



Panama City Beach
REAL. FUN. BEACH.

2018 SPRING EVENTS

Panama City Beach Mardi Gras & Music Festival featuring the Krewe of Dominique Youx Parade

- Dodged the weather.
- Possibly largest crowd ever for Mardi Gras.
- Aaron Neville drew close to 5,000 people as headliner.
- Missed completing the event by 30 minutes.
- Crowd estimate over 30,000 people.
- Major event for the month of February.
- Winter Residents look forward to the event annually.
- Top February event.



**MARDI GRAS
AND
MUSIC
FESTIVAL**

FREE
PARADES · LIVE MUSIC · FIREWORKS · FAMILY FUN
FEBRUARY 9-10
at Pier Park



Aaron Neville,
Chubby Carrier & the Bayou Swamp Band,
"Louisiana Rocking Fiddler" Waylon Thibodeaux,
the Dirty Dozen Brass Band &
Vince Vance & the Valiants

 Panama City Beach VisitPanamaCityBeach.com | #RealFunBeach

Sponsored by:



The 1st Annual Panama City Beach Food Truck & Craft Beer Festival Saturday February 17th, 2018

- Tickets sold: 3,249 (2,039 General Admission, 639 Beer Lover's, 571 VIP)
- Estimated total attendance: 5,000+
- 52% age 30-49, 26% age 50+, 22% age 21-29
- 86% Likely to attend again.
- 66% Facebook, 12% radio
- Food Truck Festivals is a marketing company first and festival company second. Extensive promotions were made through their outlets in event listings, print, online, radio & broadcasting and social media & influencers.
- Successful 1st year.



Emerald Coast Boat & Lifestyle Show

March 2-4, 2018

Aaron Bessant Park

- 2nd year event.
- 3-day land based boat show that featured top marine dealers with 220 boats on display from 42 major manufacturers. It's also more than a boat show. Lifestyle elements featured exhibitors representing everything from stand up paddleboards, fishing kayaks, diving, active wear, fishing equipment, beach cruising bicycles, motorcycles and high end automobiles. There were several interactive seminars that were a big hit with attendees.
- 2018 the total attendance was 4,879 (Friday 1,042, Saturday 2,544 & Sunday 1,293). This represents a **5.5% increase** over 2017.
- Over 45 exhibiting companies had a total of 245 employee's onsite each day.





Emerald Coast Boat & Lifestyle Show

March 2-4, 2018

Aaron Bessant Park

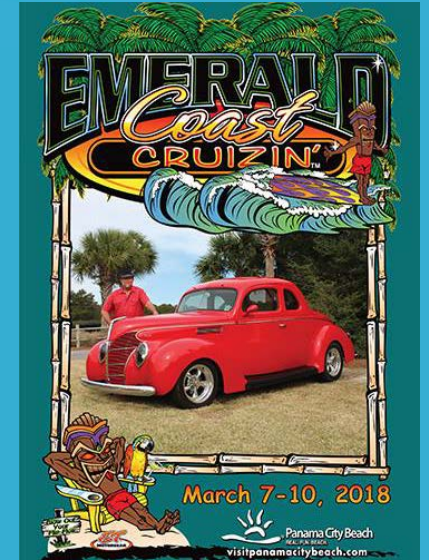
- Of the total 220 boats, 50% went under contract. “That’s a percentage we’ve never accomplished before at any boat show”. Not just small boats, but at least 3 one million went under contract.
- Attendees were from **37 states and Canada**. Top 3 states represented was Florida (65%), Alabama & Georgia. Other states included Michigan, Illinois, Tennessee, Minnesota, Indiana, Pennsylvania, Wisconsin, Iowa, Kentucky, Mississippi, Louisiana, Ohio, Texas, New York, Kansas, Arizona, Missouri, Montana, North Carolina, Idaho, Maine, Nebraska, Virginia, West Virginia, Colorado, South Carolina, Arkansas, California, Delaware, Maryland, North Dakota, New Jersey, Washington and Oklahoma. **55 Florida Cities**.
- 2019 date will be changed due to where Mardi Gras falls for 2019 (first weekend of March).

Emerald Coast Cruizin' Spring Car Show

March 7-10, 2018

Aaron Bessant Park

- 728 registrations for 2018.
- 417 registrations for 2017.
- 16 states represented in 2018 attendees/registrations. Florida, Alabama, Georgia, Mississippi, Tennessee, Louisiana, Illinois, Kentucky, Indiana, Missouri, South Carolina, Arkansas, Virginia, North Carolina, Iowa and Texas.
- 15 states represented in 2017 attendees/registrations. Florida, Alabama, Georgia, Mississippi, Tennessee, Louisiana, Illinois, Kentucky, Missouri, South Carolina, Virginia, North Carolina, Pennsylvania, Massachusetts and Texas.
- **4,241** attendees in 2018.
- **3,281** attendees in 2017.



UNwineD

March 23-24, 2018

Aaron Bessant Park

- 2nd Year Event under Visit Panama City Beach management.
- Partnership with Panama City Beach Chamber of Commerce.
- **Southern Living presenting sponsor.**
- Goal of the event was to showcase the destination with an elegant southern garden party, food and wine festival with adults behaving beautifully while drinking responsibly and enjoying fine Americana/Indi entertainment.
- 2017. “State’s Most Innovative Event Award” from Florida Festivals & Events Association.



PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER,
SPIRITS & WINE

St. Paul & the Broken Bones
and Los Colognes

Saturday, March 24
5-7:30pm | Aaron Bessant Park

TICKETS ON SALE NOW FOR \$20
VisitPanamaCityBeach.com/Unwined

Panama City Beach
REAL FUN BEACH



UNwineD

March 23-24, 2018

Aaron Bessant Park

- **11 states** represented at the Friday evening Southern Living Kick Off Party.
- Saturday afternoon Grand Tasting **Sold Out** for the 2nd consecutive year at 1,100 attendees.
- Over 20 area restaurants on display.
- Over 40 wines, craft beers and spirits represented.
- **63% of ticket sales were outside our local market.**
- **19 states** (Alabama, California, Colorado, Florida, Georgia, Idaho, Illinois, Kentucky, Michigan, Minnesota, Missouri, Mississippi, North Carolina, New Jersey, Nevada, Pennsylvania, Tennessee, Texas and Wisconsin) + **Canada** attended the St. Paul & the Broken Bones concert with **58%** being outside of the local market. Estimated total attendance **2,500**.
- Public Relations coverage related to the event = priceless.



Panama City Beach

REAL. FUN. BEACH.

MARKETING

RECAP:

UNWINED

REALFUN BEACH

A banner image at the top of the page shows a green lawn on the left, a sandy beach in the middle, and a colorful beach umbrella on the right. Below the banner is a blue background with white wavy lines representing waves.

OPPORTUNITY STATEMENT:

Panama City Beach set out change visitor perception of the destination for the month of March and change the narrative with an outdoor food and wine event, called UNwineD.

Presented in partnership with Southern Living magazine, the two-day southern garden party took place March 23-24 at Aaron Bessant Park and featured superb craft beer, spirits and wine from around the world, plus culinary creations by Northwest Florida's leading chefs along with a live musical performance by St. Paul & The Broken Bones.

NEW EVENT, NEW AUDIENCE, NEW RESULTS!

THE EVENT: SOUTHERN LIVING FRIDAY NIGHT KICK OFF PARTY FRIDAY, MARCH 23 | AARON BESSANT PARK

Southern Living readers and friends gathered in Panama City Beach, Florida to kick off UNwined weekend with a southern garden party at Aaron Bessant Park. This VIP event kicked off the weekend with Biscuits & Jam presented by Southern Living, an elegant garden party complete with bites from Southern Chef Matt Moore and tunes from up and coming country music artist Cale Tyson.



REALFUN BEACH

THE EVENT: SOUTHERN LIVING FRIDAY NIGHT KICK OFF PARTY
FRIDAY, MARCH 23 | AARON BESSANT PARK



REAL FUN BEACH

THE EVENT: GRAND AFTERNOON TASTING SATURDAY, MARCH 24 | AARON BESSANT PARK

The Saturday afternoon of UNwined began with the Grand Tasting and did not disappoint. The event sold out at 1,100 participants. The event featured an afternoon with a wonderful selection of local seafood, fine wines, craft beer and spirits.



REALFUN BEACH

THE EVENT: CONCERT IN THE PARK SATURDAY, MARCH 24 | AARON BESSANT PARK

St. Paul & The Broken Bones entertained the UNwined crowd with an electric performance



REAL FUN BEACH



MARKETING | SOUTHERN LIVING PARTNERSHIP

FACEBOOK | MAGAZINE ADS | DIGITAL BANNERS | EDITORIAL COVERAGE

Join Southern Living in Panama City Beach as we kick off the UNwineD event weekend with a Biscuits & Jam party

FRIDAY, MARCH 23

Southern Living Biscuits AND Jam



Enjoy menu items curated by Southern Living Contributing Editor and Cookbook Author CHEF MATT MOORE



Listen to the smooth sounds of Nashville folk musician CALEY TYSON

Panama City Beach is excited to host its second annual UNwineD event, an award-winning two-day festival taking place March 23-24 at Aaron Bessant Park. Beginning with Friday night, enjoy a Biscuits & Jam VIP Experience presented in partnership with Southern Living. And then Saturday's festival will feature delicious craft beer, spirits and wine from around the world, plus culinary creations by Florida's leading chefs and a headliner performance by St. Paul & the Broken Bones—this event is one you don't want to miss!

BUY TICKETS

Ticket quantities are limited so be sure to purchase yours now!



ADVERTISEMENT

SPRING ESCAPE

UNwineD in Panama City Beach

Ready to shake off the winter blues? For those in need of a relaxing escape, Panama City Beach, situated on 27 miles of sugar-white sand on Florida's Gulf Coast, is ushering in spring with its second annual UNwineD Festival, March 23-24.



Why UNwineD?

- 1 Kickoff the event with an elegant garden party presented by Southern Living and featuring folk artist Caley Tyson. It's the perfect opportunity to trade a sweater for a sundress — hats are encouraged!
- 2 Sample delectable creations by the region's top food stars, including quintessential Southern chef, Matt Moore. Delight in farm-fresh ingredients and be inspired by unique flavors that personify Southern tradition.
- 3 Broken Bones. Led by front man Paul Janeway, this popular music group will fire up the crowd with their gritty soul revivalist music.
- 4 Enjoy a live concert with opening band Los Colognes followed by a feature performance by St. Paul & the Broken Bones.
- 5 Round out the weekend by exploring Panama City Beach's new Décor by the Shore Trail, featuring a vast selection of shops specializing in coastal-themed antiques and gifts.

Come on down and UNwineD with us, March 23-24. Learn more at visitpanamacitybeach.com.



MAKE IT MEMORABLE
MAKE IT EXHILARATING
MAKE IT ROMANTIC
MAKE IT FUN
MAKE IT YOURS!



Panama City Beach has so much family fun, heart-pounding action, eco-adventure and romance, the memories you make here will last a lifetime. Come make Panama City Beach your REAL. FUN. BEACH. Plan your fun getaway today.

VisitPanamaCityBeach.com



SOUTHERN LIVING MAGAZINE'S REACH:

- UMW: 3.1 M
- FACEBOOK: 2.9 M
- INSTAGRAM 1.1 M
- TWITTER 731K

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MARKETING | SOUTHERN LIVING ADDED VALUE

FACEBOOK | MAGAZINE ADS | DIGITAL BANNERS | EDITORIAL COVERAGE | ADDED VALUE

Hannah's Hot Spots Instagram TEN DAY Takeover of Panama City Beach featuring content curated by SL Travel & Culture Editor, Hannah Hayes. Southern Living has over 1 million Instagram Followers!



southernlivingmag

Following

6,787 posts 1.1m followers 272 following

Southern Living Celebrating the best of Southern life. Share your #MySouthernLiving photos with us.
southernliving.com/instagram

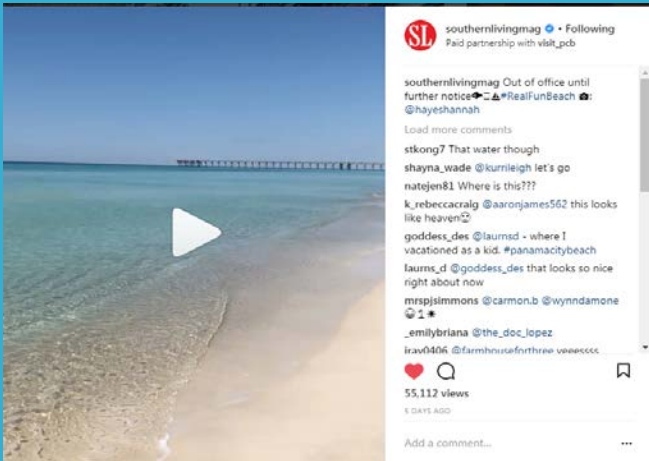
Followed by pier1, bcain2E, amandagibbons - 30 more

PARTNER CONTENT FROM PANAMA CITY BEACH



April 16
104K video views
331 comments

PARTNER CONTENT FROM PANAMA CITY BEACH



REALFUN BEACH

MARKETING | SOUTHERN LIVING PARTNERSHIP

FACEBOOK | MAGAZINE ADS | DIGITAL BANNERS | EDITORIAL COVERAGE | VALUE AD

The Southern Living | Visit Panama City Beach HUB includes custom native content written with an editorial point of view to inspire while ultimately driving awareness and consideration.

The screenshot shows a digital marketing hub for Panama City Beach. At the top, there is a navigation bar with the Southern Living logo, a plus sign, the Panama City Beach logo, and a small text label "PARTNER CONTENT FROM VISIT PANAMA CITY BEACH". The main header features a large beach scene with the text "MAKE IT YOURS" overlaid. Below the header is a horizontal menu with five categories: ALL (yellow), ADRENALINE (orange), ECO FRIENDLY (green), FAMILY (teal), and ROMANTIC (pink). The content area displays three video thumbnails. The largest thumbnail on the left is titled "MUST-DOS IN PANAMA CITY BEACH" and shows a person snorkeling with a striped fish. To its right are two smaller thumbnails: "The Top Eco-Friendly Spots in Panama City Beach" showing a beach with a green overlay, and "The Best Adrenaline-Fueled Aquatic Activities in Panama City Beach" showing a beach with an orange overlay.

REAL FUN BEACH



MARKETING:

RACK CARD | POSTER | SNAPCHAT FILTER | FACEBOOK | BILLBOARDS | MAGAZINE ADS | DIGITAL BANNERS | HANDBILLS | EDITORIAL COVERAGE

AARON BESSANT PARK

MARCH 23 & 24

PRESENTED BY SOUTHERN LIVING

PANAMA CITY BEACH

UNwineD

CELEBRATING CRAFT BEER, SPIRITS & WINE

Taste craft beer, spirits and wine from around the world while you mix and mingle with elite chefs, mixologists and top tastemakers of the South.

FRIDAY
BISCUITS & JAM KICKOFF PARTY
An Exclusive Event with Live Music by Cale Tyson

SATURDAY
GRAND AFTERNOON TASTING
FEATURING ST. PAUL & THE BROKEN BONES
Along with Live Music by Los Colognes

Panama City Beach
REAL FUN BEACH
VisitPanamaCityBeach.com/Unwined

PANAMA CITY BEACH

UNwineD

CELEBRATING CRAFT BEER, SPIRITS & WINE

PRESENTED BY SOUTHERN LIVING

MARCH 23 & 24

Taste craft beer, spirits and wine from around the world while you mix and mingle with elite chefs, mixologists and top tastemakers of the South.

Panama City Beach
REAL FUN BEACH
VisitPanamaCityBeach.com/Unwined

PANAMA CITY BEACH

UNwineD

CELEBRATING CRAFT BEER, SPIRITS & WINE

TICKETS
\$200 - Biscuits & Jam (Friday and Saturday)
\$75 - Grand Tasting & Concert
\$20 - Concert Only

FRIDAY
BISCUITS & JAM EXCLUSIVE KICKOFF PARTY
Live Music by Cale Tyson

SATURDAY
GRAND AFTERNOON TASTING
Live Concerts by Los Colognes and St. Paul & the Broken Bones

PANAMA CITY BEACH

UNwineD

CELEBRATING CRAFT BEER, SPIRITS & WINE

REAL FUN BEACH



THE EVENT: CONCERT IN THE PARK | SATURDAY, MARCH 25 ST. PAUL & THE BROKEN BONES

PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER,
SPIRITS & WINE

FEATURING LIVE MUSIC BY
ST. PAUL & THE BROKEN BONES

MARCH 24 | TICKETS ON SALE FOR ONLY \$20

 Panama City Beach
FLORIDA



 Visit Panama City Beach ▶ UNwineD
1 hr · 🌐


We are so excited that St. Paul and The Broken Bones will be headlining this year's event on Saturday, March 24. The band will follow opening act Los Colognes after The Grand Tasting. Get your tickets today:
<http://bit.ly/UNwineDTickets2018>



Join us for a Concert in the Park on Saturday, March 24 to see live performances from national recording artists, St. Paul & the Broken Bones and Los Colognes. Guests are encouraged to bring lawn chairs or blankets for seating. Concessions will be available at the venue. Outside coolers, food and beverages are prohibited.

GATES OPEN AT 3PM
Early entry available for those with tickets to the UNwineD Grand Tasting and Concert

TICKETS ON SALE NOW FOR \$20
FOR FULL DETAILS VISIT:
VisitPanamaCityBeach.com/Unwined

 Panama City Beach

PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER,
SPIRITS & WINE

St. Paul & the Broken Bones
and Los Colognes

Saturday, March 24
5-7:30pm | Aaron Bessant Park



TICKETS ON SALE NOW FOR \$20
VisitPanamaCityBeach.com/Unwined

 Panama City Beach
REAL FUN BEACH

PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER,
SPIRITS & WINE

Featuring
St. Paul & the Broken Bones

SATURDAY, MARCH 24


VisitPanamaCityBeach.com/UNwineD



REALFUN BEACH

MARKETING | SOCIAL

RACK CARD | POSTER | SNAPCHAT FILTER | FACEBOOK | BILLBOARDS | MAGAZINE ADS | DIGITAL BANNERS | HANDBILLS | EDITORIAL COVERAGE



UNwineD
Public · Hosted by Visit Panama City Beach · 1 co-host pending [?]

Interested ▾ Share ▾ ⋮

2 Dates · Mar 23 - Mar 24

MAR 23	Fri 11:00 AM	MAR 24	Sat 1:00 PM
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Visit Panama City Beach
17001 Panama City Beach Parkway, Panama City Beach, Florida 3... Show Map



PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER, SPIRITS & WINE

FEATURING LIVE MUSIC BY
ST. PAUL & THE BROKEN BONES

MARCH 24 | TICKETS ON SALE FOR ONLY \$20


Panama City Beach
FLORIDA



PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER, SPIRITS & WINE

SL Southern Living with Visit Panama City Beach.
11 hrs · Paid · 🌐

The weekend kicks off with a Biscuits & Jam VIP party presented by yours truly! 😊



Join Us for UNwineD in Panama City Beach

Enjoy an exclusive party featuring menu items curated by Southern Living Cookbook Author Matt Moore and an intimate music performance by Nashville recording artist Cale Tyson.

VISITPANAMACITYBEACH.TUNESTUB.COM

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PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER, SPIRITS & WINE

SPECIAL MUSICAL GUEST:
ST. PAUL & THE BROKEN BONES



UNwineD
SPRING'S MOST ELEGANT FLING
Presented by Southern Living

PLAN YOUR FUN NOW >

30A
Yesterday at 8:46am · 🌐

30A Radio chats with lead singer Paul Janeway of St. Paul and The Broken Bones during Visit Panama City Beach's UNwineD festival. CHECK THIS OUT:



3.5K Views

EPICPHOTO.CO/GALLERY



PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER, SPIRITS & WINE

#UNwineDinPCB



UNwineD
CELEBRATING CRAFT BEER, SPIRITS & WINE

UNwineD
CELEBRATING CRAFT BEER, SPIRITS & WINE

MIX, MINGLE AND MAKE MEMORIES

Ready for round two? Panama City Beach is bringing back its award-winning UNwineD event for a second year. The destination is pulling out all of the stops to top last year's unique combination of music, food and fun by partnering with Southern Living and... inviting an exciting lineup of elite chefs, mixologists and tastemakers.

FRIDAY
Biscuits & Jam Kickoff Party
An exclusive event featuring Southern chef Matt Moore with live music by Cale Tyson

SATURDAY
Grand Afternoon Tasting
Featuring headliner St. Paul & The Broken Bones along with live music by Luke Cozigers

MARCH 23 & 24
AT AARON BESSANT PARK

SEE OFFERS >

Plan your getaway today.
1-800-PCBEACH (800-722-2524)
Visit www.visitpanamacitybeach.com
info@visitpanamacitybeach.com

REALFUN BEACH



PUBLIC RELATIONS

RACK CARD | POSTER | SNAPCHAT FILTER | FACEBOOK | BILLBOARDS | MAGAZINE ADS | DIGITAL BANNERS | HANDBILLS | EDITORIAL COVERAGE

NEWS HERALD:

- <http://www.newsherald.com/news/20180327/pcbs-nivol-named-best-craft-beer-at-unwined>
- <http://www.newsherald.com/news/20180315/mix-and-mingle-unwined-at-southern-garden-party>

WJHG:

- 3/2/18 <http://www.wjhg.com/video?vid=475644243>
- Friday Morning: <http://www.wjhg.com/video?vid=477729563>
- Friday Night: <http://www.wjhg.com/content/news/UNwineD-Festival-kicks-off-with-garden-party-477805083.html>

WMBB:

- Friday Morning: <http://www.mypanhandle.com/news/unwined-event-at-aaron-bessant-park/1073622422>
- Friday Night: <http://www.mypanhandle.com/news/panama-city-beach-unwined-event-kicks-off/1074606439>
- Saturday: <http://www.mypanhandle.com/news/unwined-closes-with-a-live-performance-and-tasty-treats/1075578333>

WTVY:

- 3/21/18: <http://www.wtv.com/video?vid=476859483>

ADDITIONAL CLIPPINGS:

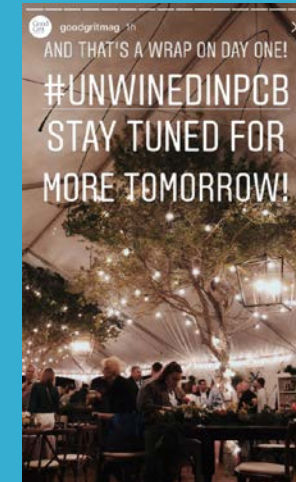
- Flamingo Magazine: <http://www.flamingomag.com/2018/02/26/road-trip-worthy-events-spring-2018/>
- Snowbirds Gulf Coast Magazine: <http://snowbirdsgulfcoast.com/featured-story/panama-city-beachs-2018-unwined-coming-march-23-and-24-2018>
- St. Paul and the Broken Bones Website: <http://stpaulandthebrokenbones.com/2018/01/16/unwined-festival-2018/#.WuymjaQvzRY>
- Birmingham Magazine: <https://www.al.com/bhammag/>



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PUBLIC RELATIONS | MEDIA FAM TOUR

- Julia Sayer, Editor in Chief, Birmingham Magazine
- Tara Massouleh, Assistant Editor, Birmingham Magazine
- Laura Beausire, Contributing Writer, American Way Magazine (American Airlines)
- Isaac Ray Norris, Managing Editor and Digital Coordinator, Good Grit Magazine
- Hannah Freedman, Editor for Family Traveller blog/website



REALFUN BEACH

MARKETING BUDGET:

The majority of the marketing and promotions for UNwineD were from the full marketing media plan and budget.

UNwineD

from mid-January 3/24 – TOTAL MARKETING \$131,210

TV:

- Beach TV – 3/17-3/24 running 1 weeks prior to event, 72 spots total - \$1000
- TV Weather sponsorships – 3/12-3/23, :10 and/or :15 weather sponsorships to run in morning news - \$12K
- Markets: Dothan, Tally, Montgomery, Birmingham, and Mobile/Pensacola

Radio:

- Local PCB Radio with promotional ticket giveaways to run 3/5-3/24 (3 weeks prior) - \$4,500
- Drive Market Radio – 3/5-3/24 -:30 radio buy with promotional ticket giveaways- \$8k\
- Markets: Dothan, Montgomery, Tally, Birmingham, Columbus and Mobile/Pensacola
- Pandora - :30 with companion banner - \$10K
- Dedicated UNwineD schedule to run 2/26-3/24

Digital Display:

- no additional spend, dedicating \$5,000 from existing line item to UNwineD creative
- Targeted to Adults 25-54 HHI \$75K+, interest in food, wine, craft beer, music concerts
- Geos – Dothan, Montgomery, Tally, PCB, Birmingham, Columbus, Mobile/Pensacola

Eblast:

- PCB Chamber Beach Buzz
- Visit PCB
- Southern Living
- Atlanta Magazine



REALFUN BEACH

MARKETING BUDGET:

The majority of the marketing and promotions for UNwineD were from the full marketing media plan and budget.

Southern Living \$50,000

- Event presenter – Biscuits & Jam Concert, Test Kitchen presentations at Grand Tasting
- Full page ad and Full page Advertorial featuring UnWineD event
- Promotional call-out in-magazine featuring event
- Eblasts
- Social amplification and promotion across all SL social channels

Publications

- Vie Magazine \$2,125
- Good Grit \$2,260
- Atlanta Magazine \$5,325
- The Circuit Magazine (part of existing buy)
- Flamingo (editorial coverage)The News Herald (part of existing buy) – Feb 10 insertion through March 24
- Visit Panama City Beach Vacation Magazine

Digital Billboards in market

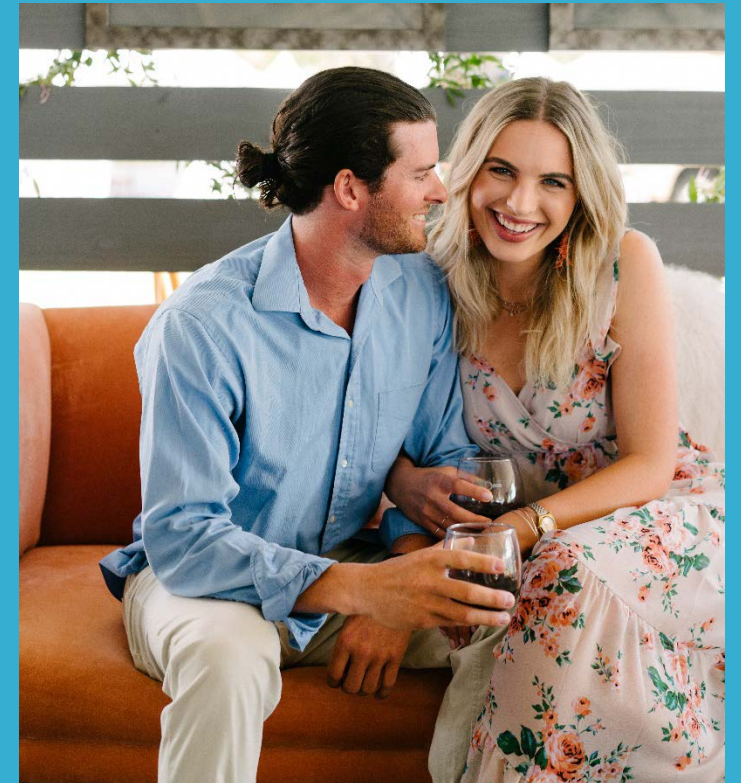
- Local Billboards within annual budget, began running week of 1/8
- Dothan OOH 3/15-3/24 \$3500

Social Media - dedicated Facebook/Instagram plan, launched 1/11, \$37,500 of media buy dedicated to this carousel

- Event ad and Carousel
- Geo-targeted to Southeastern drive markets
- Targeting adults with interests related to music festivals, PCB, Southern soul, St. Paul & the Broken Bones and similar artists, Wine, Craft Beer, Cocktail Parties, Garden parties
- Custom audience of users who have engaged with PCB events in 2017 on social media

Social Post | Visit PCB

- Facebook UNwineD special event created
- Facebook Sponsored post
- Facebook posts for participants



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EVENT BUDGET:

\$250,000

- COST: \$233,711
- UNDER BUDGET: \$16,289
- REVENUE: \$83,705
- ACTUAL COST: \$150,006

RESULTS:

Snapchat:

1201 Swipes | 5,227 Views

Photo Booth:

233 Sessions | 36 Sessions/hour | 213 unique emails | 466 Photos printed

Visit Panama City Beach was able to track attendees through the ticket purchase process and the results were overwhelmingly positive.

EVENT RESULTS:

- 11 states represented at the Friday evening Southern Living Kick Off Party
- A **SOLD OUT** event for the Grand Tasting with over 1,100 attendees to the UNwineD Grand Tasting from all over the southeast
- Over 20 area restaurants on display
- Over 40 wines, craft beers and spirits represented
- 63% of ticket sales were outside our local market
- Public Relations coverage related to the event = priceless



Seabreeze Jazz Festival

April 18-22, 2018

Aaron Bessant Park Amphitheater

- Annually one of the most successful events.
- 2018, **20th Year Anniversary.**
- For the first time in the event's history, all **4 days sold out at 7,500 people per day.**
- Continues to have the greatest ratio of out of state attendees versus local attendees of all special events.





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THANK YOU