

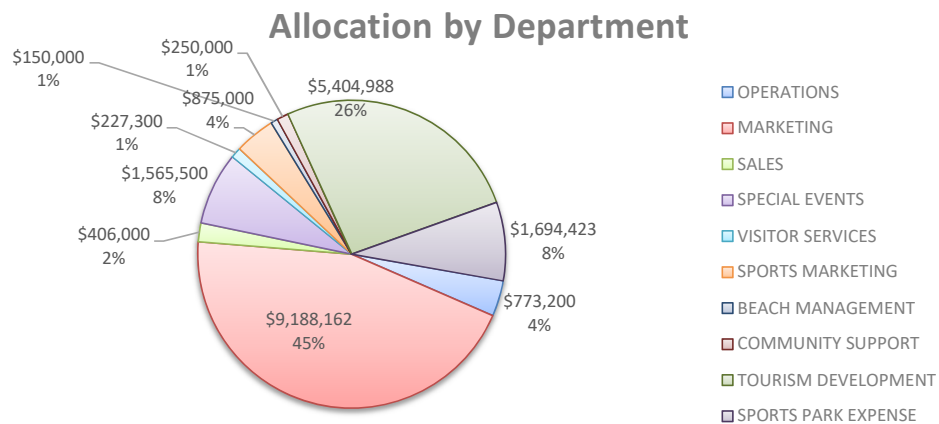
Visit Panama City Beach

2022 Budget



Revenues	FY 2022 Draft	FINAL FY 2021	% of Budget
Fund 125 Current Year Collections	\$11,459,087	\$11,579,853	50.7%
Fund 127 Current Year Collections	\$150,000	\$150,000	0.7%
Fund 128 Current Year Collections	\$422,569	\$817,597	1.9%
Sports Park Revenues (recorded in Fund 124)	\$1,519,977	\$1,196,008	6.7%
Sports Park Subsidies (Fund 128)	\$174,446	\$343,057	0.8%
Co-Op Income	\$40,000	\$30,000	0.2%
Visitor Guides	\$45,000	\$45,000	0.2%
Fees from Website	\$2,000	\$500	0.0%
Corporate & Event Sponsorship Income	\$75,000	\$75,000	0.3%
Event Income	\$125,000	\$130,000	0.6%
Interest Income	\$7,000	\$26,000	0.0%
Contract Funds from prior year	\$3,506,651	\$0	15.5%
Excess Collections from From Prior Year	\$1,634,730	\$1,492,105	7.2%
CVB Unrestricted Assets (cash)	\$3,337,313	\$2,975,196	14.8%
BCC General Fund-Film Commission	\$30,000	\$30,000	0.1%
Micellaneous Income	\$5,000	\$5,000	0.0%
Grants	\$65,000	\$65,000	0.3%
TOTAL	\$22,598,773	\$18,960,316	100.0%

Expenses		FY 2022 Draft	FINAL FY 2021	% of Budget
OPERATIONS	Dept. 60	\$773,200	\$603,700	3.4%
MARKETING	Dept. 61	\$9,188,162	\$7,169,200	40.7%
SALES	Dept. 62	\$406,000	\$235,000	1.8%
SPECIAL EVENTS	Dept. 63	\$1,565,500	\$1,017,000	6.9%
VISITOR SERVICES	Dept. 64	\$227,300	\$108,600	1.0%
SPORTS MARKETING	Dept. 66	\$875,000	\$796,000	3.9%
BEACH MANAGEMENT	Dept. 67	\$150,000	\$125,000	0.7%
COMMUNITY SUPPORT	Dept. 68	\$250,000	\$175,000	1.1%
TOURISM DEVELOPMENT	Dept. 69	\$5,404,988	\$5,322,251	23.9%
PERSONAL SERVICES	Dept. 00	\$2,064,200	\$1,869,500	9.1%
SPORTS PARK EXPENSE		\$1,694,423	\$1,539,065	7.5%
TOTAL		\$22,598,773	\$18,960,316	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	50,000
603201	Accounting Services	CVB Accounting Service Expense	12,000
603202	Annual Audit	CVB Annual Audit	22,000
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	20,000
604020	Mileage Reimbursement	Local Mileage Reimbursement - day trips only	12,000
604030	Auto Allowance	Car Allowance for CVB President	6,000
604101	Communication	Internet and conference calling	3,500
604201	Postage & Freight	Postage shipping for CVB Operations and Fulfillment	75,000
604501	Insurance	D&O, celebration tower, etc	10,000
604701	Printing	Non-marketing related printing	1,000
604810	Promotional Items	Budget for Logoed and other Giveaway Items	40,000
604820	Repairs and Maintenance	Budget for repairs and maintenance not covered elsewhere	26,000
604870	Surveys & Research	Economic Impact/Profiles, Lodging & Other Studies	275,000
604920	Community & Employee Relations	Community Relations Activities	10,000
604990	Miscellaneous	Uncategorized Operations Expenses	2,500
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	120,000
605510	Training & Development	Continuing Education and Training for Management	5,000
609910	Contingency	Placeholder Budget for unexpected expenses	10,000
Total			\$773,200

Budget Snapshot

Total Budgeted Funds	22,598,773
Operations Budget	773,200
% of Budget for Ops	3.4%

MARKETING - Dept 61

Budget Information

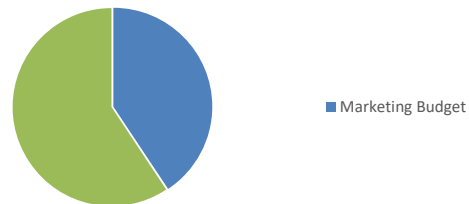
Department Head: Jayna Leach

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	Advertising Agency Retainer Fees	Costs of Advertising Agency Retainer	394,254
613105	Marketing Agency Incidental Fees	Costs of Advertising & PR Agency Incidentals	50,000
613430	Advertising	Advertising Expense to promote PCB	5,725,000
613432	Advertising Co-Op Special Events	Advertising Support for Event Organizers	1,310,000
613435	Advertising Co-Op	Cooperative Advertising - Partner Expense Only	50,000
613450	Advertising Production	Costs of Producing Marketing Materials	650,000
613450	In-house Production	In-house Costs of Producing Marketing Materials	50,000
614010	Meetings & Travel	Marketing Department Travel and Seminar Costs	20,000
614520	Interactive Marketing	Website, Social Media, Interactive Marketing	525,000
614701	Printing Cost	Marketing related printing	40,000
614820	Public Relations - Domestic	Public Relations Expenses - Domestic	253,908
614825	Public Relations - International	Public Relations Expenses - International	25,000
614870	Fam Tours	Public Relations Fams - International & Domestic	60,000
615402	Dues & Subscriptions	Marketing Department subscriptions	10,000
619910	Contingency	Placeholder Budget for unexpected expenses	\$25,000
	Total		\$9,188,162

Budget Snapshot

Total Budgeted Funds	22,598,773
Marketing Budget	9,188,162
% of Budget for Marketing	40.7%



SALES - Dept 62

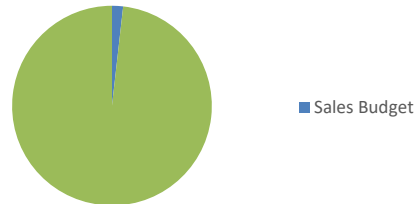
Budget Information

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 as group travel resumes.

Account #	Item	Description	Budget
623460	Citywide Convention Expense	Materials expense for Citywide Conventions	\$60,000
623475	Collateral	Printed/Electronic Sales Materials	\$7,000
624001	Tradeshows	Tradeshow expenses for current year	\$125,000
624010	Travel & Entertainment	Travel costs for Sales Department	\$65,000
624825	International Representation	International Representation for Travel/Trade	\$10,000
624850	Sponsorships	Tradeshow Sponsorships	\$30,000
624870	Fam Tours - Inbound	Fam trips for tour and group organizers	\$40,000
625402	Dues & Subscriptions	Sales Department Membership Dues	\$34,000
626401	Tradeshow Displays	Tradeshow displays	\$25,000
629910	Contingency	Placeholder Budget for unexpected expenses	\$10,000
Total			\$406,000

Budget Snapshot

Total Budgeted Funds	22,598,773
Sales Budget	406,000
% of Budget for Sales	1.8%



SPECIAL EVENTS - Dept 63

Budget Information

Department Head: Richard Sanders

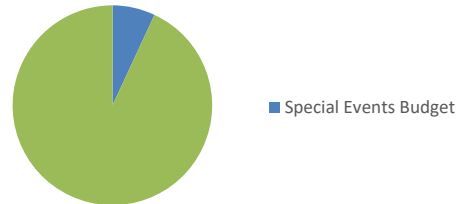
Program of Work Overview: Supporting and planning events to drive incremental visitation to Panama City Beach. Special Events continue to be a focus area to help increase visitation to Panama City Beach throughout the year, with particular emphasis during the spring and fall. The CVB will collaborate 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.

Account #	Item	Description	Budget
634010	Travel & Entertainment	Expenses to attend event related conferences	10,000
634850	Sponsorships	Sponsorship of Events Occuring in PCB	482,500
634905	Festivals & Events	Direct Expenses for CVB Planned Events	955,000
615402	Dues & Subscriptions	Event Industry Dues & Subscriptions	3,000
636401	Equipment	Equipment Purchase to Support Events	95,000
639910	Contingency	Placeholder Budget for unexpected expenses	20,000

Budget Snapshot

1,565,500

Total Budgeted Funds	22,598,773
Special Events Budget	1,565,500
% of Budget for Events	6.9%



VISITOR SERVICES - Dept 64

Budget Information

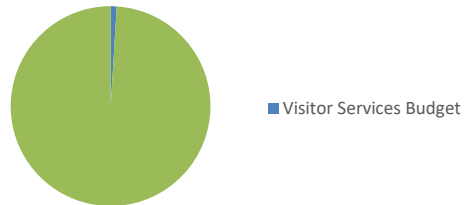
Department Head: **Barrie Ainslie**

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	10,000
644010	Travel	Travel for Director of Visitor Services	2,400
644850	Sponsorships	Sponsorships of Winter Resident Activities	15,000
644905	Visitor Services Events	Visitor Appreciation Events and VIC Activations	175,000
645201	Visitor Center Supplies	Visitor Center Materials, Decorations & Supplies	15,000
645510	Training & Development	Customer Service Training for VIC staff	2,400
649910	Contingency	Placeholder Budget for unexpected expenses	7,500
			\$227,300

Budget Snapshot

Total Budgeted Funds	22,598,773
Visitor Services Budget	227,300
% of Budget for VS	1.0%



SPORTS MARKETING - Dept 66

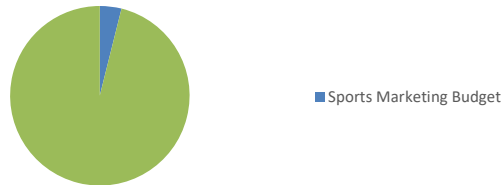
Budget Information

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 Tradeshow Expenses	18,000
664010	Travel & Entertainment	Travel Expenses for Sports Marketing	27,500
664402	Facility Usage	Facility costs paid on behalf of Event Right Holders	167,500
664830	Signage	Signage for Promotion of PCB Sporting Events	2,000
664850	Sponsorships	Sponsorship of Sporting Events that promote tourism in PCB	166,000
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	Tradeshow Booth	Tradeshow Booth, banners, etc promoting the new Sports Park	5,000
669910	Contingency	Placeholder Budget for unexpected expenses	25,000
Total			\$875,000

Budget Snapshot

Total Budgeted Funds	22,598,773
Sports Marketing Budget	875,000
% of Budget for Sports	3.9%



BEACH MANAGEMENT - Dept 67

Budget Information

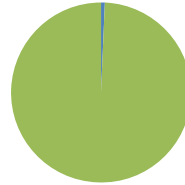
Department Head: Dan Rowe

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	\$126,000
675402	Dues & Subscriptions	Beach related membership dues	\$1,000
679910	Contingency	Placeholder Budget for unexpected expenses	\$23,000
Total			\$150,000

Budget Snapshot

Total Budgeted Funds	22,598,773
Beach Management	150,000
% of CVB Budget for Beach	0.7%



■ Beach Management

COMMUNITY SUPPORT - Dept. 68

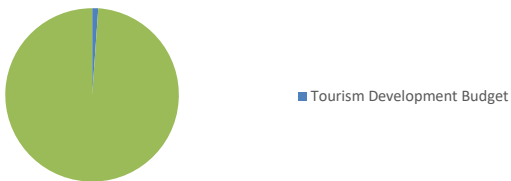
Budget Information

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	\$ 250,000
	Total		\$250,000

Budget Snapshot

Total Budgeted Funds	22,598,773
Tourism Development Budget	250,000
% of Budget for Future Projects	1.1%



TOURISM DEVELOPMENT PROJECTS - Dept. 69

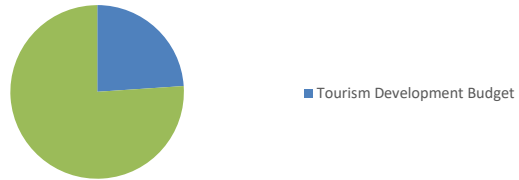
Budget Information

Department Head:	Dan Rowe
Program of Work Overview:	Funds for CVB-owned and/or developed tourism assets on Panama City Beach, the Chasin' the Sun TV Program, Visit Panama City Beach Magazine, and other projects.

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
694701	Visit PCB Magazine - Printing	Printing Costs for Visit PCB Magazine	140,000
694820	Mexico Beach & Panama City CDC Support	Financial Support for the MB and PC CDCs	250,000
695465	Planning	Planning Costs for project development	4,439,988
	Total		\$5,404,988

Budget Snapshot

Total Budgeted Funds	22,598,773
Tourism Development Budget	5,404,988
% of Budget for Future Projects	23.9%



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	1,600,000
602100	Payroll Taxes	Payroll Taxes	128,000
602200	401k Program	CVB retirement program expense	96,000
602300	Employee Insurance Costs	CVB expense for staff insurance benefits	235,200
602400	Works Comp Insurance	CVB expense for Workers Comp	5,000
TOTAL			\$2,064,200.00

Budget Snapshot

Total Budgeted Funds	22,598,773
Personal Services Budget	2,064,200
% of Budget for Personnel	9.1%

