.74	\$ 842.69	\$ 57.38		\$ 100,224.81
Mar						\$ 160,638.14	\$ 1,115.74	\$ 602.90	\$ 162,356.78
Apr							\$145,860.80	\$ 445.67	\$ 146,306.47
May								\$179,929.25	\$ 179,929.25
Jun									\$ -
Jul									\$ -
Aug									\$ -
Sep									\$ -
Post									\$ -
	\$ 138,999.49	\$ 99,796.57	\$ 92,234.14	\$ 93,822.84	\$ 101,051.30	\$ 162,978.63	\$147,430.89	\$183,297.87	\$ 1,019,611.73

*Note: This report delineates the attribution of collected revenue in a given reporting period.



Schedule of Collection Allocation Panama City

Schedule of Collection Allocation
Panama City
For the month and fiscal year ending May 2025 and 2024

For the month ending May 2025

	Current period	Prior periods	Total
Taxes	179,020	1,831	180,852
Penalties	907	1,250	2,157
Interest	2	287	289
Total Collections	179,929	3,369	183,298

Fiscal year to date through May 2025

	Current period	Prior periods	Total
Taxes	990,355	20,434	1,010,789
Penalties	1,507	6,712	8,219
Interest	4	599	603
Total Collections	991,866	27,745	1,019,611

For the month ending May 2024

	Current period	Prior periods	Total
Taxes	204,573	785	205,358
Penalties	400	619	1,019
Interest	1	3	4
Total Collections	204,974	1,407	206,380

Fiscal year to date through May 2024

	Current period	Prior periods	Total
Taxes	1,065,790	12,236	1,078,026
Penalties	1,878	3,884	5,762
Interest	6	335	341
Total Collections	1,067,675	16,455	1,084,129



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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

07/15/25

3. REQUESTED MOTION/ACTION:

Board authorize approve the FY26 Program of Work as presented.

4. AGENDA

PRESENTATION ☐
PUBLIC HEARING ☐
CONSENT ☐
REGULAR ☒

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

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

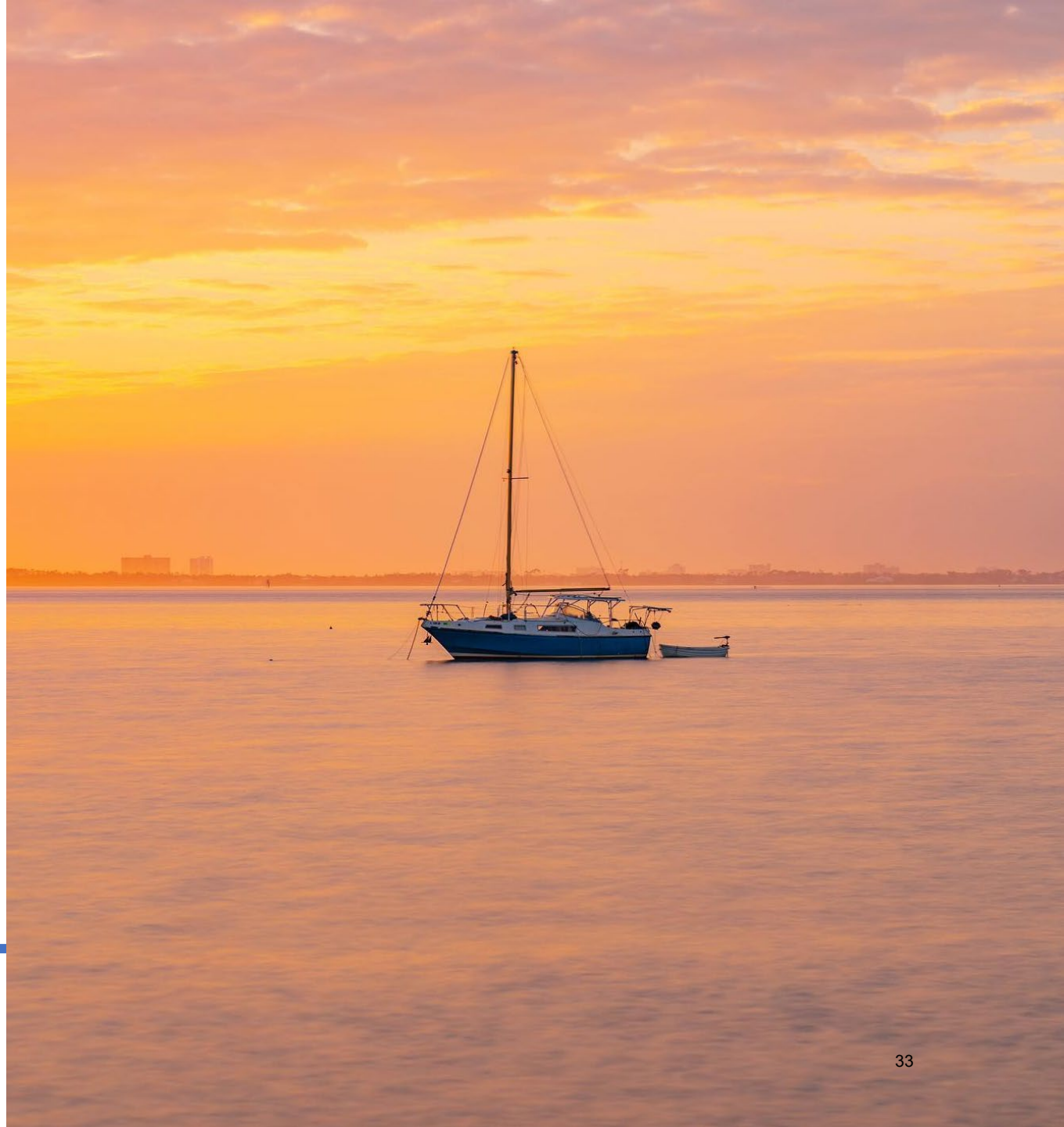
Every year a program of work is developed to be a guiding light on the upcoming budget year. An FY26 Program of Work has been prepared for board consideration and approval.



FY26

Program of Work

WWW.DESTINATIONPANAMACITY.COM





About Destination Panama City

Panama City Community Development Council, Inc.

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

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

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

WWW.DESTINATIONPANAMACITY.COM



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

Since its inception in 2014, Destination Panama City (PCCDC) has developed award-winning marketing campaigns, exceptional owned assets, and an active social media presence that have attracted travelers from across the country to Panama City, Florida. Despite the challenges of Hurricane Michael in 2018 and the global Covid-19 pandemic, the organization has continued to reimagine Panama City as a vibrant coastal and cultural tourism hub. With major infrastructure projects still progressing, FY25 continued to focus on placemaking, storytelling, and expanding adventure opportunities for visitors and locals alike.

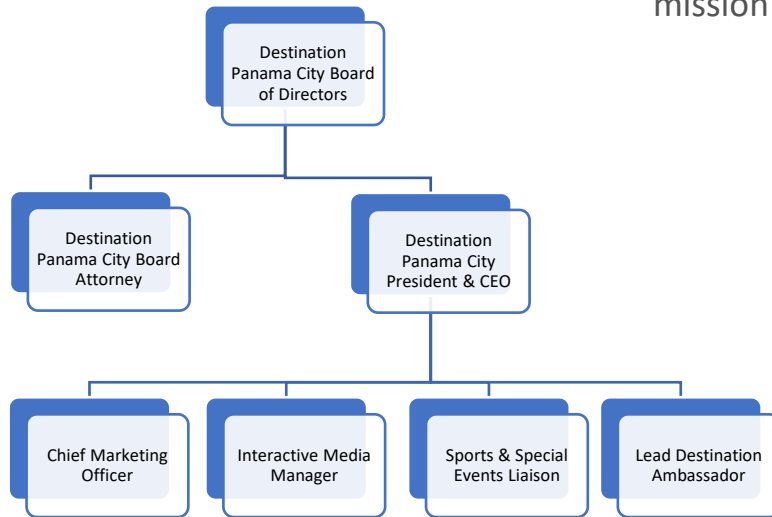
Since active marketing began in 2016, tourist development tax revenue has increased by over 54%, serving as a testament to tourism's role as an economic driver. Merchant fee collections for the City of Panama City have grown by 30% in the same period, and the Business License Office reports over 300 new businesses compared to pre-hurricane records.

Looking ahead to FY26, while the uncertainties of the global economy and shifting consumer confidence are creating slight market corrections, Panama City remains positioned as a resilient and accessible destination. This year's efforts will build upon past successes by further developing the city's identity through innovative product development, collaborative partnerships, and a continued commitment to the philosophy that a great place to live is a great place to visit.

Organizational Structure & Principles



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



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

Marketing Strategy

Placemaking & Storytelling

From coastal culture to cuisine and everything in between, placemaking and storytelling remain at the heart of Destination Panama City's marketing strategy. We see ourselves as partners in creativity, telling the authentic stories of our locals, highlighting what makes us special, and sharing what our community is most proud of. Marketing today is not what it was ten years ago – it is about creating emotional connections that move people from simply thinking about a destination to booking their next trip.

Destination Panama City uses comprehensive research, data analysis, and the dedication of its marketing team to bring these stories to life in ways that resonate with travelers while supporting our small businesses and local economy. In FY26, our goals are to:

- Continue placemaking initiatives that strengthen the connection between people and the places they share in Panama City, Florida.
- Enhance storytelling efforts to promote the city's rich cultural heritage, unique experiences, and authentic people who shape our community's identity.
- Implement a comprehensive, data-driven marketing plan utilizing traditional, digital, and emerging channels to solidify a strong brand identity and emotional resonance with potential visitors.
- Leverage owned media, including DestinationPanamaCity.com, digital newsletters, updated visitor guides, new video production, and an active social media presence to engage audiences, amplify local stories, attract followers, and generate leads that drive economic growth for local businesses.



Marketing Strategy

Public Relations & Public Outreach

Public Relations efforts play a significant role in shaping the perception and image of a destination. Positive media coverage, press releases, and storytelling about Panama City's attractions, culture, and events helps to create a favorable and appealing image in the minds of potential visitors and instills pride in the hearts and minds of residents. In FY26, our goal is to:

- Aim to exceed 200 million media impressions through earned media and increase social media followers across all channels to over 100k.
- Utilize earned media through press releases, scheduled communications, and engagement with media partners to promote Panama City as a desirable destination.
- Enhance the public relations efforts with a content calendar, CRM platform implementation, and a focus on increasing earned media goals.
- Host a minimum of two familiarization tours
- Continue local public outreach efforts by accepting speaking engagements from local civic groups and chambers of commerce.
- Continue to build goodwill and partnerships with local non-profits by providing promotional items and branded gift baskets for use in their fundraising efforts.

Marketing Strategy

Research

The utilization of research allows Destination Panama City to gain a deep understanding of our target markets, create impactful marketing campaigns, and manage our destination's reputation effectively. As technology and traveler behavior evolve rapidly, research remains a critical tool for achieving sustainable tourism growth, enhancing visitor experiences, and supporting economic development in our community.

Continue conducting visitor profile research to understand traveler behavior, preferences, and areas of opportunity.

Participate in educational opportunities to stay ahead of emerging travel trends, market shifts, and the integration of AI tools shaping consumer decisions.

Expand research on the impact of marketing initiatives and events to assess performance, track effectiveness, and make data-driven decisions that optimize resources and budget allocations.

Utilize research insights to identify gaps and opportunities in the destination's offerings, inform product development, and enhance website content with persona-based itineraries and AI-ready structures that meet travelers where they are in their planning journey.

Prioritize adaptability by aligning research strategies with emerging technologies, ensuring our marketing efforts remain nimble, innovative, and effective in a rapidly changing digital landscape.



Events & Sports Tourism

Special Events and Tournaments

Destination Panama City will continue to build strong relationships with local partners such as the City of Panama City, Bay District Schools, and Bay County to coordinate the use of athletic facilities and public spaces for attracting new land and water-based tournaments and festivals. In FY26, we plan to:

- Forge partnerships to enhance content management on travel sites and increase visibility for Panama City as a premier sports and festival tourism destination.
- Continue supporting a wide range of special events through our Event Assistance Program, providing both monetary and in-kind resources to event rights holders hosting festivals, concerts, and community gatherings that attract travelers and elevate local quality of life.
- Expand the DPC Academy, offering event planning education to equip organizers with the tools, knowledge, and resources needed to plan successful events that align with destination goals.
- Host signature Panama City events such as the July 4th Salute to Freedom, Oktoberfest, and the Downtown After Dark concert series to strengthen community pride and drive visitation.
- Build on recent successes with local sports organizations to bring additional regional competitions to Downtown Panama City, including basketball, wrestling, and weightlifting, while continuing to explore new sporting opportunities that enhance Panama City's reputation as a sports destination.
- Engage in industry tradeshows, conferences, and educational seminars to ensure staff remains trained and proficient in the best practices of current event and sports tourism trends.



Sales

Tradeshows, Conferences, & Partner Relationships

Sales initiatives play a critical role in driving tourism growth, revenue generation, and economic prosperity for Panama City. By strategically attracting group travel segments and fostering strong partnerships, Destination Panama City ensures the sustainable development of our tourism industry and the well-being of the local community. In FY26, we plan to:

- Continue to proactively attract small meeting groups and organized travel programs to boost short-term rentals, restaurant patronage, and other local business revenue.
- Focus on growing group travel, including tours, student groups, and other organized travel segments, as research indicates these markets will remain strong and resilient.
- Strengthen relationships with travel agents, tour operators, and other travel trade partners to educate them on Panama City's unique coastal culture and position the city as a must-visit destination for their clients.
- Develop and promote travel packages by working with local businesses to create unique bundles for accommodations, activities, and dining, incentivizing travelers to choose Panama City for their next trip.
- Identify and target specific niche markets, such as cultural enthusiasts, eco-tourists, and adventure travelers, tailoring marketing strategies to attract these segments.
- Continue hosting Partner Engagement Meetings and leveraging our CRM database to ensure consistent communication and relationship-building with tourism partners.

Visitor Services

Multi-purpose Visitor Information Center

After being displaced in 2018 by Hurricane Michael, Destination Panama City embarked on an initiative to build a multi-purpose Visitor Information Center. Completed in 2021, the center has become a point of pride for the community, serving not only as a welcoming resource for travelers but also as a hub for events and strategic gatherings. In FY26, we plan to:

Continue to maintain and operate the multi-purpose Visitor Information Center seven days a week to provide exceptional services and information to visitors; including fulfillment of Visitor Guide requests, hosting National Tourism Day activities, and preparing promotional items for special events.

Utilize the facility to support special events and private facility rental reservations, maximizing its value to both visitors and the community.

Develop a reliable volunteer base to assist with extended operating hours and ensure a high-quality visitor experience throughout the week.

Host Destination Panama City Board Meetings, Partner Engagement Meetings, and other strategic planning sessions to strengthen stakeholder relationships and maximize facility use.

Promote the center as an ideal meeting location for group sales, including executive retreats, visioning sessions, and strategic brainstorming, enhancing its role as a community and tourism asset.

Continue coordinating meeting space rentals for public and private gatherings, supporting the active waterfront lifestyle that embodies the culture of Panama City.



New Product Development

Campus for Cultural & Creative Arts – Drews Hall – formerly the Historic St. Andrews School

This transformative product development initiative remains a top priority for Destination Panama City. Listed on the National Historic Registry, the Historic St. Andrews School is an integral part of Panama City's heritage. The vision is to renovate the school into a vibrant, attractive cultural and creative arts campus that resonates with both residents and visitors, supporting local businesses, the arts, and cultural tourism. In FY26, we plan to:

- Continue pursuing the renovation of the Historic St. Andrews School to transform it into a community-centered cultural, heritage, and creative tourism amenity.
- Collaborate with architects, historic preservation experts, and arts organizations to ensure the renovation honors the building's history while incorporating modern amenities.
- Deploy historic preservation grant funding for critical repairs, including roof, electrical, air conditioning, and plumbing improvements, as funding becomes available.
- Seek additional funding through grants, corporate sponsorships, public-private partnerships, and the proposed Mutual Funding Agreement with Bay County TDC to support both renovation and future programming.
- Engage stakeholders and community groups in programmatic planning to gather input, ideas, and build community ownership of the project's success.
- Continue working towards project milestones, recognizing that while funding realities may impact timelines, Destination Panama City remains committed to completing this initiative that will serve as a point of pride for generations to come.



Tourism is a powerful economic driver for Panama City, fueling local businesses, supporting jobs, and generating critical tax revenues that enhance public services and community amenities. From marketing our unique coastal culture to developing transformative projects and hosting events that create lifelong memories, Destination Panama City's efforts strengthen our city's economy and quality of life. Ultimately, we want to welcome travelers while we enrich the lives of locals.

jennifer@destinationpanamacity.com

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

07/15/25

3. REQUESTED MOTION/ACTION:

Board approve the FY26 Program of Work & Proposed Budget

4. AGENDA

PRESENTATION ☐

PUBLIC HEARING ☐

CONSENT ☐

REGULAR ☒

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

BUDGET ACTION:

FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

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

Every year the Panama City Community Development Council is required to prepare a Program of Work and Proposed Budget for the upcoming fiscal year for consideration by the PCCDC Board, the Bay County Tourist Development Council, and the Bay County Commission.

Attached is the FY26 Proposed Budget.



Budget Expenditures

ACCOUNT	Actual FY24	Budget FY25	FY25 - YTD (June - 66%	Proposed FY26	% Change	Reason
51200 - Regular Salaries	368,970.04	390,629.18	278,350.16	390,629.18	0%	Employee Merit / COLA / BONUSES & Interns
513000 - Other Salaries & Wages			0.00	0.00	0%	
51400 - Overtime			0.00	0.00	0%	
51500 - Special Pay		16,838.60	0.00	25,432.83	51%	
52100 - FICA	27,172.14	29,548.87	21,018.58	30,549.62	3%	
52200 - Retirement Contributions	20,139.66	39,062.92	20,109.84	41,016.06	5%	
52207 - Health Insurance	36,682.25	40,851.24	29,820.86	44,936.36	10%	
52208 - Dental Insurance	2,226.37	2,650.08	1,561.34	2,650.08	0%	
52300 - Life Insurance	576.80	618.00	468.65	618.00	0%	
52400 - Workers Comp	750.00	3,125.00	719.34	3,125.00	0%	
52500 - Unemployment Insurance	55.59	1,500.00	36.13	200.00	-87%	Overpayment resulting in refunds
53100 - Professional Services	9,871.75	7,500.00	5,249.25	15,500.00	107%	
53200 - Accounting & Auditing	27,136.25	28,410.00	25,690.75	32,000.00	13%	
53400 - Other Contractual	23,332.62	22,610.00	17,828.02	24,900.00	10%	Remove PR Agency travel
53401 - Other Contractual Promotion	133,846.00	203,156.00	177,707.64	177,875.00	-12%	
54000 - Travel Per Diem Staff	27,816.17	41,300.00	25,597.69	33,500.00	-19%	
54001 - Travel Per Diem Non-Staff	4,476.46	13,000.00	1,417.10	9,000.00	-31%	
54100 - Communications	11,485.51	12,000.00	8,411.37	13,400.00	12%	Includes StA School Moved to new storage units
54200 - Postage & Freight	11,497.72	17,000.00	12,421.77	14,000.00	-18%	
54300 - Utility	54,027.87	49,200.00	35,863.24	48,720.00	-1%	
54400 - Rentals & Leases	6,215.30	9,660.00	5,435.16	8,100.00	-16%	
54500 - Insurance	16,713.14	28,000.00	12,097.24	28,000.00	0%	Moved Janitorial, landscaping, beach nourishment
54600 - Repair & Maintenance	32,390.16	28,100.00	17,128.10	40,560.00	44%	
54700 - Printing & Binding	35,905.93	38,500.00	5,457.09	55,500.00	44%	Printing costs increased
54800 - Promotional Activities	1,038,845.84	1,096,650.00	701,345.98	1,086,500.00	-1%	JV placed media in FY25 Increase Digital Assets for Marketing
54801 - Creative Services	33,494.84	60,000.00	42,800.00	66,000.00	10%	
54802 - Media Commissions	6,840.53	49,000.00	3,032.46	61,050.00	25%	
54803 - Photography & Videography	20,238.00	50,000.00	19,488.00	40,000.00	-20%	
54900 - Other Current Charges	5,476.18	30,000.00	5,063.56	20,000.00	-33%	Cutbacks
55100 - Office Supplies	1,234.07	1,500.00	230.56	1,500.00	0%	
55200 - Operating Supplies	13,944.64	20,000.00	3,867.61	10,000.00	-50%	cutbacks
55400 - Books, Pubs, Memberships	56,490.75	27,475.00	30,863.61	29,495.00	7%	
55500 - Training	3,487.55	10,500.00	7,816.75	15,000.00	43%	Moved conference registrations 555000
55900 - Depreciation		0.00		0.00	#DIV/0!	
56200 - Buildings & Land	122,654.86	500,000.00	363,204.06	0.00	-100%	No expenses for StA School other than utilities
56400 - Machinery & Equipment	7,331.81	5,000.00	0.00	5,000.00	0%	
55700 - Operational Reserve for Contingency		621,044.11	25,000.00	114,534.86	-82%	removed STA expenses - roof complete
Total Expenses	2,161,326.80	3,494,429.00	1,905,101.91	2,489,292.00		

BUDGET REVENUE

	FY25	FY26
Tourism Contract	1,984,429.00	\$ 1,705,117.00
Penalties		
Interest		
Historic Preservation Grant	375,000.00	
DPC Facility Revenue	10,000.00	\$ 10,000.00
DPC Event Revenue	100,000.00	\$ 100,000.00
DPC Unrestricted Assets	325,000.00	\$ 364,175.00
Cash Carry Forward	700,000.00	\$ 310,000.00
Bond		
	3,494,429.00	\$ 2,489,292.00

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

07/15/25

3. REQUESTED MOTION/ACTION:

Board appoint Chris Barr to the Large Collector seat of the Destination Panama City Board effective immediately.

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 Large Collector seat on the Board of Directors was most recently held by Jean Capps and is now vacant.

Staff recommends the appointment of Chris Barr, Assistant General Counsel and Vice President of Legal Affairs for The St. Joe Company, to fill this seat. Mr. Barr serves as the designated representative for The St. Joe Company, owner of Hotel Indigo.

A letter of designation from Jorge Gonzalez, President and CEO of The St. Joe Company, confirming Mr. Barr as their owner representative will be attached to this agenda item.

June 4, 2025



Ms. Jennifer Vigil, President & CEO
Destination Panama City
101 West Beach Drive
Panama City, FL 32401

Dear Ms. Vigil,

In light of the recent personnel change at Hotel Indigo and Harrison's Restaurant, we would like to recommend Chris Barr, Assistant General Counsel & VP Legal Affairs of The St. Joe Company, to replace Ms. Jean Capp's role on your Board. Should you have any questions or concerns, please feel welcome to contact me.

Sincerely,

A handwritten signature in blue ink, consisting of a large loop followed by a horizontal line and another loop.

Jorge Gonzalez, President & CEO
The St. Joe Company

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

07/15/25

3. REQUESTED MOTION/ACTION:

Board authorize CEO Vigil to execute a contract for the improvement of the grade level space at the Visitors Center in the amount not to exceed \$35,043.75 (bid plus 5% contingency).

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 Destination Panama City Visitors Center is a highly utilized venue. It is the home for many special events, private events, educational events, and even corporate strategic workshops. The one area of the facility that needed drastic improvement was the grade level aggregate. The large size stone made it difficult for people to walk, for staff to keep clean, and to navigate supplies from the gated storage area.

The large aggregate was donated to the City of Panama City. DPC had the intention of replacing it with a new material that resembles rubberized concrete. Unfortunately the vendor has been non responsive and the DPC facility has been left with an unmanageable dirt base. CEO Vigil requested bids from local landscapers and hardscapers for the installation of an artificial turf material. The lowest bid came in from 850 Company LLC at \$33,375.00. This would be a combination of brick pavers in the enclosed storage space and artificial grass / turf in the remaining areas.