

FY 2024 Program Of Work

VISIT PANAMA CITY BEACH



TABLE OF CONTENTS

03

Executive
Summary

08

Vision
Statement

11

Departmental
Priorities

05

Mission
Statement

09

Core
Values

32

Appendices:

- CVB Marketing Plan
- CVB Budget
- Publix Sports Park
Business Plan & Budget
- TDC Organization Chart

06

Brand
Positioning

10

TDC Strategic
Imperatives

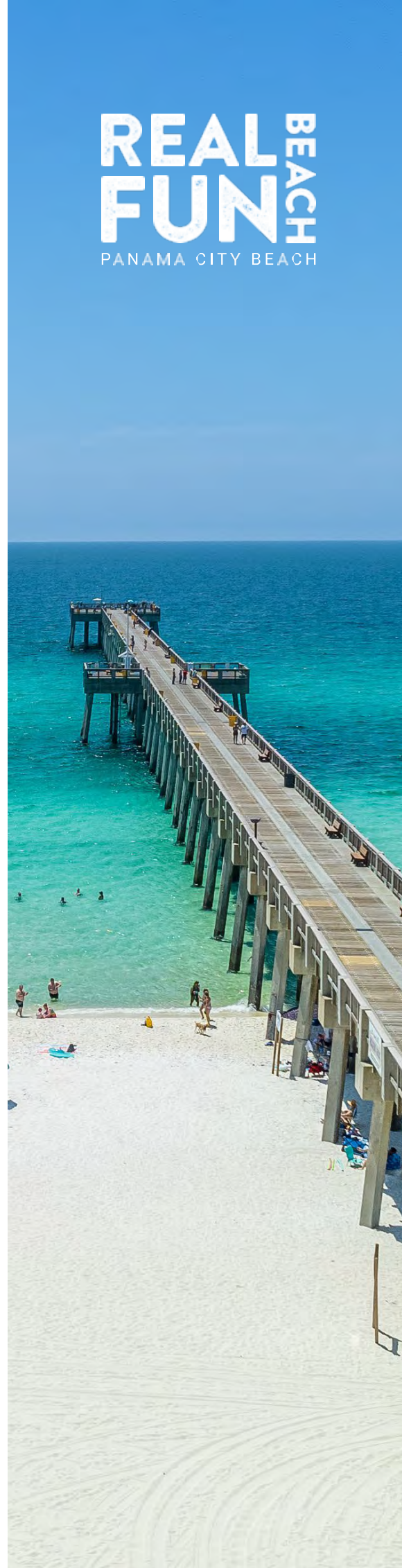
EXECUTIVE SUMMARY

The Panama City Beach Convention and Visitors Bureau (CVB), dba Visit Panama Beach is the destination marketing arm of the Bay County Tourist Development Council (TDC).

In addition, for administrative purposes, the TDC also oversees Destination Panama City and the Mexico Beach Community Development Council, which have the responsibility of marketing their respective communities as tourist destinations. Each organization is funded through a 5% tourist development tax applied to short-term overnight accommodation rentals in their communities.

With 19 million visitor days, tourism is Bay County's No. 1 industry, generating over \$3.1 billion in direct visitor spending and supporting over 30,000 local jobs. Tourism-generated revenue and tourism related taxes benefit every resident of Bay County.

The TDC has produced this Program of Work to provide a framework to guide the organization's activities in the growth and development of Panama City Beach as a tourist destination, as well as defining how the organization integrates into the fabric of local community.

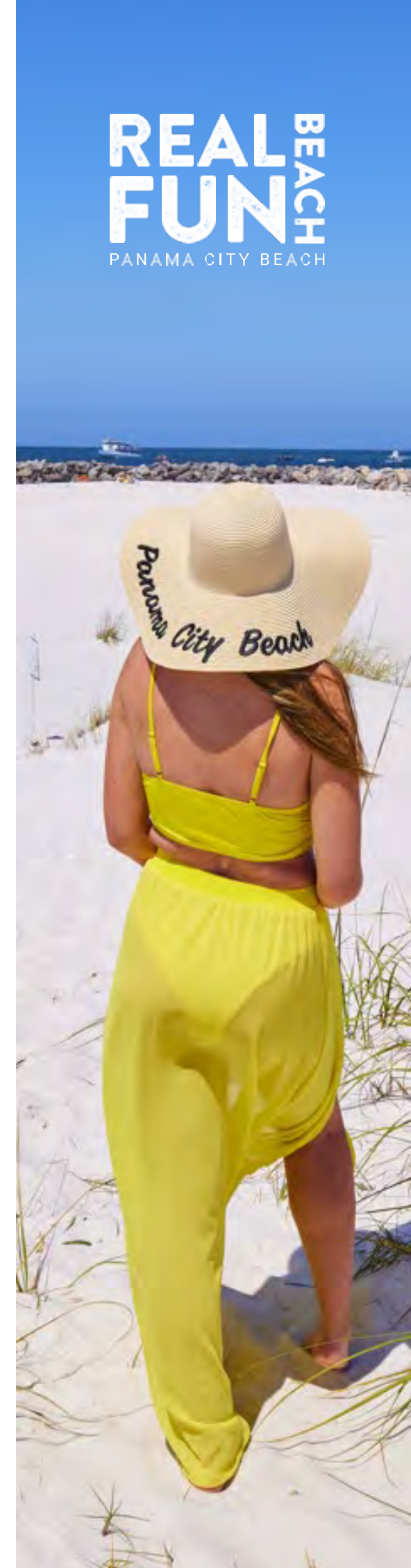


EXECUTIVE SUMMARY

In recent years, the destination faced some of the most challenging periods in its history, with the Great Recession, the Deepwater Horizon oil spill, Hurricane Michael, the COVID-19 pandemic and other changes in the market. Though its resiliency was tested, Panama City Beach demonstrated its strength as a tourist destination by posting record-breaking numbers in each subsequent year.

The community's ability to rise to each of these challenges highlights the strong foundation on which Panama City Beach's tourism industry is built. Coming out of the COVID-19 pandemic, tourist development tax collections have increased by 50%. With increased financial resources, the CVB has the ability to maintain and grow its destination marketing activities in order to sustain visitation from our core market segments, as well as make strategic investments to develop new market segments and increase economic resiliency.

Through the lens of destination stewardship, and in collaboration with public, private and community partners, this plan is to continue to build on the strength of Panama City Beach as a dynamic beach town. The CVB will drive incremental visitor demand through tourism marketing, encourage repeat visitation throughout the year, develop new public venues and address unmet community needs that have a nexus with strengthening and diversifying Panama City Beach's tourism economy.



MISSION STATEMENT

The Panama City Beach Convention and Visitors Bureau and the Bay County Tourist Development Council will promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the entire tourism community.

Brand positioning

The brand position for Panama City Beach is Real. FUN. Beach. This brand highlights the attributes that differentiate PCB from other destinations. It's the quintessential all-American beach community built on fun and home to the "World's Most Beautiful Beaches." The brand also demonstrates that Panama City Beach appeals to a variety of audiences, all looking to have fun on a beach vacation.



REAL FUN BEACH
PANAMA CITY BEACH

Brand positioning



A vibrant photograph of two young girls playing in the ocean waves on a beach. The girl in the foreground is wearing a pink and white top and white shorts, smiling as she wades through the water. The girl in the background is wearing a colorful, multi-colored top and white shorts, also smiling. The water is clear and blue, and the sky is a bright, clear blue. The beach is sandy and white. The overall scene is bright and cheerful, capturing a moment of joy and play at the beach.

VISION STATEMENT

Panama City Beach is the Gulf Coast's premier, year-round, fun beach destination whose future business success is centered on maintaining that leadership position.

CORE VALUES

Acknowledge that a great place to visit is also a great place to live and work.

Live up to the brands “Real. FUN. Beach.” and “World’s Most Beautiful Beaches.”

Promote a fun yet safe place for visitors and residents to enjoy a Florida Gulf Coast experience.

Protect the image of Panama City Beach as a family-friendly, diverse destination.

Deliver the highest accountability and ROI on funding with a research-based program of work. Market research and analytics guide all programs.

Foster a healthy, sustainable and diverse travel and tourism economy within a livable community.

Leverage tourist development tax revenues to help address community needs that have a nexus with visitation to Panama City Beach.

Stimulate local understanding and appreciation for the direct and indirect impact and overall importance of tourism for the area.



STRATEGIC IMPERATIVES

In early 2023, the TDC adopted a strategic plan that provides the framework to articulate the organization's priorities, focus its efforts and drive its decision making as it strives to accomplish its mission.

The plan is organized around four strategic pillars of destination stewardship:

- Economic Vitality,
- Environmental Sustainability & Resiliency,
- Community Vibrancy, and
- Industry Leadership.

This plan is available on the TDC's Industry Website:
www.visitpanamacitybeach.org.



DEPARTMENTAL PRIORITIES



OPERATIONS

OVERVIEW

In addition to the functional departments that direct the destination marketing activities of promoting Panama City Beach as a tourist destination, the TDC Operations Department is responsible for overseeing beach renourishment, beach maintenance, landscaping select areas within the tourist corridor, as well as ensuring available resources are used in accordance with established policies, procedures and are accounted for properly.

To increase departmental efficiency and accountability, expenditures that span multiple departments or expenditures that fall under the direction of the President's Office are maintained within the Operations Department. These include all accounting, administrative functions, payroll, research, share supplies, etc.

The TDC takes its responsibility for managing and expending tourist development tax funds very seriously. We have implemented policies, practices and procedures that guarantee the checks and balances are in place to ensure funds are used in an appropriate manner.



OPERATIONS

TACTICS TO ACHIEVE SUCCESS

Articulate established policies and procedures to all members of the TDC staff to ensure compliance.

Follow established standards for accounting, financial management, human resources, record creation and retention.

Regularly communicate with members of the Board of Directors on issues related to the operation of the TDC.

Continually review established policies and procedures to ensure they provide the framework and appropriate guidance necessary for staff to achieve their operational responsibilities. If revisions, clarifications, or additions are needed, work with the Board of Directors to facilitate the changes.

Work with appropriate members of the TDC staff to ensure all contracts for work to be performed are properly negotiated and monitored in order for the expected result of the contract to be achieved.

Work with TDC staff to ensure shared resources within the Operations Budget are effectively utilized across all departments.

Work with TDC staff to ensure all budgets are maintained and expenditures are within the parameters established by the Board of Directors.

Regularly work with County staff, as well as the staff's of the County's constitutional officers to communicate the TDC's priorities, operations and approach to operating & overseeing the operations of 501(c)6 non-profit organizations dedicated to promoting Bay County as a tourist destination.



MARKETING

OVERVIEW

Marketing Panama City Beach as a visitor destination is the primary activity of the TDC accounting for 40% of the entire budget.

The Visit Panama City Beach Marketing Department is responsible for driving incremental visitor demand through tourism marketing for new visitors as well as repeat visitors to maintain market share.

The department oversees the brand position and standards of the Real Fun Beach Brand for Panama City Beach and integrates the brand into marketing, sales, sports, special events and visitors services as well as public relations campaigns.



MARKETING

TACTICS TO ACHIEVE SUCCESS

Agency Partners will support the mission and brand to communicate our story through brand messaging, media and public relations.

2024 Agency Partners Include : Luckie & Co, Watauga Media Group, Lou Hammond Group, Simpleview, Young Strategies, Key Data and , Madden Media Voyages, Crowdriff International Partners: Gosh PR and Lieb PR

The Annual Marketing & Media Plan is aligned with the strategic plan and supported through research.

The creative approach will focus on MAKE IT YOUR Real. Fun. Beach. But will explore new creative executions to keep it fresh.

Creative will focus on the real connection and the real FUN, along with the beautiful beaches that sets PCB apart from its competitors. "PCB is a Place Where You Can Be You!"

Media Strategy will build awareness and perception across key audiences in core and new, emerging markets, while remaining flexible and innovative in our strategies and executions.

Plan annually and execute quarterly to dial up or back as needed utilizing data and learnings in real-time and from historic results.

Competitive conquering, repeat visitation, PCB Loyalist and new audiences will drive preference and visitation. (market scoring)

Media Plan tactics will include Pulse Campaigns (ex. Mom's Who PCB) and Special Events to drive demand in key periods.

Media Plan tactics will include Regional efforts and opportunities to connect with potential visitors in top markets to bring PCB to life and embody the Real. FUN. Beach. Brand.

The PCB Media Strategy will be Digital First utilizing the latest technology and platforms.

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MARKETING

TACTICS TO ACHIEVE SUCCESS

Interactive Marketing will elevate the conversation with our audience (and loyalists) via social media channels, email marketing, websites, blogs, storytelling, AI and user generated content all the while staying on brand.

New Technology will include AI, Chat GBT, and Sky Nav for the website.

The new Visit PCB Website will showcase the destination, entice and engage visitors through FUN animation, content, video, imagery, 360 video and SkyNav Technology. SEO, PPC, CRO, Content Creation and marketing automation.

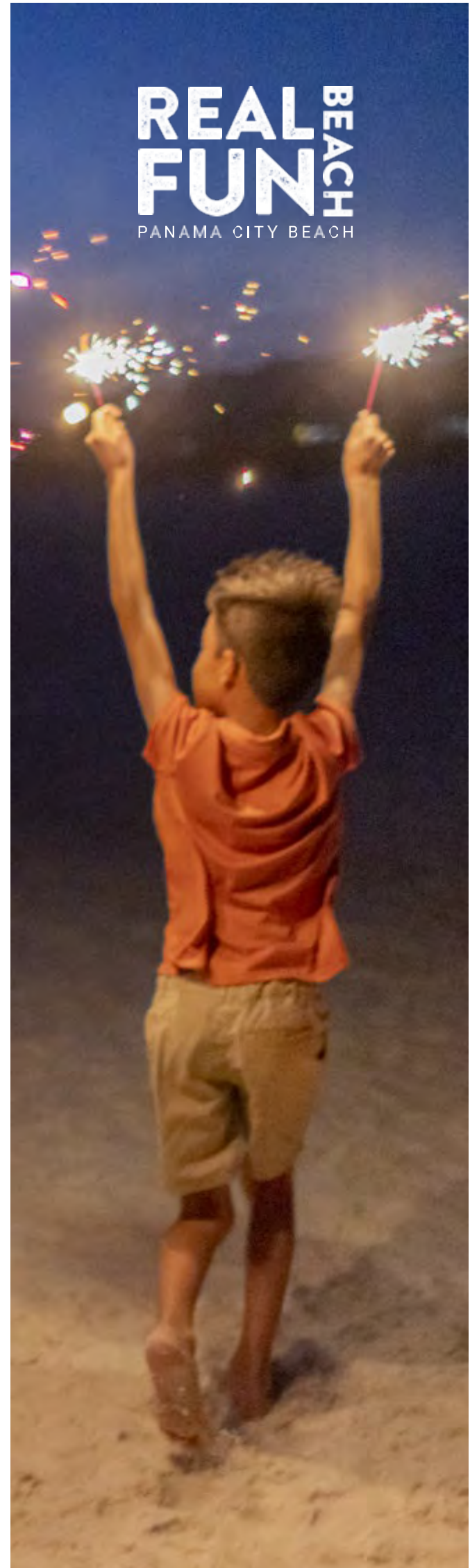
Social Media will play an important role in connecting visitors with PCB. Facebook, Instagram (stories, and Reels), YouTube (shorts), Pinterest, TikTok, LinkedIn and Trip Advisor

Social Media goals are set for 2024 to increase followers, engagement, views, video views and video completion rates, compared to 2023 both organically and through paid media.

Video Production includes videos for media campaigns, Social Media, YouTube Shorts, website, events, educational, and informative campaigns etc.

Public Relations will continue with LHG partnership. National, regional and local positive pr will be achieved through press release distribution, Press visits with media and influencers, brand partnerships, Deskside Media Missions.

Public Relations will lead with crisis communication, Reactive New Bureau, Education and Public Awareness Campaigns (Beach Flags, Leave Only Footprints etc.)



MARKETING

TACTICS TO ACHIEVE SUCCESS

Public Relations will support all Visit PCB departments. Special PR will be provided to Chasin' The Sun Fishing Show as well as the Publix Sports Park and progress with the Indoor Sports Facility.

Partner Outreach will include co-op marketing campaigns, toolkits, crisis communication, newsletter, special offers, public relations and social media exposure and lead generation.

CRM Management and CMS Management

Special Events will be supported by the Marketing Department by keeping creative within the Real FUN events brand standards to impact visitation.

Special Events marketing support will be provided for all Visit PCB signature events. (creative, production, onsite)

Sports will be supported by the Marketing Department keeping all creative within the Real FUN Sports brand to impact visitation.

Sports support will include creative, production, onsite, tradeshow, and media plan. Special attention will be given to the Publix Sports Park and Indoor Sports Facility.

Sales will be supported by the Marketing Department by keeping creative with the the Real. FUN. Sales brand standards to impact visitation.

Sales support will include creative assets, production, press releases, website content and FAM tours for both domestic and international sales.

Community Shared Values will be supported by the Marketing Department to help fulfill community needs.

- Stay PCB Current
- Beach Safety Education
- Keep PCB Beautiful
- Leave Only Footprints
- FUN for ALL accessibility
- Stay If Forward Voluntourism



SPECIAL EVENTS

OVERVIEW

Special events are an important part of our year around visitation strategy in Panama City Beach. Research has shown that our visitors will increase the frequency of their visits when given a compelling reason to do so. Outside of the peak summer season, festivals and special events help spur this type of travel.

Special events create intangible benefits by spurring interest in the destination even if the potential visitor is unable to attend a specific event. The positive PR, word of mouth and social media content are important to our mission.

As the home for many of the special events that the TDC owns, operates or sponsors, further development of the park is a priority for the TDC. We will continue the partnership with the City of Panama City Beach to ensure the festival and events venues are kept up to date and maintain adequate inventory to host special events throughout the year.

We will continue to foster, and advise, relationships with organizations throughout the destination to create and assist with special events that have the potential to drive demand for Panama City Beach as a tourist destination.



SPECIAL EVENTS

TACTICS TO ACHIEVE SUCCESS

Operate several high-profile events throughout the year. Pirates of the High Seas and Renaissance Fest, Beach Home for the Holidays, New Year's Eve Beach Ball Drop, Mardi Gras, and UNwineD.

Maintain relationships with existing events, work together to enhance the events through available resources including sponsorship, marketing, equipment support or event management.

Engage the industry partners, through workshops, tradeshow on events, market trends and new opportunities that will create incremental demand for the destination.

Use innovative event themes to support and extend the REAL.FUN.BEACH brand and create additional awareness and demand for Panama City Beach.

Foster relationships with national artist agencies (e.g. WME, Live Nation) and explore opportunities to enhance current events or produce new events.

Engage in Industry tradeshow and conferences to reach industry decision leaders; attend educational event seminars; and showcase the destination's venue to potential event partners.

Continue to be involved with trade organizations and attend educational conferences for the special event industry.

Coordinate annual events calendar of events taking place in Panama City Beach



SPORTS MARKETING

OVERVIEW

The sports marketing department has a 25-year history of hosting and developing successful sports events. Utilizing assets like Frank Brown Park, Publix Sports Complex and other venues, a typical year attracts 100,000+ visitors and results in direct spending of over \$85 million and 120,000 room nights.

Attracting, fostering and hosting tournaments and sporting events requires a multifaceted approach that includes acting as a liaison and partnering the events right holders. We also work with key individuals and organizations that can bring to market athletes and their families. Events are developed often over several years and partners include rights holders and local organizations in addition to governments for the coordination and use of athletic facilities, accommodations and attractions.

We seek to secure national, regional, state and large-scale events in Panama City Beach and Bay County; when this happens our local businesses, as well as local governmental partners benefit by having increased revenues from out of town visitors attending the events. In a competitive sports industry landscape, financial assistance in terms of sponsorships, bid fees, site costs and host fees are often required to secure quality impactful events.



SPORTS MARKETING

TACTICS TO ACHIEVE SUCCESS

Market our destination at tradeshows and conferences such as; Sports Entertainment and Travel Association(Sports ETA), TEAMS Conference, Connect Sports, SPORTS The Relationship Conference. attendance is important for connections, bid documents, exposure and networking.

Market the destination in appropriate digital and print opportunities. Distribute PR and post photos as we develop PCB Sports Facebook and LinkedIn audiences to reach new event decision makers and broadcast what we are accomplishing in sports. Deploy sponsors at national sports tourism conferences

Actively participate with organizations supporting the sports tourism industry (e.g. Sports ETA, TEAMS), as well as local boards, such as PCB parks & recreation advisory board.

Support existing sports offerings that have been critical to PCB's dominance as a sports tourism destination within our competitive set, including baseball, softball, soccer, gymnastics, and triathlon events.

Continue to develop and maintain sports facilities, amenities and infrastructure to ensure the facilities are versatile and flexible to host different sports tournaments, camps and events.

Continue to diversify sports offerings by seeking and developing seek opportunities including: lacrosse, skateboarding, spikeball, e-sports, rugby, field hockey, volleyball, flag football.

Engage with the Florida Sports Foundation Annual Summit and Tourism Day to state up-to-date on the State's sports initiatives and grant funding opportunities

Host in market selected rights holders and national organizations for familiarization tours that can host events in market. Seek out sports conferences that can fit within our meeting facilities.

Collect data for all sports participants and traveling parties to increase business intelligence and quantify the impact of sports tourism using Destinations International's economic impact calculator

Use bid fees, sponsorships and underwriting field rentals, paid to or on behalf of the event right holders, to secure events, including for baseball, soccer and softball tournaments, as well as triathlons and other tournaments or sports events.

Work with local lodging partners to develop mutually beneficial programs and sponsorship opportunities to mitigate the costs of hosting tournaments in PCB.

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SPORTS MARKETING

TACTICS TO ACHIEVE SUCCESS

Oversee the operations and management of the Publix Sports Park.

NOTE: Publix Sports Park Annual Budget and Business & Operations Plan is included in the appendix of this document.

Collaborate with Sports Facilities Companies on the sales, marketing and operations of the TDC's Publix Sports Park and the City of Panama City Beach on the sales and marketing of Frank Brown Park to ensure PCB remains of one the Southeast US's premier destinations for outdoor sports venues.

Collaborate with Lose Design and Sports Facilities Companies on development of the Panama City Beach Sports Complex's indoor event center to ensure the facility will achieve its goal of enhancing and diversifying PCB's sports tourism industry.



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SALES

OVERVIEW

FY 2024 brings a new targeted mission for the sales team, focusing on small meetings, reunions, recreational activity bookings (e.g. diving), military bookings, weddings, corporate incentive and leisure travel due to the dynamic changes seen in the destination over the past year. The department will adapt strategies and tactics to create value and awareness for our local tourism-related businesses, meeting planners, and travel-trade partners.

Through continued tradeshow attendance, participation in industry organization committees and accreditations, and enhanced community engagement the TDC will be poised to earn their share of future small meetings, conferences, corporate incentive and leisure bookings.



SALES

TACTICS TO ACHIEVE SUCCESS

Partner with the marketing team to maintain a group sales presence in the marketplace via digital and print campaigns at industry tradeshows and within membership organizations

Continue our group lead generation platforms, proposal software to generate compelling sales presentations to clients and utilize our internal lead data for follow up of repeat and new business

Attend targeted industry tradeshows to solicit small meetings, incentive travel, military travel and leisure bookings

Continue memberships within organizations that provide opportunities for future business, as well as more involvement on committees.

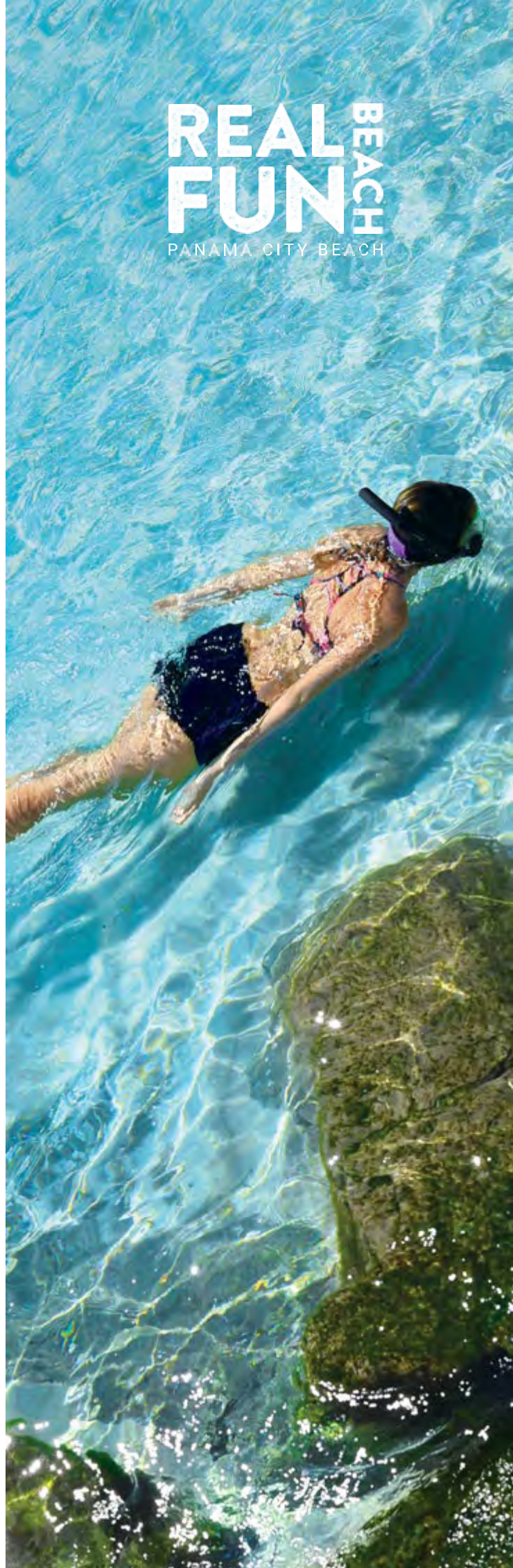
Focus on in market familiarization trips for qualified meeting planners and group tour operators to provide personal first-hand experiences

Continue building relationships with our hospitality partners via through monthly on property site visits and ambassador program

Solicit and market to clients that may have an interest in large industry exhibit shows and small conferences for the new indoor sports and events center (SABRE Center) and create sales collateral to provide information to clients.

Maintain lodging and meeting assets inventories with our hospitality partners to ensure we are providing up to date and current value for our stakeholders, both industry partners and customers.

Increase involvement with large citywide conventions via in-kind sponsorships (E.g. Shuttle Services) to ensure ease of flow within the destination in order to retain these large room night generators in market.



SALES

TACTICS TO ACHIEVE SUCCESS

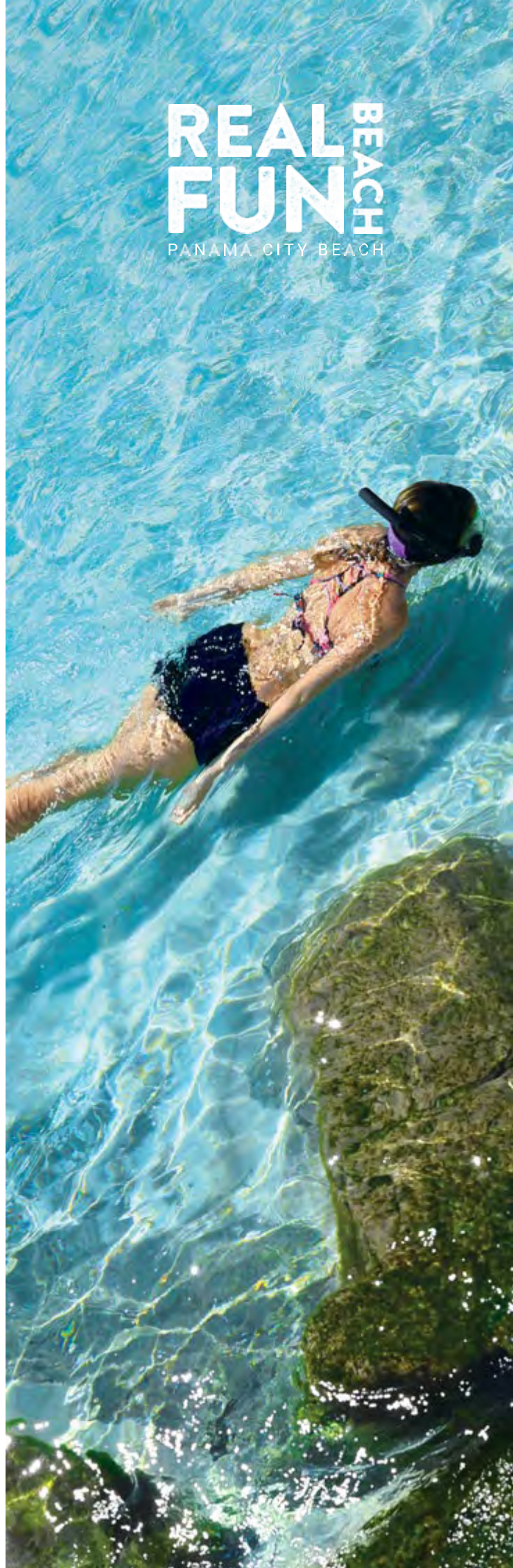
Work hand in hand with our hospitality partners whom provide small meeting venues and their clients that may need site visit assistance to ensure business is selecting PCB as their choice of meetings destination.

Assist the efforts of Bay County's Emergency Support Function - 18 (ESF-18)

Continue to build on the efforts to grow the international market and drive new shoulder season business

Work closely with Sports and Special Events Department to bring in national and regional sports conferences that will generate ancillary business for the sports facilities in our destination.

Promote Panama City Beach and the PCB Perks program within targeted markets in Southeast by conducting out of market activations for leisure travel and special occasion events. (E.g. Weddings & Reunions)



TOURISM DEVELOPMENT

OVERVIEW

Initiatives to expand the channels available to market Panama City Beach as a tourist destination in order to attract new and diverse audiences; enrich the visitor experience; support local businesses; grow, strengthen and diversify Panama City Beach's tourism economy; foster workforce development; and, enhance response and recovery assets to address natural disasters or public health crises.



TOURISM DEVELOPMENT

TACTICS TO ACHIEVE SUCCESS

Design and construct a new indoor sports and events center (SABRE Center) at the Panama City Beach Sports Complex to expand sports tourism and address unmet community needs.

Position Visit Panama City Beach as an investment opportunity for brands to increase awareness and generate sales by reaching millions of visitors through sponsorship.

Leverage sponsor relationships by integrating brands/services into the visitor experience via promotions, special offers and unique activations.

Partner with local educational institutions to implement initiatives that attract and maintain a trained, qualified hospitality industry workforce.

Source and apply for grants offered by public agencies, foundations or other entities to fund tourism-related activities.

Invest in beautification efforts along Chip Seal Parkway and the Thomas Drive corridor to promote positive impressions in high-traffic areas of Panama City Beach.

Provide supplemental funding of the Bayway public transit system's weekend operations to ensure hospitality industry employees have reliable transportation to their workplaces.

Enhance the tourism venue experience via capital improvements to Publix Sports Park, Aaron Bessant Park and Celebration Tower.

Expand distribution channels and create engaging content for "Chasin' The Sun," the bureau's award-winning fishing and coastal lifestyle television show.

Publish the REAL. FUN. BEACH. vacation guide to deliver curated content to the bureau's subscriber base, information centers, trade shows and media missions.



VISITOR SERVICES

OVERVIEW

The Visitor Services staff will focus on providing a welcoming, courteous, approachable service and be the first point of contact for our visitors. They are knowledgeable, friendly, and confidently engaging while encouraging visitors to utilize CVB resources – Visitors Magazine, website, etc. – as the preferred source of information throughout their stay in Panama City Beach.



VISITOR SERVICES

TACTICS TO ACHIEVE SUCCESS

Assist visitors in creating a memorable visit by sharing “off the beaten path” experiences, whether by phone, in lobby or an off-site location

Visitor Services will continue familiarization (FAM) tours of local businesses, attractions and restaurants

Continue organizing and enhancing the Winter Resident Program, Homecoming, Senior Prom, Grand Finale, Winter Resident Appreciation Days and Mystery Prize Challenge

Celebrate National Tourism Month by organizing National Tourism Day event, held the first Wednesday in May

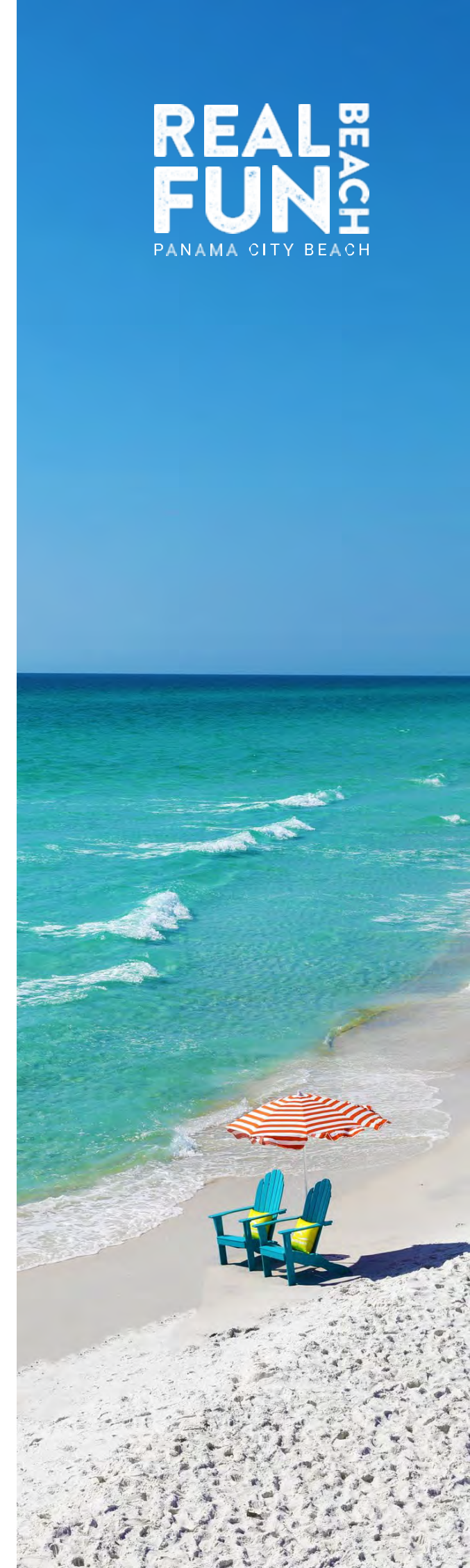
Work with Sales Department in training our volunteers for events and to assist in lobby during peak season

Maintain entire bulk mail database in the CRM, including fulfillment of our Visitor Magazine requests and assuring the weekly mail outs from our publishing warehouse, maintain Winter Resident database, to include winter resident email newsletters, and prize giveaways

Continue partnership with Visit Florida by having rack space and display transparencies within Visit Florida Welcome Centers at I-10 and Tallahassee

Ensure visitors are aware of the Flag Warning System and Leave No Trace Ordinance

Operate the Visitor Information Center from 8am – 5pm each day



COMMUNITY SUPPORT

OVERVIEW

In addition to traditional destination marketing activities, the TDC also actively partners with non-profit organizations, like the Northwest Florida Tourism Council, Panama City Beach Chamber of Commerce, Bay County Chamber of Commerce and the Bay County Economic Development Alliance. Support for these organizations extend and leverage the ability of the TDC to increase support for the community's vibrant tourism industry.

In addition, the TDC actively seeks to provide support for public projects to address unmet community needs that have a nexus with increased tourism on Panama City Beach. In FY 2023, the TDC led the community in developing a non-profit organization, Parks and Recreation Community Support (PARCS) Foundation, which serves as a conduit to leverage philanthropic dollars in support for Bay County's recreational amenities.

Equally important within the TDC's community support functions is funding for public safety – up to 8% of annual tourist development tax revenues, as well as serving as the lead agency for business recovery within the County's Emergency Support System (ESF-18).



COMMUNITY SUPPORT

TACTICS TO ACHIEVE SUCCESS

Working with stakeholders across the community, actively seek ways that the TDC can further integrate into the local community by providing funding for public opportunities to enhance the lives of visitors and local residents alike.

Develop Partner Engagement toolkit in order to effectively communicate all the goods and services the TDC has to offer.

Develop a brand toolkit that will assist industry partners in incorporating Real.Fun.Beach. into their messaging without diluting the brand or creating brand confusion.

Partner with Visit Florida and other communities in Northwest Florida, through the Northwest Florida Tourism Council, on regional marketing initiatives.

Operate the PARCS Foundation on a pro bono basis to facilitate investments into Bay County's parks and recreational infrastructure

Continue to serve as the lead agency for business recovery and stabilization within the County's Emergency Management System.

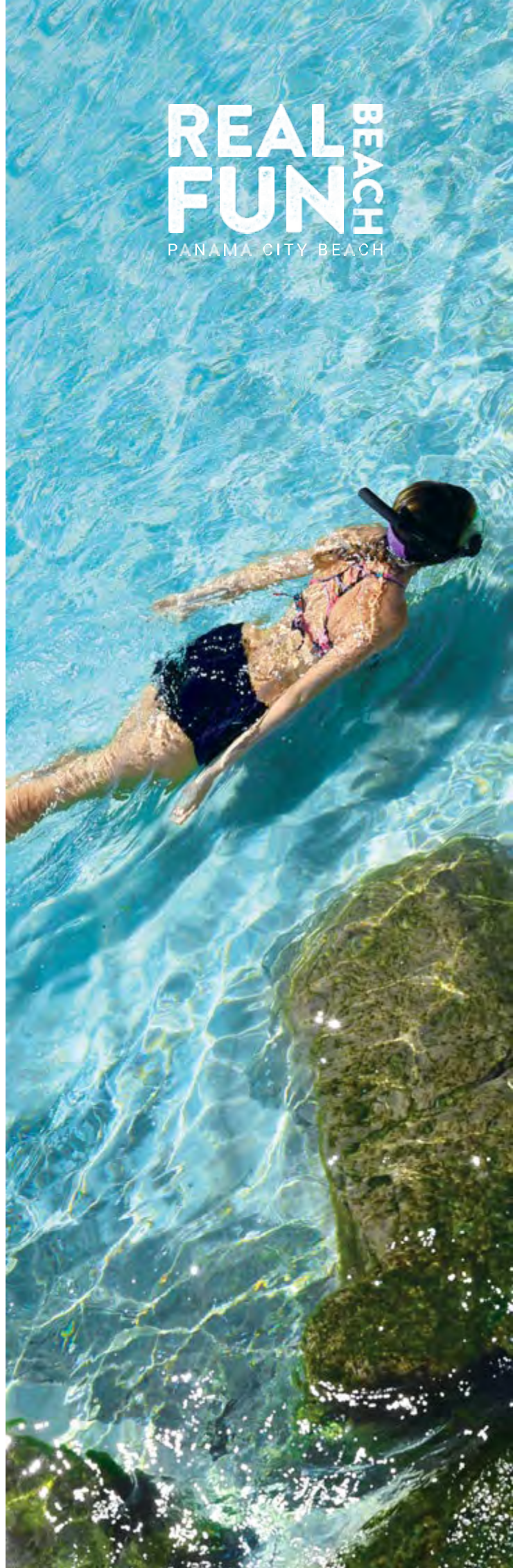
Continue building relationships with the Chambers of Commerce and the Bay Economic Development Alliance to support the community's broader economic development strategies.

Highlighting the importance of tourism to the local community and its economy, the TDC will host National Tourism Month activities during the month of May.

Continue to collaborate with the City of PCB & Bay County to fund lifeguard programs and other vital public safety initiatives.

Continue to collaborate with Bay District Schools, Haney Technical College, Gulf Coast State College and Florida State University.

Collaborate with Naval Support Activity – Panama City (NSA-PC), Tyndall Air Force Base on strategies to enhance military readiness, as well as strengthen and diversity the local tourism industry.



REAL FUN BEACH
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APPENDICES

- CVB MARKETING PLAN
- CVB BUDGET
- PUBLIX SPORTS PARK BUSINESS & OPS PLAN
- PUBLIX SPORTS PARK BUDGET
- TDC ORGANIZATIONAL CHART



FY24 MARKETING

PLAN

VISIT PANAMA CITY BEACH



Public Relations



2022/2023 Coverage Sampling

AFAR February 16, 2023
UMV: 1,005,765

The Best Beaches in Florida—And Where to Stay

By Tara Hind • February 16, 2023

Florida's rarest beaches offer sand, surf, and salty breezes—as well as a healthy dose of urban fun.



Panama City Beach

- **Location:** Panama City Beach [View on Google Maps](#)

Panama City Beach is one of the finest in northwest Florida if you're looking for that anytime, anywhere sand meets crystal-clear water beach vacation. Ride the [Shell Island Shuttle](#), a possum-style passenger ferry that makes regular daytime trips, just offshore to reach an undeveloped seven-mile-long barrier island where you can play castaway, strolling the beach, snorkeling, or counting dolphins cruising past. Consider a yacht charter aboard the [Pete's Yacht](#) to go fishing or even rent for an overnight boating excursion. Or book an Panama City Beach transfer to beaches in the natural beauty of [St. Andrews State Park](#), where you can snorkel in the shallow or stroll 1.5 miles of totally undeveloped chalk white sand lapped by water the level of shade of emerald.


Stay the night

There aren't any true luxury beach resorts in Panama City Beach, and that's part of its charm. Instead, splurge on a golf-front vacation rental from [Summit Luxury Properties](#) with a private pool overlooking waves on a patch of sand.

<https://bit.ly/3XFaaH2>

MATADOR NETWORK February 12, 2023
UMV: 1,705,238

How To Experience Undeveloped Beaches and Fresh Seafood in Panama City Beach



By Afolajimi Akinyemi • Feb 12, 2023

Panama City Beach has over 27 miles of white sandy beach. And while that's undeniably one of the main draws for anyone looking to visit, even people who prefer to stay sand-free won't run out of things to do in town. You can get in touch with nature at Camp Helen State Park, take a deep sea fishing charter trip, stroll along Pier Park boardwalk, and, of course, enjoy lots of delicious seafood at marina restaurants.

Panama City Beach is a popular vacation destination for all ages. The best time to visit for good weather is in spring or fall, when temperatures during the day typically stay in the high 70s and early 80s, with nighttime temperatures rarely dropping below 65. During the summer season there are plenty of festivals, water activities, concerts, and more to enjoy.

The best way to get to PCB is by flying into Northwest Florida Beaches Airport. Major air carriers, such as Delta, American Airlines, and Southwest Airlines, provide daily flights from major cities like Atlanta, Baltimore, Houston, Nashville, and St. Louis. Once there, you'll want to rent a car, as public transportation options can be limited.

<https://bit.ly/3E2Adkr>

PureWow March 21, 2023
UMV: 7,069,554

Thirst Trips Are Trending and These Are the Year's 13 Hottest Destinations

By Nicholas Vito • Published Mar 21, 2023

9. Panama City Beach, FL



- **Things to Do:** Shell Island, Camp Helen State Park, Russell-Fields Pier
- **Where to Stay:** [Holiday Inn Resort Panama City Beach](#) (from \$119/night), [The City](#) (from \$139/night), [La Quinta Inn & Suites](#) (from \$154/night)

Sun and sand, what more could you want from a weekend trip? Panama City Beach has plenty going for it that considerably fills a two- or three-day itinerary. Head to [Shell Island](#) to spot wildlife, including bottlenose dolphins, and also go kayaking and snorkeling. If you want your beach time but don't want the crowds, St. Andrews and Camp Helen State Parks are known to be more off the beaten path if you're in the pursuit of more tranquility. Panama City Beach is also home to one of the Gulf Coast's longest piers, [Russell-Fields](#), where visitors like to watch the sunset, go fishing and people watch. Before you head home, pick up a souvenir from [The Beach House Market](#) or [Coastal Cottage Emporium](#) and then sleep down a frozen margarita at Sassy Buffett's Margaritaville.


<https://bit.ly/3JABISx>

2022/2023 Coverage Sampling

The Atlanta Journal-Constitution May 1, 2023
UMV: 3,267,525

5 Florida road trip destinations to kick off summer

Summer is in full swing, and you're ready to hit the road! Not surprisingly, Florida remains a top destination for many summer getaways. To help you in planning your trip, check out these five destinations, which are a great mix of tried-and-true favorites and a few under-the-radar spots.



Panama City Beach

This ever-popular beachfront destination never disappoints. From catching some rays on the white-sand beaches to shopping at Pier Park to dining at the area's many seafood restaurants, you can do as little or as much as you want in Panama City Beach. On-the-water highlights include dolphin-watching tours, watersports such as kayaking and parasailing, and deep-sea fishing. On land, you can hit the trails at [Gayle's Trails](#), the [Conservation Park](#) and [St. Andrews State Park](#).

[visitpanamacitybeach.com](https://bit.ly/41YR0ip)

<https://bit.ly/41YR0ip>

TRAVEL+ LEISURE **yahoo!life** January 31, 2023
UMV: 415,215,068

15 Best Family Beaches in Florida

These family-friendly beach destinations in Florida are perfect for your next getaway.

By [Terry Ward](#) Published on January 31, 2023



Panama City Beach


Sunset dolphin cruises in the Gulf of Mexico, tours to undeveloped Shell Island just offshore, and 27 miles of glorious white-sand beaches make Panama City Beach a perennial Florida favorite. Families with young kids appreciate that the waters are usually as calm as a lake, ideal for splashing in the shallows. [St. Andrews State Park's](#) undeveloped stretch of sand is idyllic for playing castaway. And for a more entertainment-oriented scene, check out the stores, restaurants, and IMAX movie theater at [Pier Park](#).

<https://yhoo.it/40hLlOZ>

New Orleans March 1, 2023
UMV: 78,551

12 Gulf Coast Ways to Get Off The Beaten Path

MARCH 1, 2023 | BY CHERÉ COEN | NEW ORLEANS MAGAZINE MARCH 2023



Panama City Beach

Animal Behavior

Panama City Beach is home to one of the highest concentrations of Atlantic bottlenose dolphins, possibly because of the excellent baitfish in the three back bays, said Capt. Justin Leake, who runs the Panama City Inshore Fisher charter service.

"There is a massive baitfish migration in the spring, summer and fall," Leake said. "And I think that has a lot to do with it. The dolphins don't have to migrate."

Leake admits it's a theory open by observation for most of his fishing trips include dolphins tagging along, sometimes fighting for the same fish his clients are reeling in.

Whitetail deer also live throughout the region and many times visitors will see them swimming through the bays. For instance, deer will cross from St. Andrews State Park to Shell Island. Leake believes they are searching for food sources and mates.

"Honestly, I think they swim for fun too," he said.

<https://bit.ly/3yblyyY>


2022/2023 Coverage Sampling

Forbes March 18, 2023
UMV: 72,063,054

77 New Springtime Hotel Openings Worth Visiting This Year

Ramsey Qubeis Contributor @

Southern States



A new Embassy Suites by Hilton hotel in Panama City Beach, Florida, designed for the resort.

Embassy Suites by Hilton Panama City Beach Resort comes to the popular resort destination and brings the Hilton Honors' brands signature family-friendly amenities like complimentary, cooked-to-order breakfast, two-room suites and an evening happy hour with free drinks and snacks. It sits just across from Panama City Public Beach Access Point 54.

<https://bit.ly/3FE7AvQ>

tripsavvy November 22, 2022
UMV: 4,697,864

18 Best Dog-Friendly Beaches in the US

By LAURA SCHOLZ Published on 11/22/22



Dog Beach at Pier Park, Florida

ADDRESS:
33753-000-000, Panama City Beach, FL 32413, USA


Located in Panama City Beach, this pet-friendly destination stretches 400 feet along the shimmering emerald waters across from Pier Park. It's open daily from sunrise to sunset, and dogs must stay on a leash at all times. After walking on the white sand, head to nearby Frank Brown Dog Park, which has three fenced-in playgrounds for off-leash pups to zoom around and meet new friends, plus 2 miles of pet-friendly paths.

<https://bit.ly/3Fb3Z7G>

USA TODAY Florida Vacationist July 18, 2023
UMV: 59,409,827

Something for each family: The 14 best Florida beaches

Beth Luberecki FamilyVacationist.com



14. Russell-Fields City Pier and Beach

Panama City Beach, Florida

Everyone in your family will find something to love about Russell-Fields City Pier and Beach in the Florida Panhandle beach. That includes your four-legged critters, who can enjoy the Dog Beach on the west side of the Russell-Fields City Pier (dogs must be leashed).

The whole area is known for its white sand and emerald Gulf of Mexico waters, and there's also beach volleyball courts, restrooms and showers, and lifeguards on duty from April through Labor Day weekend. Head out onto the 1,500-foot Russell-Fields City Pier for some fishing or wildlife spotting, or walk across the street to Pier Park for lunch or a little shopping to get out of the sun.

<https://tinyurl.com/yfjukdzk>

HOSTED MEDIA

2022-2023 MEDIA VISITS

- Zac Thompson – Frommer’s
- Abigail Akinyemi – Matador Network
- Tamara Gane – Freelance (MSN, Reader’s - Digest, Best Life)
- Vanessa Infanzon – Freelance (Charlotte - Parent, SouthPark Magazine)
- Sandi Barrett – Travel Awaits

UPCOMING MEDIA VISITS | 2023

- Ronny Maye – Freelance (Fodor’s Travel, The Points Guy, INSIDER)
- Lulu Chang – Freelance (Well + Good, Hotels Above Par, Thrillist)
- Terry Ward – Freelance (Travel + Leisure, AFAR, Forbes, Scuba Diving Magazine)



ON THE HORIZON

ESTIMATED IMPRESSIONS:

1.6 MILLION

ESTIMATED EARNED MEDIA VALUE:

\$50,000

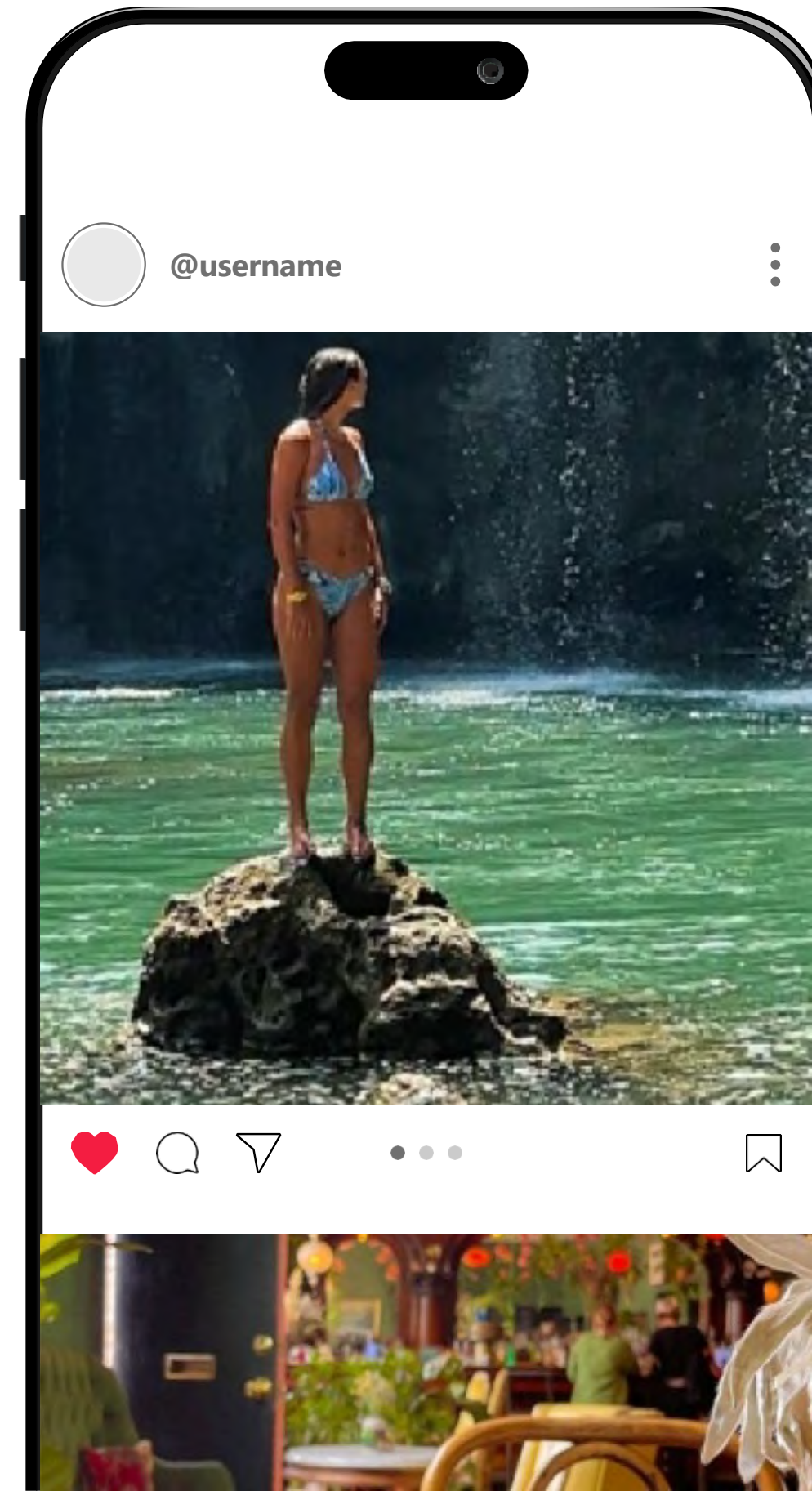
hari mari

hey harper

Vacation

boggabags

COSTA



2022/2023 REACH

Total Impressions: 2,978,587,367 (As of Aug. 29, 2023) Estimated Ad
Value: \$1,864,096 (As of Aug. 29, 2023)

PUBLIC RELATIONS INITIATIVES



DESTINATION STEWARDSHIP Tactics

ECONOMIC VITALITY

- Increase media visits by 50%, focus on annual events – Fall, Winter, Spring
- Ignite PCB Perks for need periods
- Reboot Décor by the Shore

COMMUNITY VIBRANCY

- Amplify Fun.For.All.
- Promote beach safety
- Launch Moms Who PCB Ambassador Program
- Enhance Chasin' The Sun promotion

INDUSTRY LEADERSHIP

- Present bold new ideas; more lifestyle brand partnerships
- Win industry awards
- Seek thought leadership opportunities for department leads
- Implement qualitative approach to coverage secured

INCREASE MEDIA VISITS

LEVERAGE ANNUAL SPECIAL EVENTS TO HOST MEDIA/INFLUENCERS THROUGHOUT THE YEAR

- Pirates of the High Seas & Renaissance Fest, Beach Home for the Holidays, Beach Ball Drop, Mardi Gras, UNwineD

WHEELS UP: MEDIA MISSIONS RETURN

- New York (IMM)
- Washington D.C. (Seasonal, Emerging market)
- Boston, MA (Opportunity, Emerging market)
- Philadelphia, PA (Opportunity, Emerging market)

CREATIVE TACTIC: NYE INFLUENCER TAKEOVER

- With Visit PCB taking over Beach Ball Drop this year, amplify awareness of event by hosting content creators for an NYE Influencer Takeover. Showcase the event as a “must-attend” annual tradition
- Invite mom influencer squad from direct flight market for a girl’s getaway/NYE weekend Dec. 29 - Jan. 1
- In addition to BBD event, the itinerary includes champagne beachside brunch, beach bonfire, sunset cruise to leverage destination assets

IGNITE PCB PERKS

- Drive further momentum and excitement for PCB's summer savings program, PCB Perks, which features exclusive discounts on accommodations, attractions, and dining
- Boost program for need periods (August, Fall-Winter months)
- Host media/influencers to experience PCB Perks offerings for families, solo and couples travel, girlfriend getaways
- Showcase value of initiative to destination partners to encourage participation

REBOOT DÉCOR BY THE SHORE

- Reboot the popular coastal shopping experience touting irresistible shopping along Panama City Beach's pristine coastline — including all new shops to explore!
- Highlight can't miss souvenirs and unique local businesses that bring the essence of the beach to traveler's homes
- Promote updated Décor By The Shore map and unique coastal design offerings through proactive pitching to design-forward outlets
- Invite top home/design media to experience Décor By The Shore "Tour"

AMPLIFY FUN.FOR.ALL

Extend promotion of Fun.For.All initiative and enhanced accessible offerings through media/influencer hosting and and creative storylines using unique personas i.e. Pet-Friendly, Outdoor Adventure, etc.

- Share information on enhanced amenities, programming, events
- Creative Tactic: Fun.For.All. FAM + Accessible Travel Partnership
 - Seek partnership opportunities for increased social visibility and initiative extension – i.e. Wheel The World
 - Host media and influencers for accessible travel FAM with the ultimate Fun.For.All itinerary for accessible creators to document offerings via social

Influencers: @therollingexplorer, @amandasteijlen, @shannonwillardson

Media: Sunny Fitzgerald (Thrillist, Fodor's), Jamie Davis Smith (INSIDER, Yahoo Life), Matt Villano (AFAR, Parents)

PROMOTE BEACH SAFETY

Implement two-fold broadcast strategy to promote beach safety in Panama City Beach in March/April 2024.

PHASE 1 – PUBLIC SERVICE ANNOUNCEMENTS

- Develop PSA's with Beach Safety Director Daryl Paul, education on flag system for local, regional TV and radio
 - General beach safety, riptide/flag warning system visuals
 - Subtle branding so use widely and often

PHASE 2 – SATELLITE MEDIA TOUR

- Conduct satellite media tour on location with Daryl Paul and Dan Rowe; target 20 top markets, educating on summer fun and rip current safety.
- Utilize the media tour's wide reach to resonate with travel enthusiasts, families, adventurers, and nature lovers and showcase REAL.FUN.BEACH activities and events

2022/2023

Coverage Sampling

- Extend Moms Who PCB campaign through implementing PCB Mom ambassador plan, a dedicated group of mom loyalists who can amplify messaging during both good and challenging times
- Ambassadors can also be hosted ongoing in the destination to experience new accommodations, attractions, restaurant product and special events

INITIAL PROGRAM COMPONENTS:

- Select five local/Bay County and five moms in target markets (Atlanta, Birmingham, Nashville, Dallas, Chicago) to participate in ambassador program
- Send invitation outlining program details and Moms Who PCB swag
- Host kick off group event with program introduction presentation, voluntourism or interactive event and fun itinerary to capture social media content
- Host ambassador + guests during the year, with itinerary centered on “what’s new” and/or special event
- Provide social media toolkits around annual events, crisis messaging, photography assets

BE BOLD: NEW IDEAS

Engage strategic lifestyle brand partnerships to leverage new audiences, increase brand recognition and inspire travel to Panama City Beach.

PCB DIVE TRAIL X SCUBAPRO

Showcase the “Wreck Diving Capital of the South” by hosting diving influencers and media to experience the five spectacular Florida Panhandle Shipwreck Trail sites off the coast of Panama City Beach, in collaboration with notable dive brands to extend audience

VISIT PANAMA CITY BEACH X FABFITFUN

Partner with FabFitFun to create a curated REAL.FUN.BEACH. box for the summer season, collaborate with influencers to showcase unboxing ahead of hosted getaway in PCB

“CHASIN’ THE SUN” X GALE FORCE TWINS

Boost promotion of the award-winning fishing and coastal lifestyle television series by partnering with a major outdoor brand, while simultaneously collaborating with fishing influencers

BE BOLD: NEW IDEAS

Implement innovative creative initiatives to further enhance destination awareness and engagement from national/regional audiences

CREATIVE TACTIC:

NATIONAL BEACH DAY SWEEPSTAKES

- One grand prize winner will be selected to win a free vacation to Panama City Beach for National Beach Day (August 30).
- Tie-in “Make It Yours” campaign to the promotion, inviting travelers to “make it theirs in PCB” this National Beach Day with a Real.Fun.Beach. Getaway
- Create a landing page for sweepstakes entry, promote via national broadcast segments and target markets

CREATIVE TACTIC:

ULTIMATE FAMILY GETAWAY

- Host on-air talent from an aligned national radio show, inclusive of their families for a getaway in exchange for social/curated content and on-air promotion of PCB and its family-friendly offerings.
- Create a full family-friendly itinerary showcasing top attractions, dining, accommodations
- Incorporate social media giveaway for dedicated listeners to win their own PCB family getaway
- Leverage hosts social media followings in addition to the extensive national listenership of the show

WIN INDUSTRY AWARDS

HIGHLIGHT VISIT PANAMA CITY BEACH'S CREATIVE ACCOMPLISHMENTS IN DESTINATION MARKETING AND PROMOTION THROUGH INDUSTRY AWARD RECOGNITION

AWARD OPPORTUNITIES:

- ESTO
- Flagler
- HSMAI
- STS Shining Example
- FFEA SUNsational
- Destinations International

SEEK THOUGHT LEADERSHIP OPPORTUNITIES

POSITION PCB AS DMO LEADER THROUGH THOUGHT LEADERSHIP AND EXECUTIVE INSIGHT OPPORTUNITIES FOR DEPARTMENT LEADS.

LEVERAGE TRADE OPPORTUNITIES ACROSS KEY AREAS, INCLUDING:

- Sports and Special Events
- Tourism Development
- Destination Marketing
- Small Market Meetings

ENHANCE “CHASIN’ THE SUN” PROMOTION

- Explore opportunities for brand/influencer collaborations to highlight TV show and destination’s fishing offerings
- Continue to grow impressions, engagement and follower count on “Chasin’ The Sun” Facebook and Instagram channels.

2023 SOCIAL HIGHLIGHTS:

FACEBOOK

The Facebook page reached 2.4M users (+196%), got 2.7M impressions (+193%), 21K engagements (+52%), 11K link clicks (+118%) and gained 6K+ net new followers.

INSTAGRAM

The Instagram page reached 105K users (+117%), got 168K impressions (+176%), 3.8K engagements (+156%), 189 website taps (+1K%) and gained 350+ net new followers.

IMPLEMENT QUALITATIVE MEASUREMENT

Link coverage to PCB's Google Analytics to inform strategy – including social media sentiment and amplification, PR referral traffic, article impact, key messages, and more.

Media



FY24 MEDIA STRATEGY

Our goal is to build brand awareness and perception of Panama City Beach across targeted audiences in core and new markets while remaining adaptable and inventive in our strategies and executions.

In order to drive preference and visitation for Panama City Beach, our media strategies will align channel preference of our audiences to the timing of their travel interest and intention.

- Continue a digital first approach across all media channels
- Implement a flexible buying approach: plan annually, execute quarterly
- Dial up or back as needed based on external impacts
- Maintain competitive conquering efforts – they are working
- Execute unique core market support
- Expand promotion of pulse campaigns and dedicated support of PCB-owned events
- Utilize data and learnings in real-time and from historic results

Measurement of Success | For paid media performance we will monitor these metrics as indicators of success:

- Expanded reach
- New sessions to website
- Time on site
- Engagement metrics

REACHING OUR KEY AUDIENCE SEGMENTS

WE WILL TARGET ALL PCB SEGMENTS BY IDENTIFYING THOSE WITH TRAVEL INTENTION – THOSE WHO HAVE VISITED PCB IN THE PAST AS WELL AS PROSPECTING NEW VISITORS

- Couples
- Long Weekend Families
- Young Families
- Summer Families
- Sports Families
- Winter Residents
- Golf Trips
- Girlfriend Getaways



FY24 MARKETS

We will target all PCB segments by identifying those with travel intention – those who have visited PCB in the past as well as prospecting new visitors

ALWAYS ON

Core markets representing majority of year-round visitation

Georgia	Alabama	Other
Atlanta	Birmingham	Tallahassee
Columbus	Dothan	Orlando
Albany	Huntsville	Dallas
Macon	Mobile	Houston
	Montgomery	Chicago
Tennessee	Auburn	St. Louis
Chattanooga	Tuscaloosa	Louisville
Nashville		Indianapolis
Knoxville		New Orleans

SEASONAL

These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year.

Baton Rouge
Cincinnati
Detroit
New York
Washington, DC
Jackson, MS
Lexington, KY

FY24 MARKETS (continued)

OPPORTUNITY

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors, and retarget those showing interest.

Austin

San Antonio

Newark

Lafayette, LA

Kansas City

Philly

Little Rock

Boston

Columbus, OH

Hattiesburg, MS

PULSE & EVENTS

PULSE CAMPAIGNS

- Thanksgiving
- Holidays
- Winter Residents
- Mother's Day
- Valentine's Day
- PCB Perks

EVENTS

- Pirate's Fest
- Beach Home for the Holidays
- Beach Ball Drop
- Mardi Gras
- UNwineD

NEW PARTNERS

NEW FOR FY24



priceline

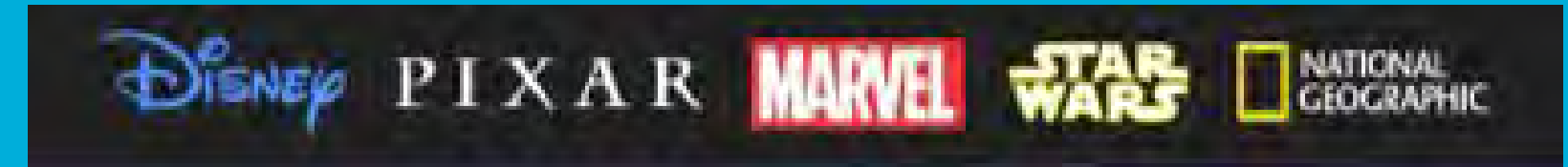
Booking.com



loop Me

Disney+ (CTV/OTT)

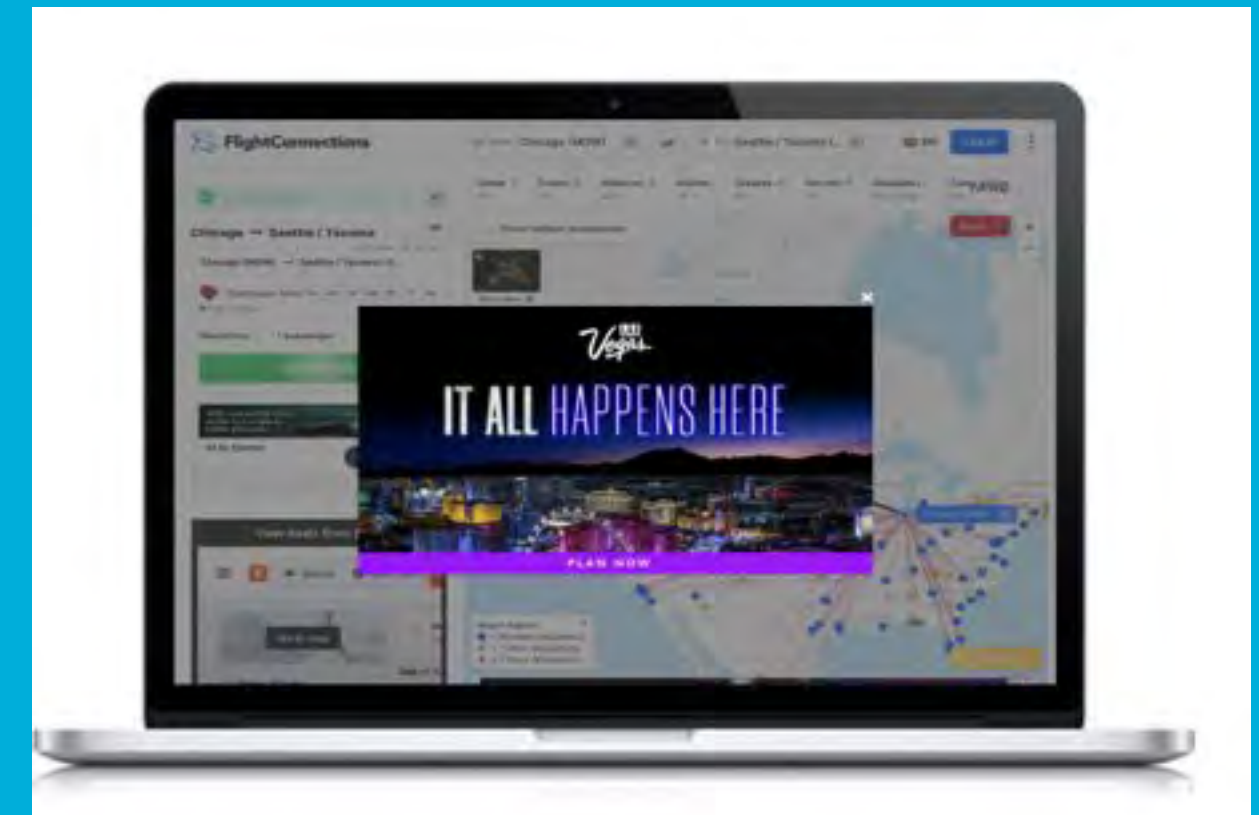
- New opportunity to advertise in Disney+ content through their ad-supported subscription offering
- 76% of viewers view on CTV – big screen presence
- Storytelling excellence from beloved brands
- Unprecedented consumer awareness & broad audience reach



Clicktripz

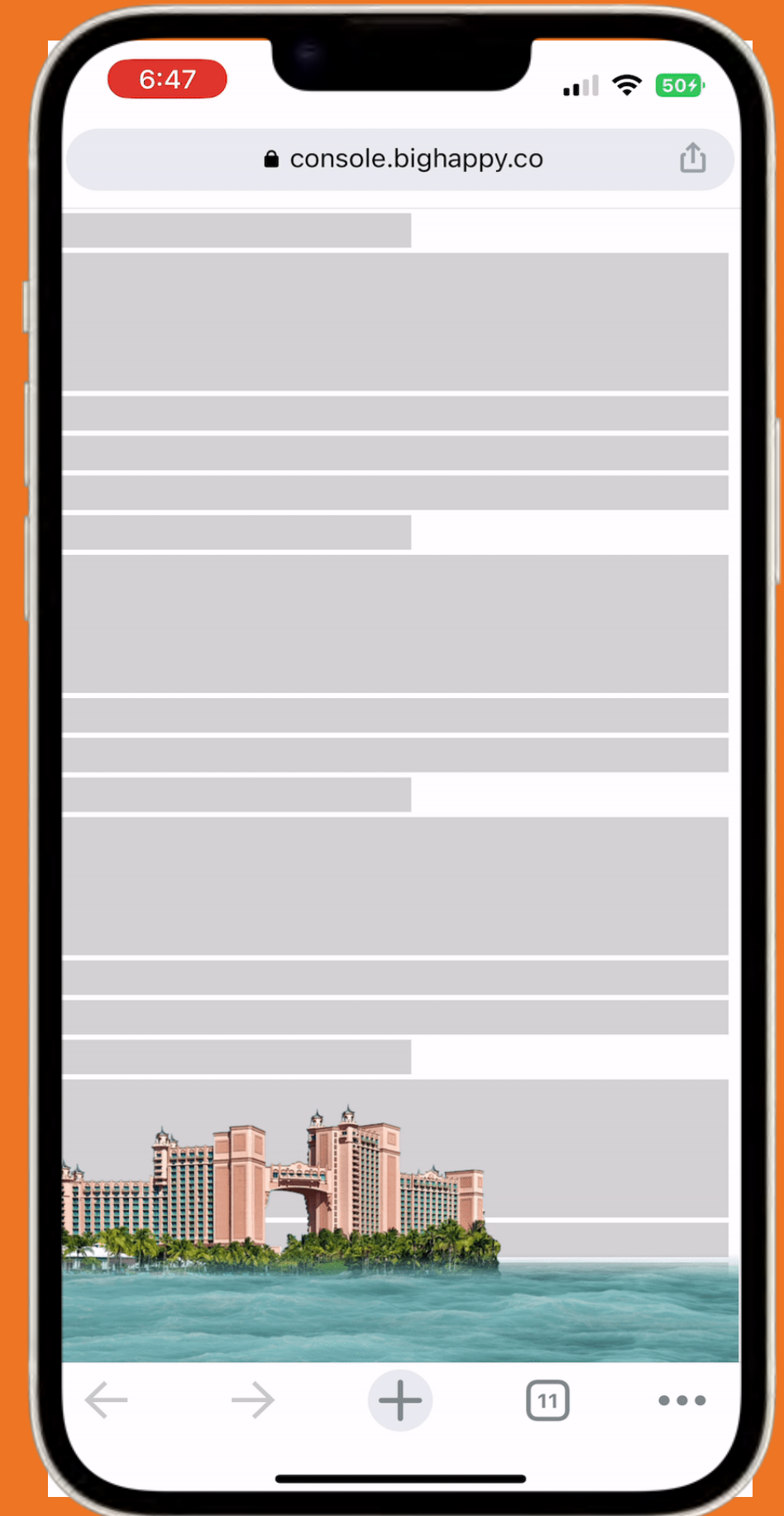
Competitive Conquesting Initiative

- Large-format ad
- Served when a user is exiting a website, “exit traffic”
- Served across 200 travel publishers
- Pay only when a user clicks to our website (cost per click)
- Pay for performance structure ensures relevant site engagement & lots of added value impressions
- Contextual targeting: target people who are reading relevant content or conducting relevant searches within the network of 200 travel publishers
- Brand new opportunity for DMO’s – first to market!



Big Happy

- Big Happy brings the standard display ad to life in an engaging way
- Create impactful ads quickly – using assets we already have!
- High impact, eye-catching animation
- Speed and ease

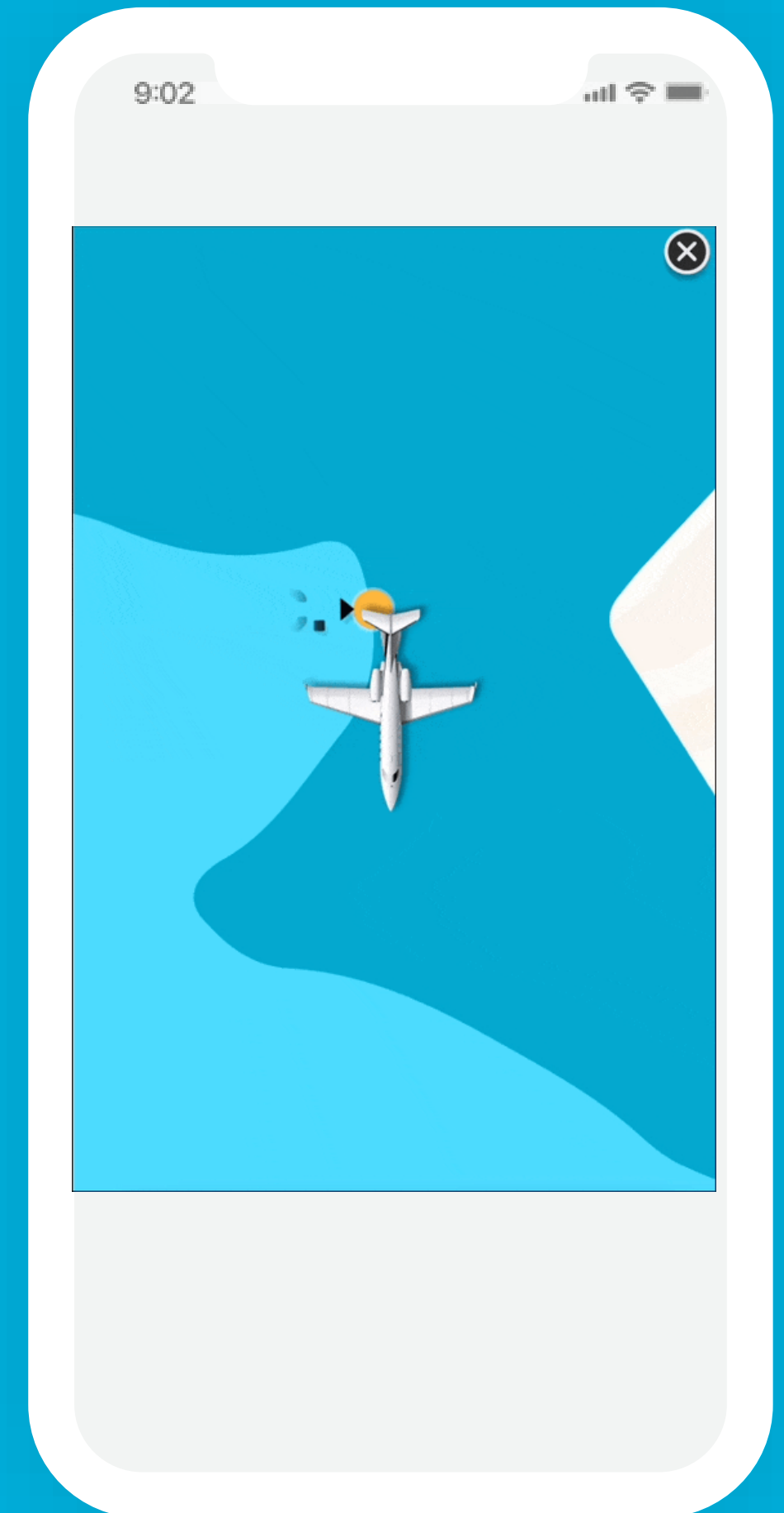


EMODO

Direct Flight Initiative

- Location-based animated ads
- Parent company is Ericsson, a leader in communication tech, which leverages carrier and mobile operator data
- That data enables us to reach new, highly targeted audience segments
- Utilize the location-based ad-tech to promote direct flights in two markets (For example: Animation would start from DC and fly down to PCB)

 Emodo



LoopMe

- Unique ad-technology that allows LoopMe to pre-qualify audiences
- They survey people 2-4 weeks before a campaign
- The answers train their AI to build profiles of the positive respondents, those most likely to be interested in PCB
- Unmatched reach, allowing us access to new audiences
 - Their platform accesses 87% of U.S. households

In-Market Segments

Survey

Question 1

Are you considering taking a trip to Florida?

Yes

No

Maybe

Pre-flight

Conquering

Survey

Question 1

Would you consider taking a trip to Panama City Beach?

Yes

No

Maybe

Behavioral

Survey

Question 1

How many trips have you taken to Panama City Beach?

1-2

3-4

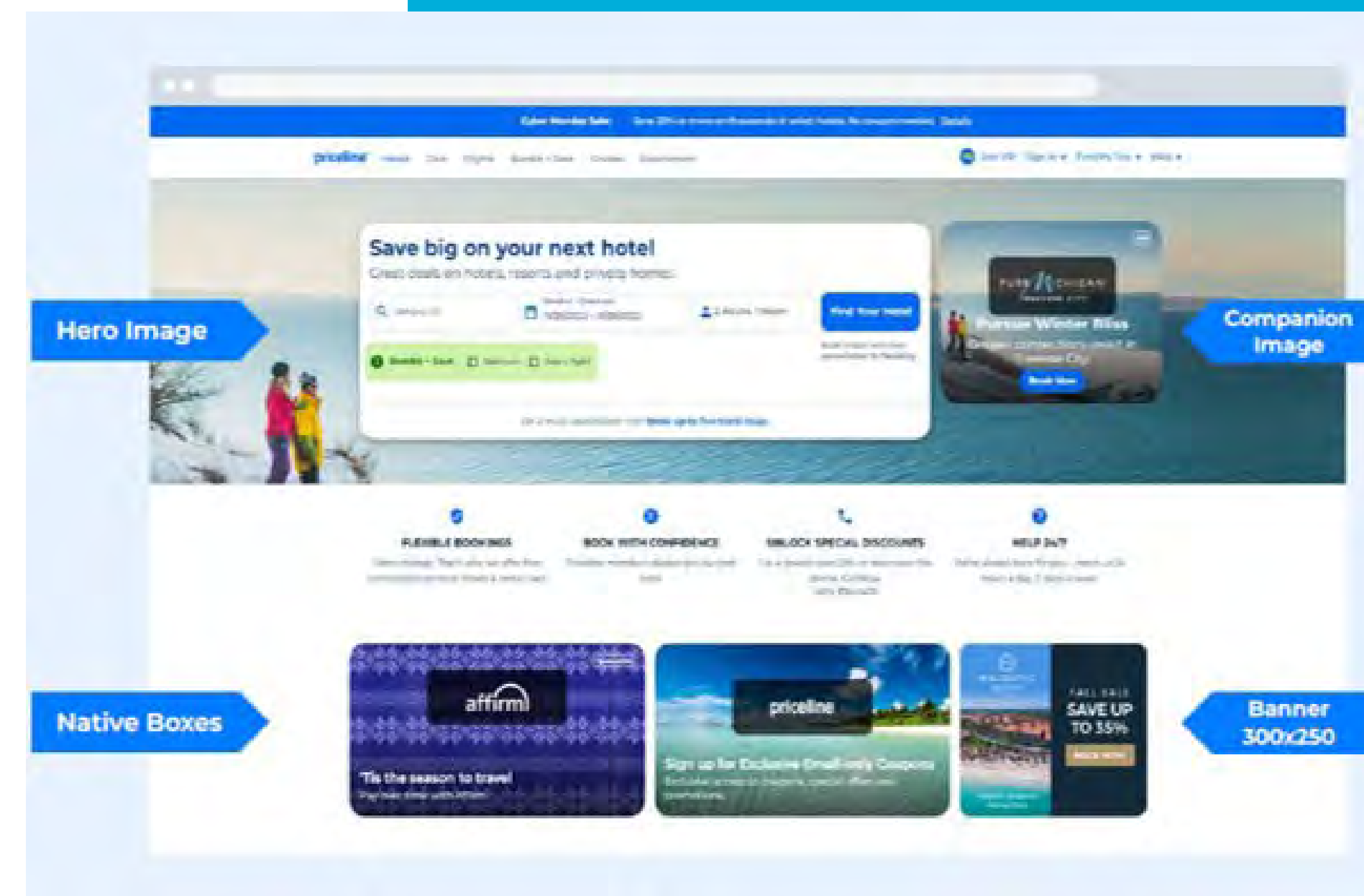
5+

Priceline

- Similar to Expedia
- Reach in-market travelers, searching for PCB or Competing Destinations
- Ads appear in search results pages
- Mix of ads that drive to the PCB site & that drive to a Custom Booking Page

UNIQUE TO PRICELINE:

- Flight/Hotel/Vacation Package Homepage Sponsorships
 - 1 week sponsorship
 - Opportunity to influence search criteria, especially for inspirational phase searchers
 - Ad elements TBD (banner, hero image, companion image)



Booking.com

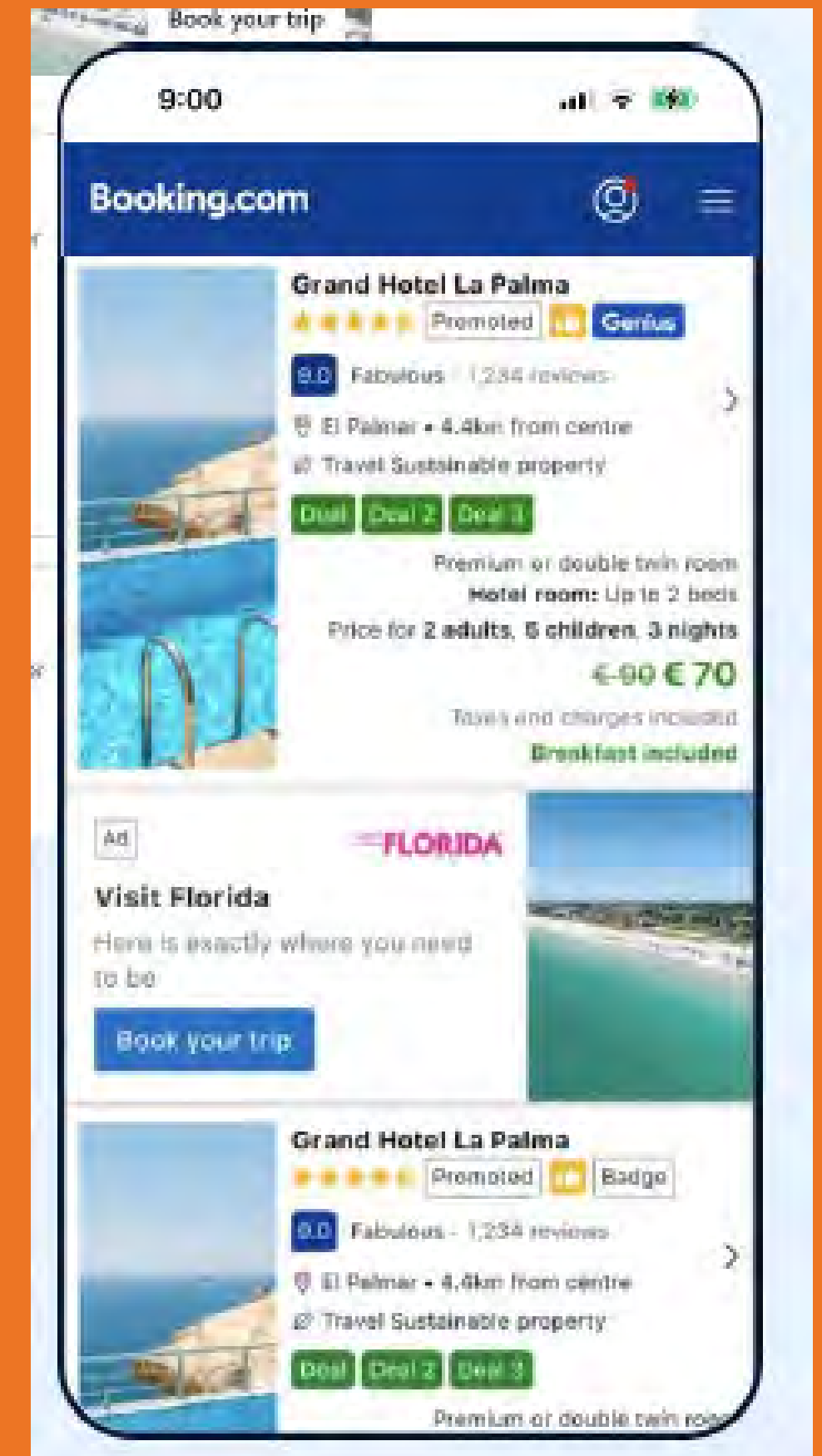
- PCB would be first-to-market with Booking.com's new native search result ad offering
- Only available to DMO's currently (not hotels!)
- Native ad visible in the first ad position on the first page of the search results
- Ad drives to a Custom Booking Page for PCB

Low Audience Duplication: roughly 7 MM in-market travelers on Priceline who do not overlap with Expedia.

By advertising on both sites, we maximize our targeted reach



Booking.com



RETURNING PARTNERS

RETURNING PARTNERS



Southern Living

hulu

vevo



LinkedIn

Always On Tactics



Programmatic Display



Programmatic Native



Programmatic Pre-Roll



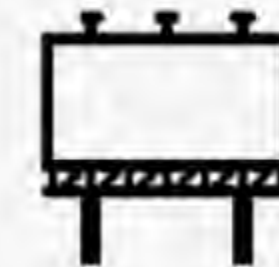
YouTube



Streaming TV
(OTT/CTV)



Retargeting Display



OOH

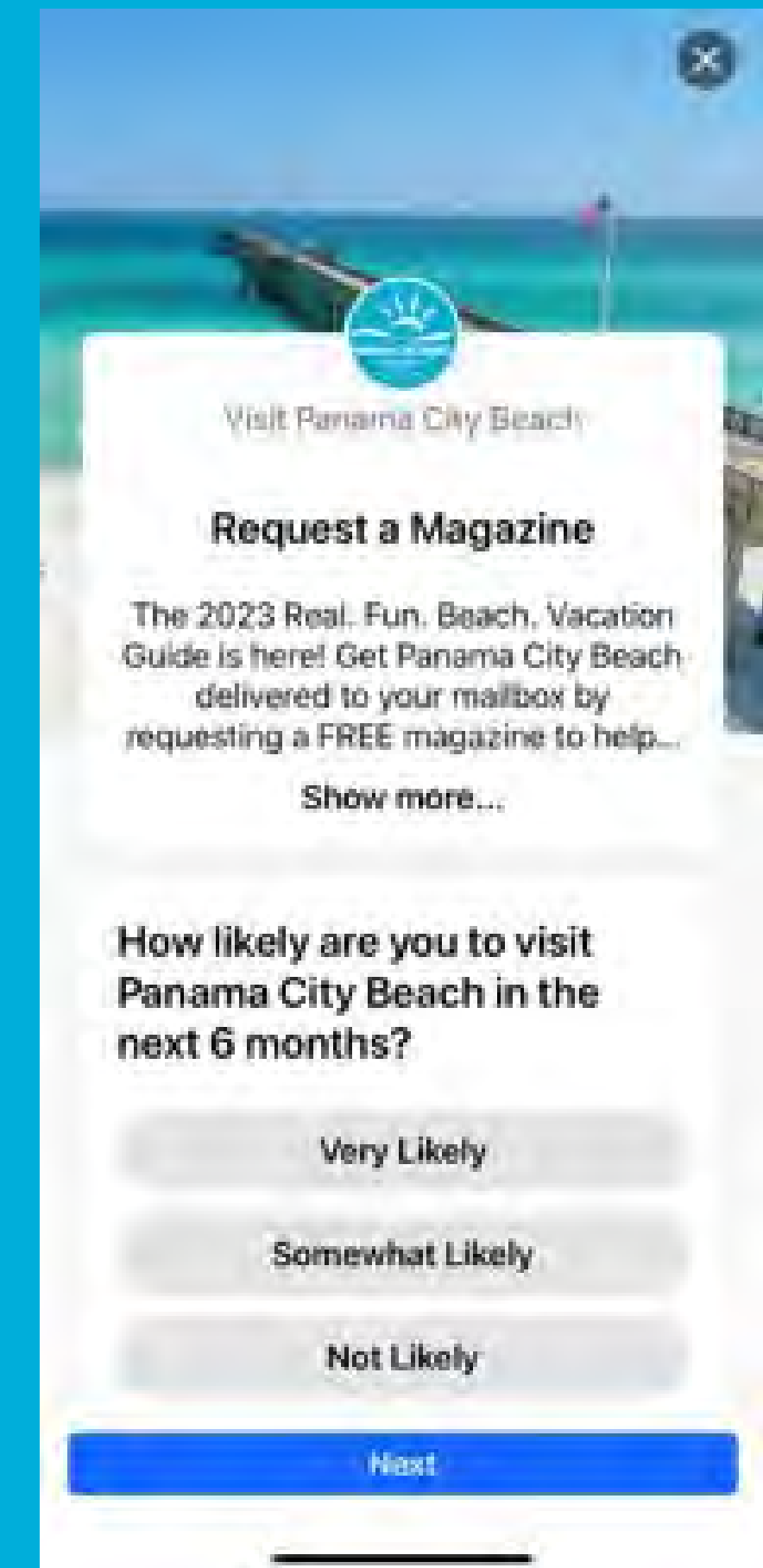


Print

PAID SOCIAL FY24

PAID SOCIAL

- Utilize Instant Forms: We tested web form versus instant forms in our Visitor's Guide campaign & saw much stronger results from the instant form
- Added Double Red Flags & Beach Safety social media campaigns in 2023, will continue in FY24
- Campaigns: Likes, Visitor's Guide, Chasin' the Sun, Event Carousels, Direct Flights, Pulse & Events
- Support organic I am Thankful and 12 Stays of Christmas campaigns with boosted posts
- MIY Always On
- Pinterest: support MIY, Holiday, and Weddings
- Continue to optimize and refine our audience targeting & retargeting tactics & consistent creative refreshes

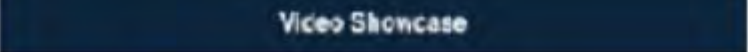
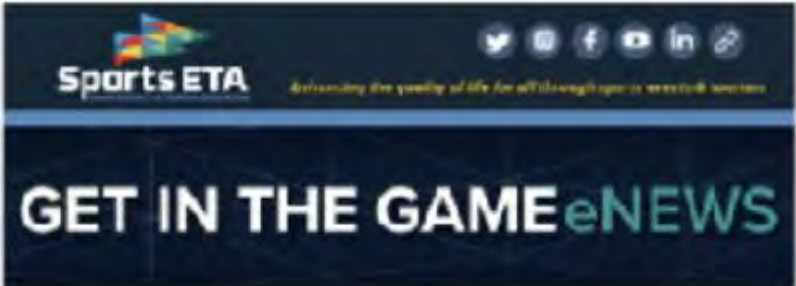


Sales and Sports

SPORTS PARTNERS



SPORTS PARTNERS



SPORTS PARTNERS



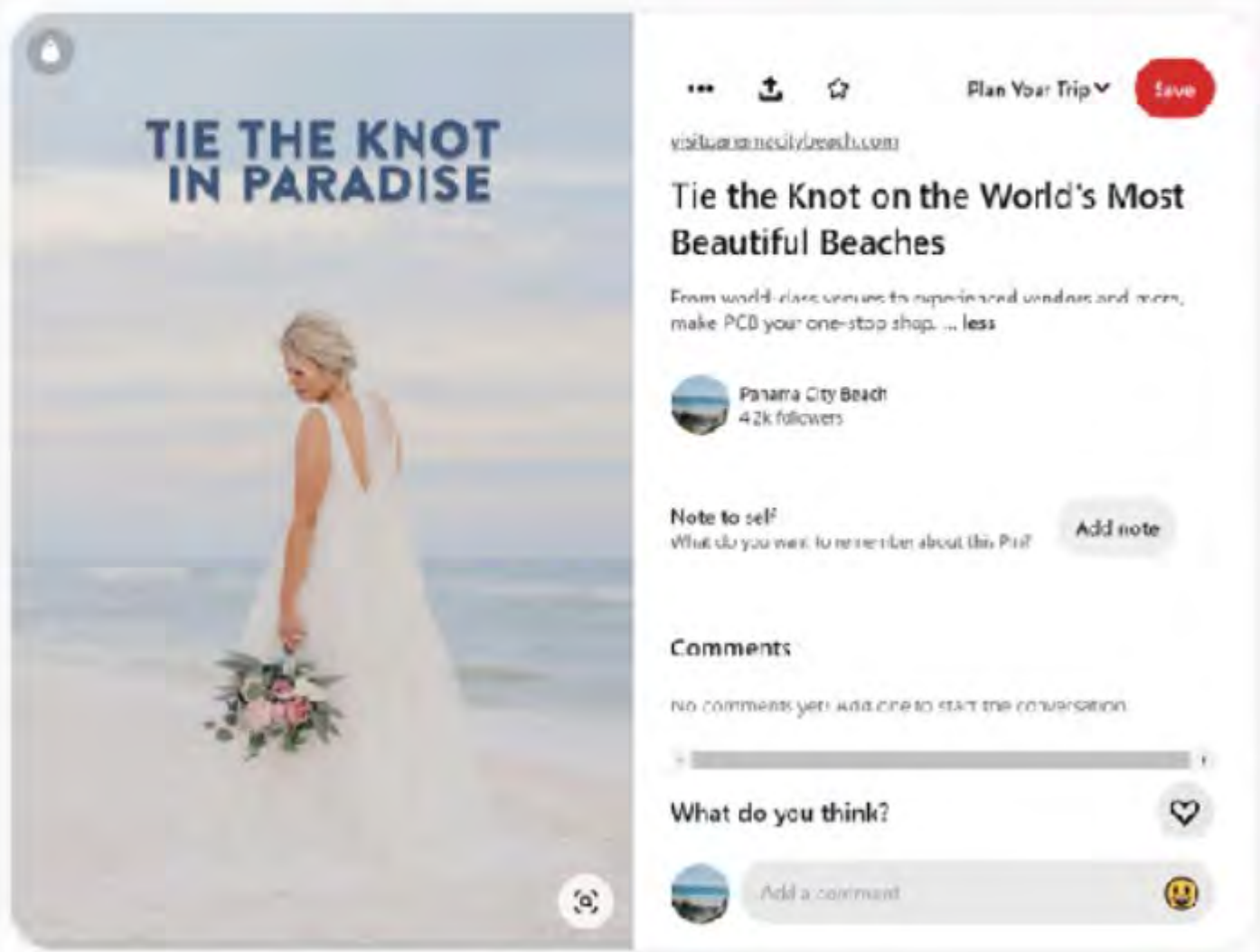
RETURNING SALES PARTNERS



NEW SALES PARTNERS



WEDDINGS

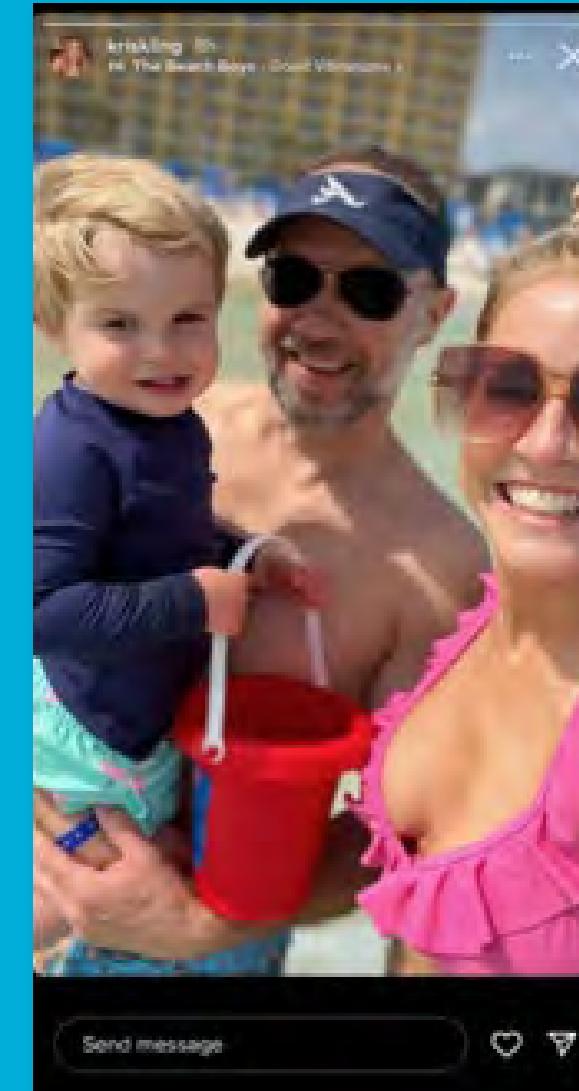


REGIONAL MARKET SUPPORT

WHAT WE DID IN FY23

Markets: Atlanta, Birmingham, Nashville

- Radio DJ in market, documenting trip on social media and on-air
- Sponsored Weather Forecast from PCB
- Lifestyle Segments filmed in PCB
- Trip Giveaways: month long on-air promotions for viewers
- Swag Bag Giveaways On-Air



RISING TIDES

SCHOLARSHIP SUPPORT

Rising Tide Scholarship Support

- Raise awareness locally
- Reach people in the education and hospitality fields: ie parents of high school & college students, hospitality workers
- Targeted to Bay County

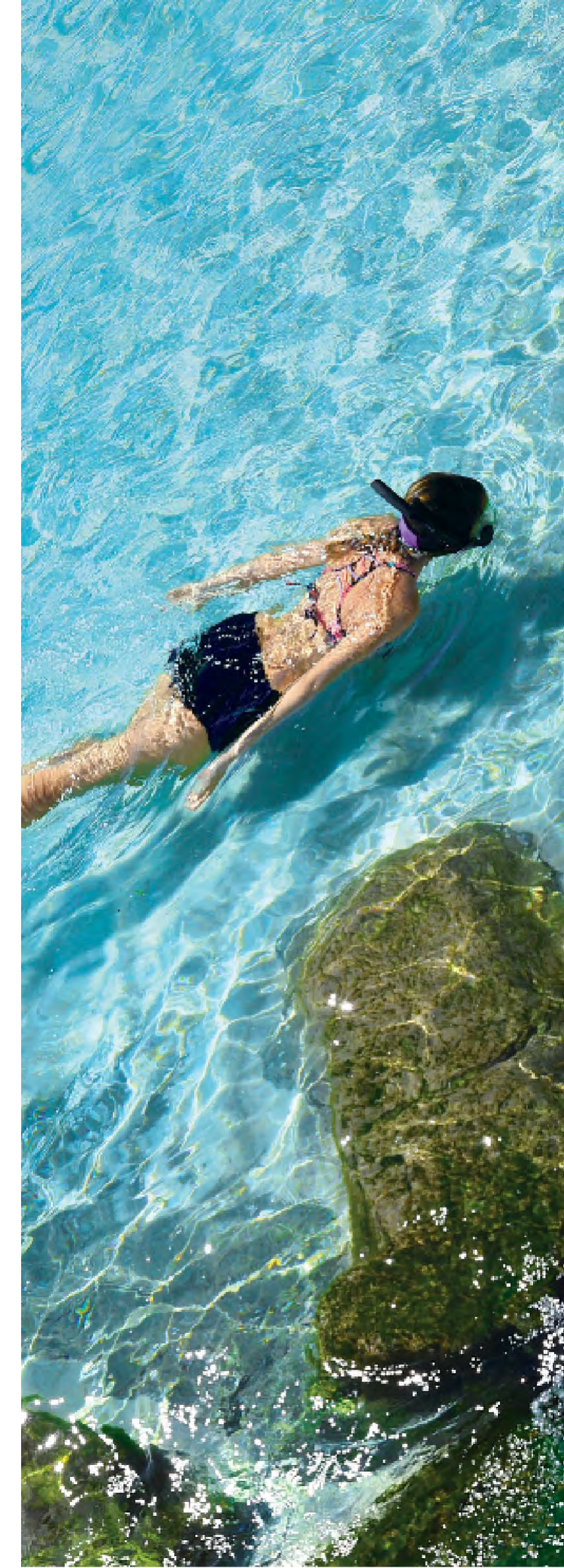
MEDIA CHANNELS

- Instagram
- YouTube
- Facebook



FY24 MEDIA BUDGET

CHANNEL	PLANNED BUDGET
DIGITAL	\$1,549,500
SOCIAL MEDIA	\$1,386,516
RADIO <small>(PANDORA, SPOTIFY, LOCAL/EVENT)</small>	\$884,300
TV <small>(OTT, ADDRESSABLE, LOCAL/EVENT)</small>	\$848,272
LOCAL OOH	\$212,615
PRINT <small>(INCLUDES MEREDITH PRODUCTION FEE)</small>	\$464,703
REGIONAL CAMPAIGNS	\$210,000
CONTINGENCY FUNDS	\$250,000
UNALLOCATED	\$194,094
TOTAL FY24 PLANNED	\$6,000,000



Evolving make it yours

MARKETING + CREATIVE



We picked up where we left off...

In 2022, we introduced REAL families into our photoshoot to create more authentic marketing



“ROMANCE” SPOT



“FAMILY” SPOT

STRATEGIC APPROACH

What real people love about PCB

- Lori Cronkhite-Dunn**
Likewise to what many others have commented, I've been all over the US coastal. Nowhere really compares. The beaches & water are beautiful, reasonable rates for oceanfront properties (look on vrbo), SO much to do, food choices galore! My FAV place is St Andrew Park
Like Share 13w 4
- Jeannie Aller**
Cheri Finrock Burns PCB is better. I haven't been to any other beaches in Florida that compare to PCB. The beautiful beaches, great restaurants & family activities...& all the friendly people here. I came on vacation here for 40 years before finally moving down here in 2020. I love it!
Like Share 13w 4
- Gail Dugan Kutsch**
It seems to me that many people make a spiritual connect on to this beach.
Like Share 13w 3
- Patsy Pruitt**
As my 7 year old says it is the best place in the world!!!! PCB is just a great place to go!
Like Share 13w
- Lisa Allen**
I am in SC and it's about 3 1/2 hours from me to Myrtle beach always went there for years two years ago went to Panama city beach and fell in love haven't been back to east coast, it takes me 12 hours to get there. For me it's the color and clear water and nice white clean looking sand.
Like Share 13w 16
- Sheila Mims**
It's the best place to go I have been coming all my life and I love everything about it.
Like Share 13w
- Tommy St John**
For most of us that lived 5-6 hrs away it was our beach town because it always has been. It had or has everything you want great food choices, beautiful beaches, amusement choices, clear water, jogging, boating, fishing, everything you want in a beach vacation. I'm 61 and I grew up going once or twice a year all my life so it's like home.
Like Share 13w Edited 4
- Patsy Pruitt**
As my 7 year old says it is the best place in the world!!!! PCB is just a great place to go!
Like Share 13w
- Larry Roberts**
Good question! We've been coming down for over 30 years. The white sand beaches, the emerald green water, the many wonderful restaurants and diners, the activities. The people here are inviting and grateful to see everyone. There is literally something for everyone. I think part of our family's heart is here.
Like Share 13w 3
- Ingrid Scott**
Pcb beach doesn't compare to orange Beach it's soooo beautiful. The locals are so friendly and the food. So much to do in pcb whether you go alone, with a significant other, or families.
Like Share 13w
- Debbie Hilton Maxwell**
I've been to Orange Beach/Gulf Shores and it beautiful..love the Pink Pony Pub...but nothing compares to PCB as far as things to do and gorgeous beaches are concerned.
Like Share 12w 6
- Julia Yuliya**
Awesome beaches, great entertainment for all ages, great restaurant choices, amazing Gulf Views.
Like Share 13w 2
- Janet Morgan Smith**
The emerald green waters! Puts GS and OB to shame 🤩
Like Share 13w 2

Research shows that pcb is a place Where You Can Be You

REAL CONNECTION

There's a real connection that visitors feel to the locals, to the beach, to their families and to other visitors.

REAL FUN

We're fun for everyone, even when it means something different for everyone — and that's hard to come by. We take pride in being the Real. FUN. Beach, and that sets us apart from the rest.

REAL BEAUTY

Our beautiful beaches don't need a filter. No matter where you are in PCB, you can experience the natural beauty the destination has to offer.

Integrating “Where You Can Be You” Into More Meaningful Consumer Messaging

Brand Campaign	Where You Can Be You					
Pillar	Real Connection		Real Fun		Real Beauty	
Persona	Romance	Foodie	Adrenaline	Entertainment	Family Beach	Eco-Adventure
Comms Task	Leverage the sense of familiarity that people feel in PCB as a strength.		Live up to our name as the Real. FUN. Beach.		Remind people of the innate beauty in a place as simple as PCB.	
Insight	There’s a real connection that visitors feel to the locals, to the beach, to their families and to other visitors.		We’re fun for everyone, even when it means something different for everyone – and that’s hard to come by.		Our beautiful beaches don’t need a filter. No matter where you are in PCB, you can experience the natural beauty the destination has to offer.	
Content Strategy	Celebrate the bond between people who own their vacation in PCB.		Uncover the real meaning of fun on vacation.		Create own-able moments for people to experience in PCB that emphasize the natural beauty of the destination.	

How does this come to life?

**YOUR FAMILY.
YOUR BEACH.
YOUR FUN.**

27 MILES OF WHITE SAND, GORGEOUS TURQUOISE WATERS AND SUNSETS YOU'LL NEVER FORGET.

MAKE IT YOURS.



**REAL BEACH
FUN**
PANAMA CITY BEACH

VisitPanamaCityBeach.com

**IT'S YOUR VACATION
WHERE YOU CAN BE YOU**

27 MILES OF WHITE SAND, GORGEOUS TURQUOISE WATERS AND SUNSETS YOU'LL NEVER FORGET.

MAKE IT YOURS.



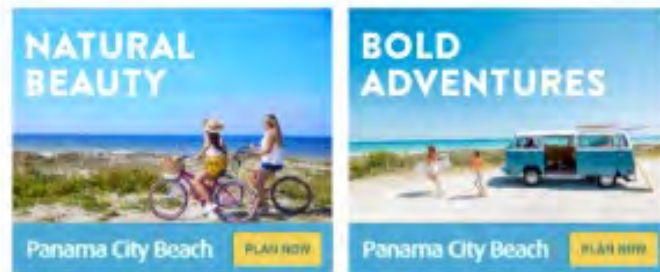
**REAL BEACH
FUN**
PANAMA CITY BEACH

VisitPanamaCityBeach.com

Segmented creative

AUDIENCE MOTIVATOR

COMPETITIVE CONQUESTING



COUPLES WITHOUT KIDS



EMPTY NESTERS



LONG WEEKENDERS



UNIVERSAL



CAMPAIGN PAYOFF



How does this come to life?



COMPETITIVE CONQUESTING



WINTER RESIDENTS

Fy24 key initiatives

Key Initiatives 2024

**IMPLEMENTING
BRAND CONSISTENCY**

**ELEVATE SALES
AND SPORTS**

**CONTINUE BUILDING
ON THE VISITOR AND
LOCAL EXPERIENCE**

Real. Fun. Beach Lock-Up

We are actively working on creating more consistency across all the teams at Visit Panama City Beach. We want to show up the same way across the board. This started with our lock-up.



Signage

Brand consistency isn't only about how we show up to visitors in our marketing channels but also how our brand shows up in destination.



Tradeshow

Sales + Sports Marketing Collateral

FY24 we will LEAN into our efforts to continue to support and elevate the marketing efforts behind the Sales and Sports team.

We are in the middle of a creative refresh for both of these groups to update all marketing pieces to create that brand consistency and to ensure we are marketing the right content to these specific groups.

*Examples of current creative are shown

**PLAY
HERE
AND
HERE**

Give your tournament the ultimate game plan at the world-class, 160-acre Publix Sports Park located in Panama City Beach. Nowhere else combines sugar-white beaches and turquoise waters with the Southeast's best state-of-the-art facilities. Which explains why when the game's over, the fun is just getting started.

PLAYPANAMACITYBEACH.COM
or contact Chris O'Brien, Director of Sports Marketing & Special Events, at 850.233.5070

 Panama City Beach
REAL. FUN. BEACH.

WHEN THE GAME'S OVER, THE **FUN** IS JUST GETTING STARTED.



 Panama City Beach
REAL. FUN. BEACH.

**BROADEN YOUR
AGENDA**

Your meeting attendees have many different interests. Delight them all with the unforgettable experiences at Panama City Beach — everything from dolphin tours and eclectic shopping to championship golf and local seaside delicacies. Our group sales team will help you plan the perfect event. Make your next meeting one they'll remember. Make it yours at Panama City Beach.

EXPLORE THE FUN

MAKE IT YOUR REAL. FUN. BEACH.

Plan your fun now.
  

1-800-PCBEACH (800-722-3224) | Info@VisitPanamaCityBeach.com
VisitPanamaCityBeach.com/Groups

SPORTS

One way we want to elevate the work of the PCB Sports Team and the Publix Sports Park is by making sure both brand speaks to the “FUN” that is the Real. FUN. Beach.



Improving the destination experience

We know from research that the experience in destination is just as important for our visitors as it is for our locals. In FY24 we will continue focusing on key programs and projects that enhance that experience for all.

DOUBLE RED FLAG AWARENESS & EDUCATION PREVENTION

RISING TIDE SCHOLARSHIP



West Panama City Beach in collaboration with the Bay County Tourism Development Council, is excited to unveil a dynamic and forward-thinking (scholarship) initiative strategically designed to catalyze a profound transformation in the landscape of tourism education across esteemed local educational institutions. By orchestrating this program, the goal is twofold: to establish an accessible pathway to workforce education for ambitious students venturing into the dynamic realms of tourism and hospitality, and to strategically weave economic growth by amplifying the visitor experience to unparalleled heights within the vibrant legacy of Panama City Beach.

The scholarship initiative will provide annual funding to Bay District Schools (BDS) to support career academies focused on Hospitality & Tourism Management (HTM) and Culinary Arts (CA) and provide scholarship funds to students pursuing tourism industry degree programs at Gulf Coast State College (GCSC), Florida State University, Panama City Campus (FSU - PC), and tourism industry trade programs at Honey Technical College.



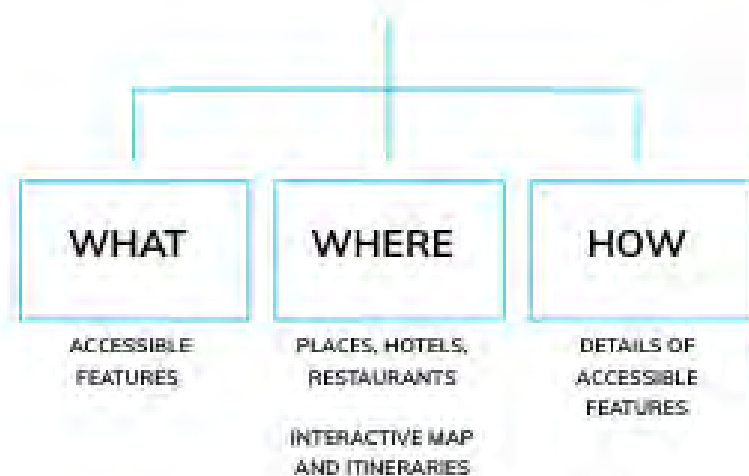
Fun for all

In PCB, everyone can enjoy all the fun PCB has to offer, including those with mobility, vision, hearing or cognitive impairments. FUN FOR ALL means out-of-the-box solutions to make our beaches more accessible. Flexible and safe environments to make our attractions more attractive to everyone. And the kind of accommodations and communications that make a stay in PCB safe, comfortable and fun for all.

MOBILITY ACCESS



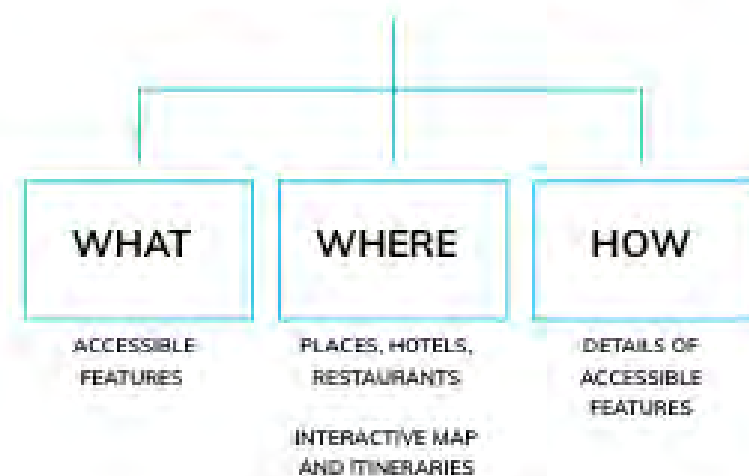
Feel free to take fun further in PCB. With everything from elevated boardwalks and beach wheelchair rentals to Mobi-Mats and Mobi-Chairs, every move you make forward is fun.



VISUAL SUPPORT



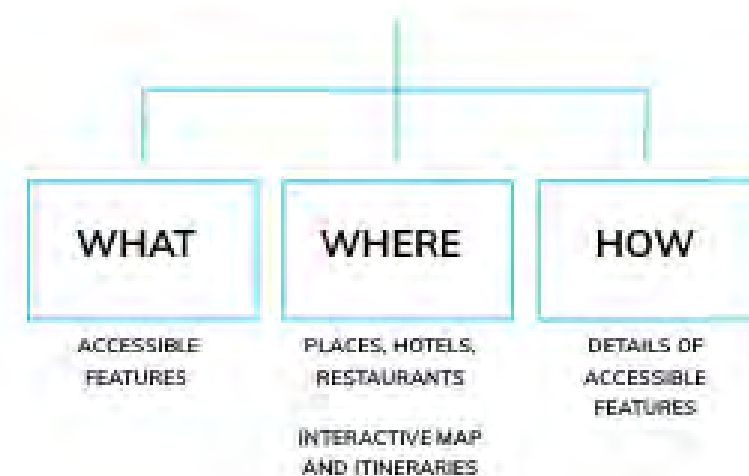
You know exactly what fun feels like. It's digging your toes into soft sands, floating in cool waters and hearing seabirds at lush state parks, complete with braille exhibit guides. At PCB, everyone feels the fun vibes.



HEARING SUPPORT



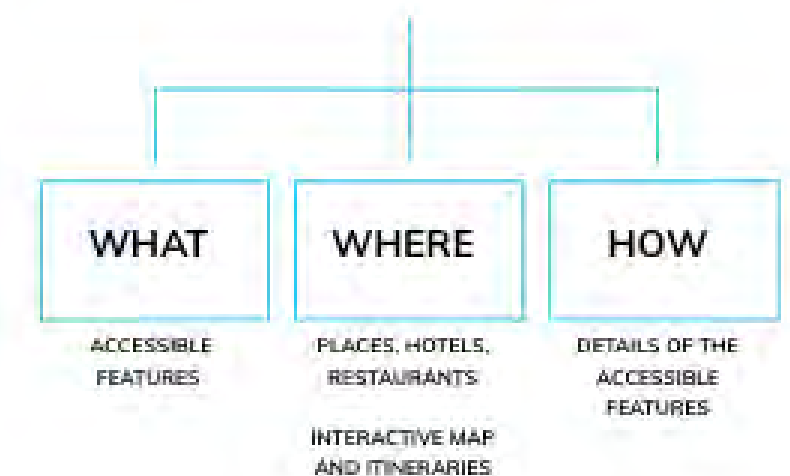
What does fun look like? It's sugar-white sands stretching for miles and turquoise waters rolling gently on shore. In PCB, fun is expressed in many ways, including a trolley tour given in ASL. Get ready for signs of fun ahead!



NEURODIVERSITY



If a calmer vibe is more fun for you, we have you covered. From less crowded beaches to shady trails, tranquility is easy to find. For quiet moments or less-stimulating spaces, PCB ensures fun for all.





FY 2024
PROGRAM OF WORK



DATE ISSUED:
JULY 31, 2023

TABLE OF CONTENTS

YEAR IN REVIEW	3 - 5
EXECUTIVE SUMMARY	6
CLIENT GOALS	7
ORGANIZATIONAL CHART	8
BUSINESS DEVELOPMENT	9
FOOD & BEVERAGE	10
CAPITAL INVESETMENT PROJECTS	11 - 12
FACILITY MAINTENANCE	13
MARKETING	14
SFC SUPPORT	15
INVENTORY	16



YEAR IN REVIEW

Publix Sports Park revenue on track to exceed \$1.8 million in FY 2023.

Fiscal year 2023 has been another step forward for park revenue, park operations, and the overall development of the park. As we near the end of FY 2023, revenue is on track to exceed \$1.8 million – up from just over \$1.5 million in FY 2022.

Park Events

The goals for FY 2023 were to continue to develop sports tourism bookings at the park, prioritize the bookings of rectangular field sports, replace under-performing events where appropriate, and grow our local bookings.

Sports Tourism

We hosted five (5) events whose economic impact was over \$5 million.

They were:

- United States Fastpitch Association (USFA) - (2 week-long events)
- Grand Slam USA - (4 week-long events)
- USSSA Global World Series - (1 week-long event)
- Ripken Baseball/Ripken Experience - (1 week-long event)
- GameDay New Year's Baseballfest - (1 week-long event)

Other highlights:

- Snap Soccer's May Trident Cup saw one of the largest crowds in the park on a single day, just over 2,000 guests.
- February's President's Day weekend Triple Crown baseball event coupled with Pylon Football 7v7 tournament had the biggest growth of any one day.
- Perfect Game's May "Beast of the East" Tournament continues to grow, and championship Sunday grew into one of our top 10 days of the year in overall revenue.
- Year 2 of the Visit Panama City Beach JUCO Baseball Classic in February saw over 2,000 tickets sold and scouts from all 30 MLB teams were in attendance. In total over 100 MLB scouts attended. Once again, a player from the event was drafted in the first five rounds of the MLB draft.

Community Events

We grew the number of community events and revenue from local practices, games, and events during FY 2023.

Highlights:

- Bay United merged with Cincinnati, Ohio based Kings Hammer and is now known as "Bay United/Kings Hammer." The new partnership will allow the organization to grow exponentially.
- We welcomed a Sunday night Jamaican Soccer league.
- We welcomed an adult flag-football league.
- Our local events surpassed \$80,000 in revenue for FY 2023.

Leadership Team / Staffing

Our Leadership Team has led our staff by demonstrating a can-do approach to customer service and creating a great experience for our guests.

Our leadership team:

- Dawn Aucoin - Finance Manager
- Joe Hanson - Sports & Events Manager
- Joyce Morris - Food & Beverage Manager
- Ben Schreiber - Sales & Marketing Coordinator
- Rick Whorton - Facilities Manager

In addition to the five-leadership team members, we have two other key staff members who serve supervisory roles.

- Daryl Shines - Recreation Sports & Guest Services Supervisor
- Caroline Corbin - Food & Beverage Supervisor

Park Operations & New Enhancements

I have challenged our staff this year to think of the park as an extension of the Visit Panama City Beach Welcome Center.

We launched a "Park Pride" initiative where any staff member can submit an item that needs maintenance attention by sending the item to parkpride@sportsfacilities.com. We have seen many staff taking pride in facilities and the appearance of the park.

We are thankful to the Tourist Development Council (TDC) for funding the following new enhancements in FY 2023:

- New fencing for baseball and softball tournaments.
- New Full-size and youth mounds for baseball.
- New turf pitching mats with a built-in pitching rubber for fastpitch softball.
- A new six passenger golf cart shuttle, allowing us to offer two shuttles at larger events.
- New Landscaped entryway and a new 3D sign.
- New baseball card social media sign.
- Playground turf installed under the PCB letters.
- Public Address Sound system throughout the park.
- HD Live streaming cameras and live streaming for all diamond sports.
- Painted shade pavilions.
- Extended cement sidewalks in front of each concession building.
- New Beverage express station and beverage golf cart.

We also welcomed a new landscape company to the park. Southeastern Landscape has taken over the grounds maintenance and has done an outstanding job. Their attention to detail has been a strong improvement and they have also focused on the four grass playing surfaces on fields 10-13, which are in great shape.

YEAR IN REVIEW (CONT.)

Publix Sports Park revenue on track to exceed \$1.8 million in FY 2023.

Marketing

This year, we worked alongside Visit Panama City Beach's marketing team to launch our new website. The site continues to be our primary information portal for the park.

Social Media continues to be a focus. In FY 2023 we launched our first Tik Tok videos and sponsored a TikTok Challenge with the "Boo at the Beach" Fastpitch softball tournament. Facebook, Instagram, and Twitter continue to be forceful communication portals for the park.

In May, we worked with one of our sponsor partners, Coastal Waste & Recycling to host the first ever "Youth Sports Equipment Swap Meet". The event earned strong public relations value for the park and saw hundreds of community members arrive to claim free sports equipment.

Other PR & Marketing highlights:

- In February, Perfect Game TV once again broadcast the Visit Panama City Beach JUCO Classic.
- Also, in February we hosted the Sunshine Sports Council at the Park as well as the NSA convention.
- In May, we hosted the Panama City Beach Chamber of Commerce after hours.
- In June, the park hosted the filming of a national Lysol television commercial.
- In June, Billy Ripken visited the park as part of the Ripken Experience opening ceremony. Billy participated in a press event at the park.

Finance

Top line revenue continues to grow. Our staff is focused on operating the park efficiently. The team is focused on limiting subsidies for the park and on-going operations to achieve a cash positive operation.

In FY 2023, we are on track to welcome 2547 teams, 102,135 overall guests and \$100,286,302 in economic impact.

We are excited to take the next steps forward in this program of work for FY 2024!

Mike Higgins



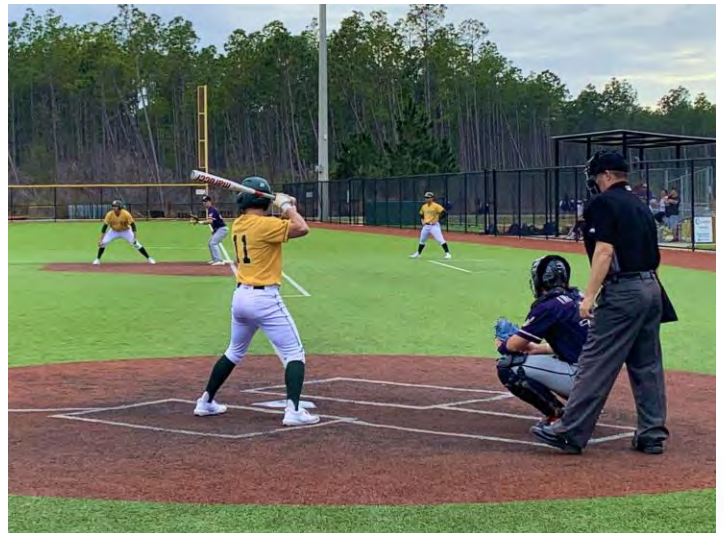
Mike Higgins
General Manager, Publix Sports Park



John Sparks
Vice President, Account Management



Billy Ripken speaks to players at the Ripken Select Tournament



Scenes from the 2023 Visit PCB JUCO Baseball Classic

YEAR IN REVIEW

THE SPORTS FACILITIES
MANAGEMENT



*** 2485 TEAMS | 112,932 VISITORS | \$90M+ ECONOMIC IMPACT**

* FY 2022 Totals





EXECUTIVE SUMMARY

FISCAL YEAR 2024

Publix Sports Park is operated by Sports Facilities Companies (SFC) on behalf of our client, The Panama City Beach Convention and Visitors Bureau (CVB), the destination marketing arm of the Bay County Tourist Development Council (TDC).

The sports tourism bookings at the park in FY 2022 accounted for over \$90 million in economic impact. Some of the marquee summer events also utilize Frank Brown Park. The economic impact (EI) totals for those events also conducted at Frank Brown Park swelled to over \$112 million.

As FY 2023 ends, the park will finish the year welcoming an estimated 102,000 guests, 33,123 participants and 2,547 teams. During FY 2023, these teams competed in baseball, fastpitch softball, slow pitch softball, 7v7 football, flag football, tackle football, lacrosse, rugby, and soccer.

Park scheduling and operations continue to be refined and revenue continues to grow. As FY 2023 ends, the park will experience over 14.5% top line revenue growth over FY 2022.

The park visitor experience continues to improve. FY 2023 saw new amenities such as; event live streaming, a new beverage cart, and more food & beverage points of sale to more visitor shuttles, more dynamic signage and social media opportunities and improved on-field playing facilities.

This FY 2024 plan continues to refine the visitor experience, increase the park's financial viability and offer a park that is a showplace for sports tourism.

MISSION

To continue the Vision of Visit Panama City Beach and the Tourist Development Council to promote a positive image of Panama City Beach through sports events at the park.

VISION

To operate the best sports tourism facility in the US, allowing our client Visit Panama City Beach to exceed its goals of bringing sports tourism to the community.

FISCAL YEAR 2024 GOALS



MLB scouts watch as Christian Oppor throws at the 2023 Visit PCB JUCO Baseball Classic

OUR GOALS ARE YOUR GOALS. HERE ARE OUR TOP PRIORITIES TO CONTINUE TO SERVE YOU.

CLIENT GOALS

- Economic Vitality - Continue to service current event bookings while exploring new event bookings for the facility and maximizing economic impact for the community.
- Environmental Sustainability & Resiliency - Carry forward Visit Panama City Beach's efforts by operating the facility in an environmentally friendly way, whenever possible.
- Community Vibrancy - Improve the quality of life for Panama City Beach through the operation of the facility.
- Industry Leadership - Be leaders in our industry in the way we operate and book the facility.

PUBLIX SPORTS PARK PRIORITIES
PARTNERSHIP & COLLABORATION
MAXIMIZE BOOKINGS
PROVIDE AN EXCELLENT GUEST EXPERIENCE
INCREASE REVENUES AND ECONOMIC IMPACT

Future Outlook

	Income %	Total Revenue	Total COGS	Total Expenses	Subsidy / Income	Economic Impact	Subsidy / El Ratio
FY 20		\$654,374	\$353,080	\$1,016,341	-\$715,047	\$51,698,718	0.01383
FY 21	94%	\$1,272,256	\$541,294	\$1,123,251	-\$392,289	\$101,005,840	0.00388
FY 22	24%	\$1,575,182	\$532,385	\$1,296,049	-\$253,252	\$112,177,812	0.00226
FY 23	14%	\$1,803,251	\$614,066	\$1,443,868	-\$254,683	\$104,803,481	0.00243
FY 24	24%	\$2,225,576	\$787,402	\$1,588,070	-\$149,897	\$108,995,620	0.00138
FY 25	11%	\$2,477,000	\$823,210	\$1,651,600	\$2,190	\$112,265,489	(0.00002)
FY 26	6%	\$2,625,000	\$859,123	\$1,734,170	\$31,707	\$115,633,454	(0.00027)
FY 27	5%	\$2,743,125	\$881,873	\$1,820,880	\$40,372	\$117,946,123	(0.00034)

- Actual Numbers
- Near Term Projections
- Future Outlook



THE SFC/PSP OPERATING TEAM



LABOR & EMPLOYMENT

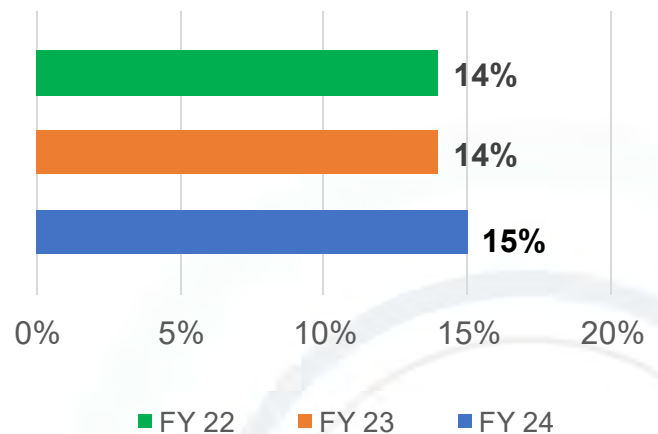
Current Staffing:

- Staffing remains a key component of park operations.
- Food & Beverage tips have helped secure a core team.
- Hourly costs continue to increase as federal minimum wage increases.

Strategy to reach goals:

- Managers continue to be flexible with staff scheduling and hours.
- Development and launch of a full-scale employment marketing plan will begin in mid-December 2023.
- Commitment to employee communications and employee relations.
- Provide advancement opportunities where possible.

% of Revenue



- Revenue does not include sponsorships
- Revenue was calculated differently in years previous to FY 2022



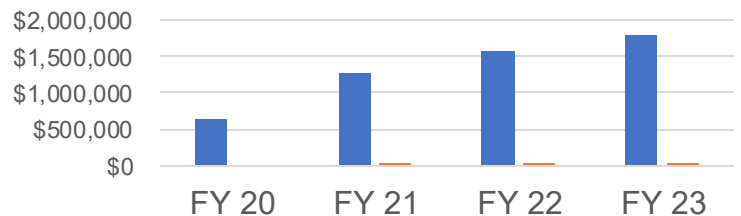
OVERVIEW

Publix Sports Park has proven to be an in-demand host location for sporting events. Our sights and revenue goals are set on growing the number of events, overall revenue, and local events for FY 2024. Here is a look at the tactics to reach FY 2024 goals

Events

- Re-book events that financially perform well and fit the goals and objectives of the park.
- Focus on rectangular sports. Attend industry events and seek new event opportunities in football, lacrosse, soccer, rugby, field hockey and other sports.
- Replace non-performing events with more profitable events as determined in collaboration with Visit Panama City Beach staff.
- Continue to grow opportunities to add secondary events to better maximize available space.
- Take the appropriate measures to limit event cancellations at the park.
- Continue to grow the number of sports tourism “anchor” events at the park. Limit the number of open weekends.
- Continue to aggressively seek community practice, game, tournament, and league opportunities.
- Market the park for corporate events.

Revenue



Sponsorship

- Grow our prospective sponsorship database and continue to seek new sponsors for the park.
- Make more outreach calls to prospective sponsors in FY 2024.
- Provide best-in-class sponsorship fulfillment for our valued partnership clients. Meet with them frequently and listen and respond to their needs.
- Continue to collaborate with Visit Panama City Beach to develop new sponsorship revenue inventory.

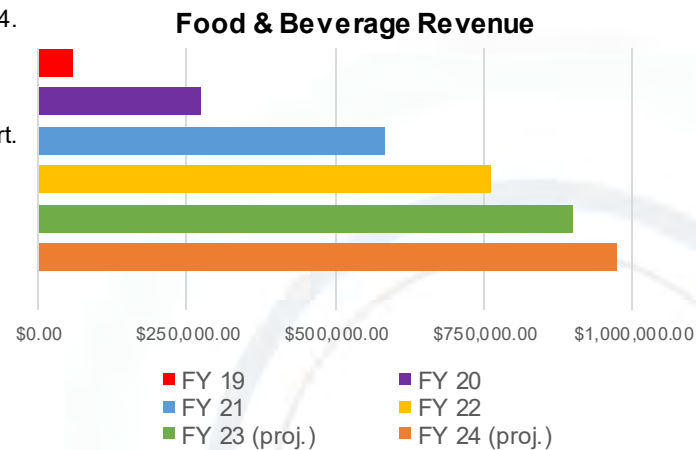


OVERVIEW

Food & Beverage continues to be a major revenue driver for the park. We have budgeted a 28% increase in revenue for FY 2024.

Initiatives for FY 2024 are:

- Continue to explore alternative points of sales to enhance customer service and sales. These points of sale could be additional partnerships with restaurants or food trucks to augment our sales during events where additional sales are needed. They could also be individual products such as Culver's frozen custard, kettle corn sales, or other products.
- Continue partnership with KONA Ice. In FY 2023, we used 2-3 points of sale with KONA. Sales grew in FY 2023, and we expect continued growth in FY 2024.
- We will continue to refine inventory procedures by utilizing THRIVE – the new inventory and cost management system – which integrates with CLOVER – our POS system.
- We will look at price increases as necessary to maintain margin in FY 2024.
- Continue to refine operational efficiencies.
- Continue to refine ways to increase sales with the new Pepsi beverage cart.
- Explore local events that can drive food sales.





OVERVIEW

Publix Sports Park – FY 2024 Capital Projects:

Moving forward into FY 2024, we present the following enhancements to our program of work. These enhancements are presented to continue meeting the goals of attracting additional visitors to the park, improving the park's appearance, and achieving our financial goals.

Needed Sports Equipment:

The park requests the purchase of the following sports equipment items. Currently, we do not have these items.

Soccer - Goal Transport Carts (2 carts requested). Allows our maintenance operations team to easily move the goals from 7v7 set-ups to 9v9 or 11v11, or more importantly when we transition from soccer to another sport. \$1695 each. Plus, shipping and tax. Total request: \$3750.

Soccer - Mobile Scoreboards. We currently do not have scoreboards for the grass fields. Tournaments and event organizers who are considering doing events on these fields often balk at scheduling games on the back fields with no scoreboards available. Primarily soccer, but lacrosse and football have also requested these. We request (4) mobile boards. \$500.00 each plus shipping and tax. Total request: \$2,300.

Football - We do not have football dial-a-down markers, chain sets, and weighted pylon markers. We need (4) sets for tournaments utilizing four fields simultaneously. The total for all supplies is \$3,750 plus shipping and tax. Total request \$4,350.

Baseball - We do not have pitchers "throw screens" for our fields for teams practicing or for high level games (like our JUCO Baseball Classic) taking batting practice and warming up on the field. We request (4) 8'x4' "L" screens for field use. \$525 each, plus shipping and tax. Total request: \$2,500.

Total Request - Sports Equipment: \$13,000.



Renovated Pavilions



Streaming Cameras



Six Passenger Golf Cart Shuttle



Landscape Entry



Portable Fencing

CAPITAL INVESTMENT REQUESTS OVERVIEW (CONT.)

Publix Sports Park – FY 2024 Capital Projects:

Needed Food & Beverage Modifications:

Food & Beverage continues to be a major driver of revenue for the park. We continue to refine the available space that we have available. We have some stand modification needs to continue our volume of operation, allow our air conditioning units to function better, and maintain the space while meeting all local health ordinances.

We request the installation of grease fans in each of the (3) stands, clear windows that allow the stands to keep air-conditioning in and bugs out, and installation of stainless-steel grease barriers at each cooking station. Total request for these items: \$7,000.

Paint PCB Letters:

The “PCB” letters have become the #1 most photographed icon at the park by guests for their social media photos. The letters are metal and have some fractures in seams that are rusting. They have also faded during the first four years of park operations in the direct sunlight. We request funds to paint the letters and seal the abrasions. Total Request: \$7,000.

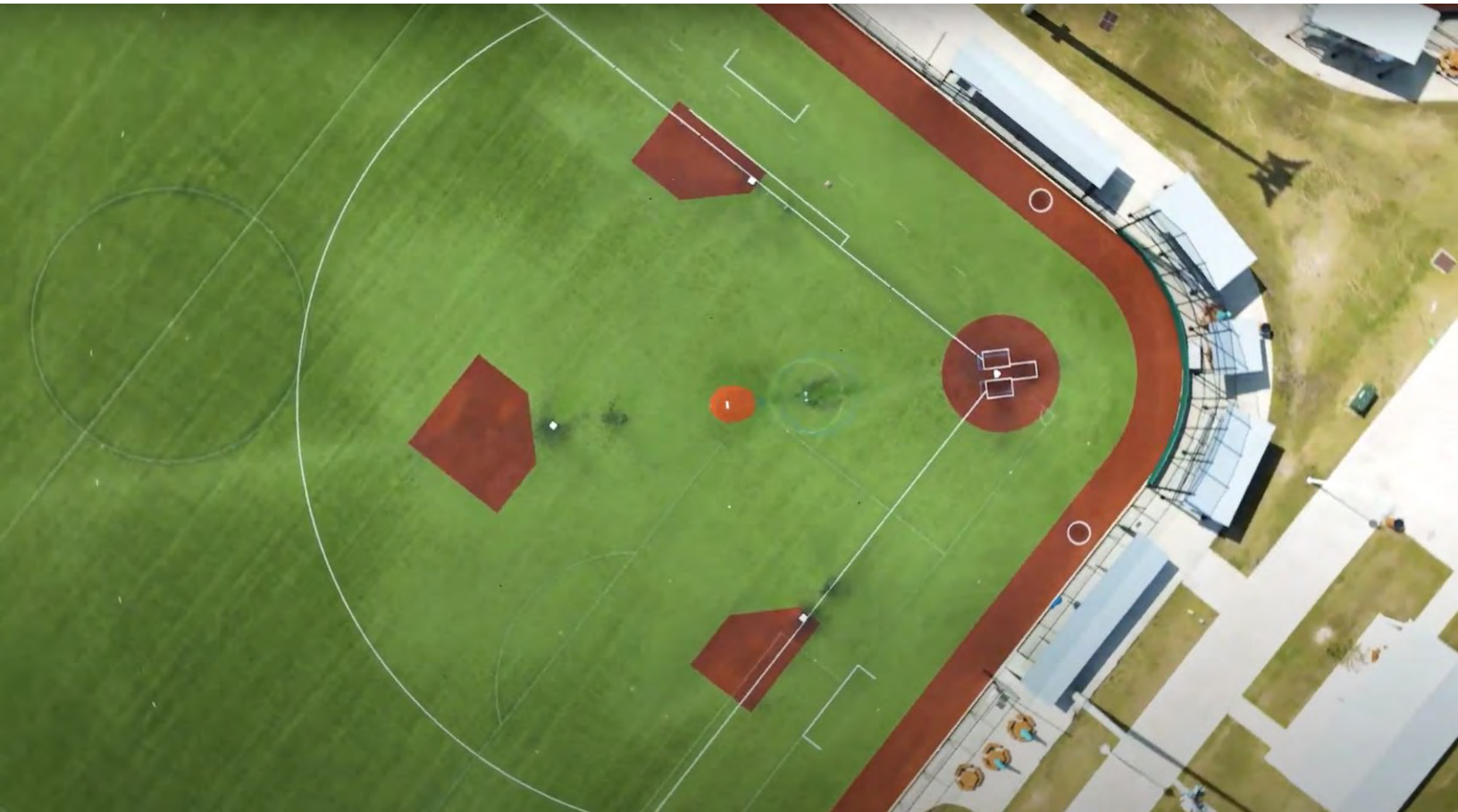
Field Paint Removal System Factory Overhaul:

A major tool in our ability to convert our fields quickly from one event to another, or one sport to another is our “P-Rex” paint removal machines. These machines are zero turn riding machines that specialize in removing paint lines from one sport, before new lines are added for another. We have two of these machines and both have exceeded the operational hours when major maintenance is due. Each machine has unique needs for a factory overhaul. The factory is in Ohio and will require us shipping both machines to Ohio for this overhaul. Total request: \$16,000.

Other Items:

Staff has been working with Visit Panama City Beach staff on the following park improvement categories:

- Shade - adding additional guest shade at the park.
- Storage - adding storage at the park.
- Food & Beverage - expansion options.



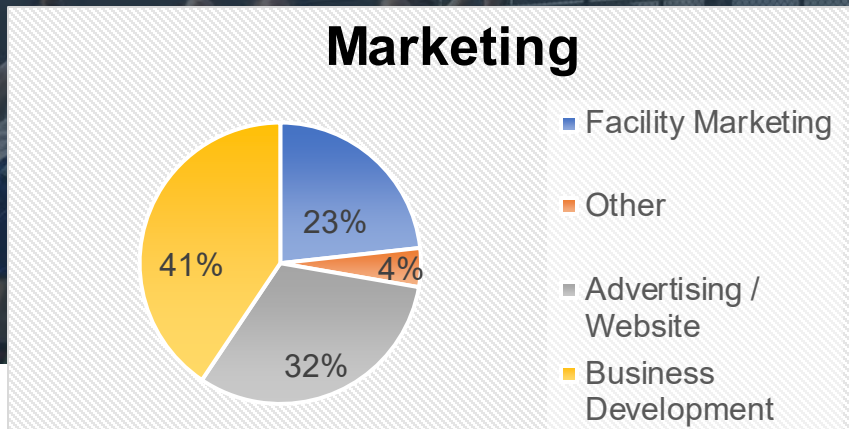
OVERVIEW

The overall appearance of the park continues to be a major initiative for the park's overall operation. Our "Park Pride" initiative will continue in FY 2024. We want all employees to take pride in the "little things" at the park and look for easy fix items and cosmetic fixes that provide customer value.

Maintenance will take on a more important role as our facility begins to age.

Some of the objectives for FY 2024 will be:

- Management of Southeastern Landscape and ensure continued operation of the grounds and specifically the surface on natural grass fields 10-13.
- Sports Equipment. In addition to the requested capital items for sports equipment, we have budgeted for new netting to enhance our soccer operations and new bases for diamond sports events.
- We will be implementing a more rigid preventative maintenance schedule, now that the overall systems are getting older. Regular filter replacement and preventative maintenance will make the systems last longer and save money in the long run.
- We will conduct an overall audit of our turf during FY 2024 to determine future needs and possible patching, high traffic area replacement or overall field replacement for the future. This audit will be provided to Visit Panama City Beach for future capital planning.
- Regular vehicle maintenance will also be added to a more rigid schedule now that our working vehicles are older.
- It will be imperative to get our P-Rex paint removal machines working to keep up with field conversion needs.
- Efforts to organize and store field equipment will be enhanced.



OVERVIEW

Our marketing strategy for FY 2024 will continue to integrate a strong mix of social media, digital media, and public relations as the main verticals. Our key target audiences will be tournament right's holders, as well as messaging targeted at the PCB community.

Social Media

Social Media will remain a strong component of our marketing plan. We will work to continue to grow our followers on Social Media, LinkedIn, Instagram and Facebook. While Facebook & Instagram will continue to be important, we will really focus on growing our network of customer and potential customer contacts on LinkedIn. Our strategy will include posting interesting information and photos from successful events on these platforms, as well as media links from successful public relations efforts.

We will use social media to enhance our sponsorships by providing additional exposure to our sponsors through this medium.

Public Relations

We will develop public relations with several targets in mind. First, will be national public relations targeting our key tournament rights holders. We will develop and release news to industry publications and associations as well as on LinkedIn. These publications will include Sports Business Journal, Connect, Sports ETA, TEAMS, SPORTS The Relationship Conference, and others. The second target group will be local Panama City Beach PR. Our local media has been receptive to PR efforts, and we will continue to focus on these efforts to increase the image and interest in the park sponsorships and our local programs.

Digital Media

We will work in 2023 to develop a database of collegiate coaches in the sports of softball, baseball, women's flag football, lacrosse and soccer. We will directly market to this list using email blasts and digital communications.

We will also develop customer email lists for additional direct marketing, especially potential customers whom we have yet to do business with.

Another important piece of digital media will be paid social media. We will use this medium at times when needed for marketing some of our local leagues and programs, events like the JUCO Baseball Classic, and hiring at the park.

Our website remains another major digital focus. This is a key component in our marketing efforts as our website is regularly used to book events, request sponsorship information, advertise upcoming events, and much more.

We will intentionally use more video in our social posts to encourage more engagement.

Employee Communications

Last year, we launched an employee newsletter to increase communications, culture, and team building within staff. This monthly communication has been very effective in helping to better align employees on happenings, key policy reviews, as well as culture items (birthdays, terms of service, anniversaries, award shout outs, and more).

Sales Efforts

We will continue to work with Visit Panama City Beach on collective sales efforts. We will continue to hold collaboration meetings to review past event performance and to strategize future bookings.

During FY 2024, we will attend the following national industry events to target event bookings:

- TEAMS Conference & Expo
- Sports ETA
- US Soccer Coaches Conference
- Lacrosse Coaches Conference
- American Football Coaches Association Conference

Sponsorship

We have seen positive movement with sponsorships and these efforts will continue aggressively. We will continue to align with Visit Panama City Beach on all partnership efforts. This year, we have launched a monthly alignment meeting to go over efforts and share ideas.





OVERVIEW

During this period, we will utilize SFC to provide venue management with the following support for operations.



Human Resources:

- Review of state law employment changes.
- Thorough audit of employees auditing all proper documentation and hiring practices.



Legal:

- Review all facility incident reports and offer management counsel on any risk issues.
- Audit of event use license agreement for any law changes or needed risk management edits.
- Schedule a visit with Safehold insurance to conduct a risk assessment.
- Consult and finalize edits to the use license agreement for the new streaming rights/operation with event right's holder.



Marketing:

- Provide counsel to facility management on best practices and suggestions as Visit PCB embarks upon new the website.

- Coordination of industry marketing events to secure additional exposure for Visit Panama City Beach at national show events and explore gaining more buying power with all SFC facilities.
- Conduct public relations opportunities to celebrate Visit Panama City Beach's success with the facility.
- Implement new PlayEasy portal and provide Visit PCB access.



Food & Beverage:

- Provide Food & Beverage manager and General Manager seats on the company best practices calls with each SFC venue.



Operations / Capital Projects:

- Provide the Facility Manager and General Manager seats on the company best practice calls with each SFC venue.
- Leverage SFC buying power for capital projects as applicable. Review 2023-24 possible capital projects and work with venue management on preferred pricing.



Business Development:

- As SFC continues to expand, we will leverage opportunities to directly book events at the park.
- Provide leads for our business development efforts through leveraging contacts of other SFC facilities.

INVENTORY

INVENTORY

EQUIPMENT INVENTORY as of July 1, 2023			
LARGE EQUIPMENT			
QUANTITY	DESCRIPTION	UNIT PRICE (\$)	TOTAL PRICE (\$)
1	MAGNETIC DRAG GREENSGROOMER	5,700.00	5,700.00
2	P-REX TURF PAINT REMOVER	40,538.00	81,076.00
2	TITAN POWERLINER	3,650.00	7,300.00
5	318-G COPPER TURF PORTABLE PITCHING MOUNDS	7,670.00	38,350.00
10	1010 COPPER TURF PORTABLE PITCHING MOUNDS	1,670.00	16,700.00
20	402 COPPER TURF PORTABLE PITCHING MOUNDS	1,000.00	20,000.00
10	202-6 COPPER TURF PORTABLE PITCHING MOUNDS	2,420.00	24,200.00
2	UTILITY VEHICLE - GATOR	12,085.91	24,171.82
1	PRESSURE WASHER	1,625.69	1,625.69
1	YAMAHA FOUR PASSENGER GOLF CART	10,995.00	10,995.00
2	YAMAHA SIX PASSENGER GOLF CART	14,795.00	14,795.00
1	YAMAHA UMAX GOLF CART	9,195.00	9,195.00
1	ECHO CS 590 CHAINSAW	400.00	400.00
2	ECHO SRM 2620 WEED EATERS	360.00	720.00
2	ECHO PG 2620 EDGERS	400.00	800.00
2	ECHO PB 770T BLOWER	530.00	1060.00
2	ECHO SHC 2620 HEDGE TRIMMER	540.00	1080.00
1	ECHO PPT 2620 POLE SAW	600.00	600.00
2	SCAG CHEETAH ZTR MOWERS	15,000.00	30,000.00
1	TORO PRO FORCE PULL BEHIND BLOWER	5,000.00	5,000.00
1	INTELLIGENT ONE TURF TANK GPS LINER	30,000.00	30,000.00
5	THE PERFECT MOUND ADULT PITCHING MOUNDS	15,995.00	79,975.00
10	TRUE PITCH YOUTH PITCHING MOUNDS	2,600.00	26,000.00
10	PORTOLITE SOFTBALL PITCHING MATS	1,119.00	11,190.00
10	AXIS HD CAMERA	1,455.00	14,550.00
1	AXIS HD CAMERA NETWORKING EQUIPMENT	2,115.00	2,115.00
420	SPORTAFLEX FENCING STEEL FRAME AND NETTING	233.33	98,000.00
Total			546,598.51

IMPROVING COMMUNITIES THROUGH SPORT

THE SPORTS FACILITIES
MANAGEMENT



THE SPORTS FACILITIES
MANAGEMENT



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ORGANIZATION CHART – VISIT PCB

