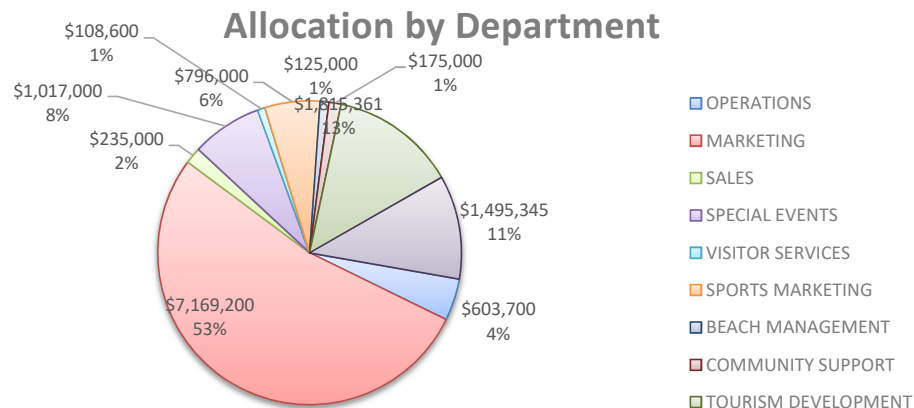


Visit Panama City Beach 2021 Budget



Revenues	FY 2021 Draft	FY 2020	% of Budget
Fund 125 Current Year Collections	\$10,030,264		65.1%
Fund 127 Current Year Collections	\$150,000		1.0%
Fund 128 Current Year Collections	\$817,597		5.3%
Sports Park Revenues (recorded in Fund 124)	\$1,170,085		7.6%
Sports Park Subsidies (Fund 128)	\$325,260		2.1%
Co-Op Income	\$75,000		0.5%
Fees from Website	\$500		0.0%
Corporate & Event Sponsorship Income	\$75,000		0.5%
Event Income	\$130,000		0.8%
Interest Income	\$26,000		0.2%
Excess Collections from From Prior Year	\$1,200,000		7.8%
CVB Unrestricted Assets (cash)	\$1,375,000		8.9%
BCC General Fund-Film Commission	\$30,000		0.2%
Micellaneous Income	\$5,000		0.0%
Grants			0.0%
TOTAL	\$15,409,706	\$0	100.0%

Expenses		FY 2021 Draft	FY 2020	% of Budget
OPERATIONS	Dept. 60	\$603,700		3.9%
MARKETING	Dept. 61	\$7,169,200		46.5%
SALES	Dept. 62	\$235,000		1.5%
SPECIAL EVENTS	Dept. 63	\$1,017,000		6.6%
VISITOR SERVICES	Dept. 64	\$108,600		0.7%
SPORTS MARKETING	Dept. 66	\$796,000		5.2%
BEACH MANAGEMENT	Dept. 67	\$125,000		0.8%
COMMUNITY SUPPORT	Dept. 68	\$175,000		1.1%
TOURISM DEVELOPMENT	Dept. 69	\$1,815,361		11.8%
PERSONAL SERVICES	Dept. 00	\$1,869,500		12.1%
SPORTS PARK EXPENSE		\$1,495,345		9.7%
TOTAL		\$15,409,706	\$0	100.0%



OPERATIONS - Dept 60

Budget Information

Department Head:	Charlene Honnen
Program of Work Overview:	This budget is for the administrative, bureau-wide and executive office expenses.

Account #	Item	Description	Budget
603101	Professional Services	Professional Services Fees and related expenses	12,000
603105	Legal Services	CVB Legal Services	40,000
603201	Accounting Services	CVB Accounting Service Expense	18,000
603202	Annual Audit	CVB Annual Audit	20,000
603230	Film Commission	Film Commission Expense	45,000
603410	Advertising & Fees	CVB Legal and Job Recruitment Advertising	200
604010	Meetings, Seminars & Travel	Travel & Meeting Expense for Executive Office	15,000
604020	Mileage Reimbursement	Local Mileage Reimbursement - day trips only	10,000
604030	Auto Allowance	Car Allowance for CVB President	6,000
604101	Communication	Internet and conference calling	3,000
604201	Postage & Freight	Postage shipping for CVB Operations and Fulfillment	75,000
604501	Insurance	D&O, celebration tower, etc	8,000
604701	Printing	Non-marketing related printing	1,000
604810	Promotional Items	Budget for Logoed and other Giveaway Items	25,000
604820	Repairs and Maintenance	Budget for repairs and maintenance not covered elsewhere	25,000
604870	Surveys & Research	Economic Impact/Profiles, Lodging & Other Studies	150,000
604920	Community & Employee Relations	Community Relations Activities	10,000
604990	Miscellaneous	Uncategorized Operations Expenses	2,000
605101	Office Supplies Services	Office Supplies and Equipment for CVB	10,000
605215	Uniforms	Uniforms/Logoed Clothing for CVB Staff	5,000
605225	Volunteer Recognition	Recognition for outgoing Officers/Board Members	1,000
605402	Dues & Subscriptions	Membership Dues, Subscriptions	110,000
605510	Training & Development	Continuing Education and Training for Management	2,500
609910	Contingency	Placeholder Budget for unexpected expenses	10,000
Total			\$603,700

Budget Snapshot

Total Budgeted Funds	15,409,706
Operations Budget	603,700
% of Budget for Ops	3.9%

MARKETING - Dept 61

Budget Information

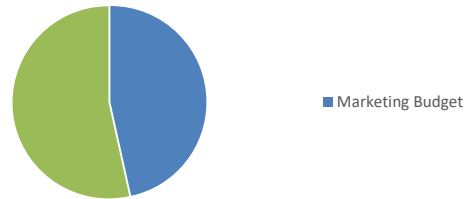
Department Head: Jayna Leach

Program of Work Overview: This budget is for the marketing expenses related to promoting Panama City Beach as a tourist destination. Our primary goal is to maximize areas of opportunities in marketing Panama City Beach for getaway travel as the nation grapples with the COVID-19 pandemic. The CVB along with our agency of record will continue to grow the REAL.FUN.BEACH. brand by tying the marketing campaigns directly to the brand. Specific emphasis will be place on a 'Digital First' platform that leverages the dynamic nature of story-telling and content curation through social media.

Account #	Item	Description	Budget
613100	*NEW* Advertising Agency Retainer	F Costs of Advertising Agency Retainer	354,000
613105	*NEW* Advertising Agency Incidental	Costs of Advertising Agency Incidentals	50,000
613430	Advertising	Advertising Expense to promote PCB	4,038,200
613432	Advertising Co-Op Special Events	Advertising Support for Event Organizers	1,250,000
613435	Advertising Co-Op	Cooperative Advertising - Partner Expense Only	50,000
613450	Advertising Production	Costs of Producing Marketing Materials	400,000
614010	Meetings & Travel	Marketing Department Travel and Seminar Costs	15,000
614520	Interactive Marketing	Website, Social Media, Interactive Marketing	575,000
614701	Printing Cost	Marketing related printing	45,000
614820	Public Relations - Domestic	Public Relations Expenses - Domestic	312,000
614825	Public Relations - International	Public Relations Expenses - International	-
614870	Fam Tours	Public Relations Fams - International & Domestic	40,000
615402	Dues & Subscriptions	Marketing Department subscriptions	15,000
619910	Contingency	Placeholder Budget for unexpected expenses	25,000
Total			\$7,169,200

Budget Snapshot

Total Budgeted Funds	15,409,706
Marketing Budget	7,169,200
% of Budget for Marketing	46.5%



SALES - Dept 62

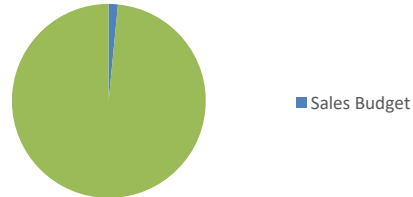
Budget Information

Department Head:	Renee Wuerdeman
Program of Work Overview:	This budget is for the expenses related to the sales efforts in promoting Panama City Beach as a tourist destination. As conference and group travel has been impacted by the COVID-19 pandemic, we will focus our sales activities in maintaining our presence with meeting planners, consumer and group travel segments, and reunion organizers, so we will be well positioned to take advantage of opportunities to increase market share when the group travel resumes.

Account #	Item	Description	Budget
623460	Citywide Convention Expense	Materials expense for Citywide Conventions	80,000.00
623475	Collateral	Printed/Electronic Sales Materials	25,000.00
624001	Tradeshows	Tradeshow expenses for current year	25,000.00
624010	Travel & Entertainment	Travel costs for Sales Department	15,000.00
624825	International Representation	International Representation for Travel/Trade	-
624850	Sponsorships	Tradeshow Sponsorships	15,000.00
624870	Fam Tours - Inbound	Fam trips for tour and group organizers	30,000.00
625402	Dues & Subscriptions	Sales Department Membership Dues	40,000.00
626401	Tradeshow Displays	Tradeshow displays	-
629910	Contingency	Placeholder Budget for unexpected expenses	5,000.00
Total			\$235,000

Budget Snapshot

Total Budgeted Funds	15,409,706
Sales Budget	235,000
% of Budget for Sales	1.5%



SPECIAL EVENTS - Dept 63

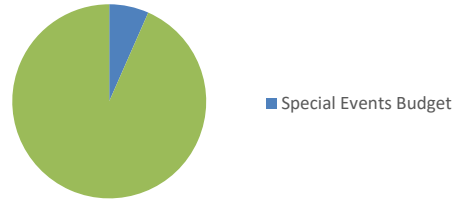
Budget Information

Department Head:	Richard Sanders
Program of Work Overview:	Supporting and planning events to drive incremental visitation to Panama City Beach. Special Events continue to be a focus area to help increase visitation to Panama City Beach throughout the year, with particular emphasis during the spring and fall. The CVB will collaborate with outside organizations on festivals, concerts and special events that take place throughout the year. This collaboration includes: sponsorships, and in-kind or paid advertising support. The CVB has canceled its fall signature events because of COVID-19. However, we will host virtual events to increase engagement and maintain top-of-mind awareness until the pandemic subsides.

Account #	Item	Description	Budget
634010	Travel & Entertainment	Expenses to attend event related conferences	2,000
634850	Sponsorships	Sponsorship of Events Occuring in PCB	435,000
634905	Festivals & Events	Direct Expenses for CVB Planned Events	540,000
636401	Equipment	Equipment Purchase to Support Events	20,000
639910	Contingency	Placeholder Budget for unexpected expenses	20,000
			\$1,017,000

Budget Snapshot

Total Budgeted Funds	15,409,706
Special Events Budget	1,017,000
% of Budget for Events	6.6%



VISITOR SERVICES - Dept 64

Budget Information

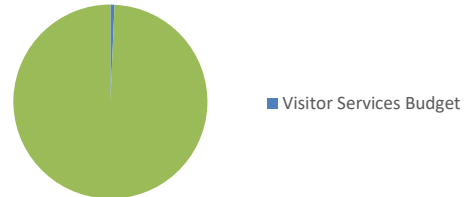
Department Head: Barrie Ainslie

Program of Work Overview: This budget is for the operation of the Visitor Centers, implementation of visitor activations, and enhancement of partner participation in CVB activities. The Visitor Services staff will cultivate, support and celebrate a visitor centric ethic that supports quality visitor experiences through unpretentious, but attentive customer service.

Account #	Item	Description	Budget
643498	Contract Labor	Temporary Labor as needed to staff Visitor Centers	5,000
644010	Travel	Travel for Director of Visitor Services	2,400
644850	Sponsorships	Sponsorships of Winter Resident Activities	12,500
644905	Visitor Services Events	Visitor Appreciation Events and VIC Activations	75,000
645201	Visitor Center Supplies	Visitor Center Materials, Decorations & Supplies	10,000
645510	Training & Development	Customer Service Training for VIC staff	1,200
649910	Contingency	Placeholder Budget for unexpected expenses	2,500
			-
			\$108,600

Budget Snapshot

Total Budgeted Funds	15,409,706
Visitor Services Budget	108,600
% of Budget for VS	0.7%



SPORTS MARKETING - Dept 66

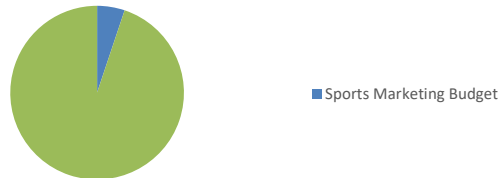
Budget Information

Department Head:	Richard Sanders
Program of Work Overview:	This budget is for developing and supporting tournaments and sporting events to increase visitation to Panama City Beach. We will continue to target our key sports markets of softball and baseball, as well expand the focus to soccer and lacrosse. We will also continue to foster the emerging markets in both tournaments (flag football, sand volleyball, etc.) and sporting events (½ marathons, adventure races, etc.).

Account #	Item	Description	Budget
663440	Awards/Appreciation	Awards for Event Right Holders	500
664001	Tradeshows	Sports Tradeshaw Expenses	10,000
664010	Travel & Entertainment	Travel Expenses for Sports Marketing	15,000
664402	Facility Usage	Facility costs paid on behalf of Event Right Holders	162,000
664830	Signage	Signage for Promotion of PCB Sporting Events	1,500
664850	Sponsorships	Sponsorship of Sporting Events that promote tourism in PCB	127,000
664860	Sporting Bid/Host Fees	Bid/Event Hosting Fees to bring events to PCB	446,000
664870	Fam Tours	In-bound Fam Tours of Tournament Decision Makers	10,000
665402	Dues & Subscriptions	Dues for sports related organizations	7,500
666401	Tradeshaw Booth	Tradeshaw Booth, banners, etc promoting the new Sports Park	1,500
669910	Contingency	Placeholder Budget for unexpected expenses	15,000
Total			\$796,000

Budget Snapshot

Total Budgeted Funds	15,409,706
Sports Marketing Budget	796,000
% of Budget for Sports	5.2%



BEACH MANAGEMENT - Dept 67

Budget Information

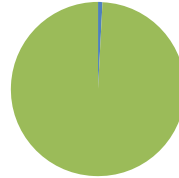
Department Head: Dan Rowe

Program of Work Overview: Coordination of Panama City Beach's beach renourishment program

Account #	Item	Description	Budget
673498	Contract Labor	Contract for CVB's Coastal Engineering Consultant	\$120,000
675402	Dues & Subscriptions	Beach related membership dues	\$1,000
679910	Contingency	Placeholder Budget for unexpected expenses	\$4,000
Total			\$125,000

Budget Snapshot

Total Budgeted Funds	15,409,706
Beach Management	125,000
% of CVB Budget for Beach	0.8%



■ Beach Management

COMMUNITY SUPPORT - Dept. 68

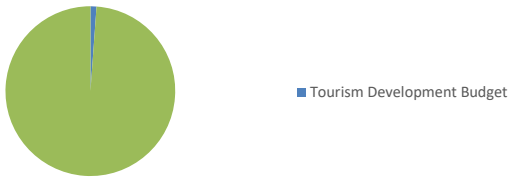
Budget Information

Department Head:	Dan Rowe
Program of Work Overview:	Funds for the Northwest Florida Tourism Council (NWFLTC), the City of Panama City Beach, and other not-for-profit entities that have tourism promotion activities/functions.

Account #	Item	Description	Budget
683405	Community Support - Development	Support for organizations engaged in tourism development	\$ 175,000
Total			\$175,000

Budget Snapshot

Total Budgeted Funds	15,409,706
Tourism Development Budget	175,000
% of Budget for Future Projects	1.1%



TOURISM DEVELOPMENT PROJECTS - Dept. 69

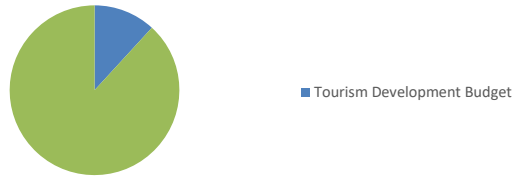
Budget Information

Department Head:	Dan Rowe
Program of Work Overview:	Funds for CVB-owned and/or developed tourism assets on Panama City Beach, including Sports Park & Stadium Complex at Breakfast Point, the Chasin' the Sun TV Program, Visit Panama City Beach Magazine, and ongoing maintenance costs of the Celebration Tower.

Account #	Item	Description	Budget
693450	Visit PCB Magazine - Production	Production Costs for Visit PCB Magazine	50,000
693466	Chasin' the Sun TV	Production Costs of Chasin' the Sun TV Program	525,000
694101	Communication	Internet Service Aaron Bessant Park	15,600
694701	Visit PCB Magazine - Printing	Printing Costs for Visit PCB Magazine	50,000
694820	Mexico Beach & Panama City CDC Support	Financial Support for the MB and PC CDCs	250,000
695465	Planning	Planning Costs for project development	924,761
	Total		\$1,815,361

Budget Snapshot

Total Budgeted Funds	15,409,706
Tourism Development Budget	1,815,361
% of Budget for Future Projects	11.8%



Personal Services

Budget Information

Department Head:	Dan Rowe
Critical Operations:	Salaries, wages and benefits for CVB staff

Account #	Item	Description	Budget
601200	Salaries	Staff salaries, wages & holiday bonus	1,425,000
602100	Payroll Taxes	Payroll Taxes	114,000
602200	401k Program	CVB retirement program expense	60,000
602300	Employee Insurance Costs	CVB expense for staff insurance benefits	265,000
602400	Works Comp Insurance	CVB expense for Workers Comp	5,500
TOTAL			\$1,869,500.00

Budget Snapshot

Total Budgeted Funds	15,409,706
Personal Services Budget	1,869,500
% of Budget for Personnel	12.1%

