



AGENDA
COMBINED BOARD MEETING
Bay County Tourist Development Council
Panama City Beach Convention & Visitors Bureau, Inc.
Panama City Beach

Tuesday, January 11, 2022

9:00 a.m.

Council Room, PCB City Hall

I. CALL MEETING TO ORDER

II. ROLL CALL

- A. Invocation
- B. Pledge of Allegiance
- C. Election of Officers
 - 1. Chair
 - 2. Vice Chair
 - 3. Treasurer/Secretary

III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)

IV. CONSENT AGENDA

- A. September 30, 2021 Quarterly Financial Report
- B. Acknowledge the November 2021 Tourist Development Tax Collections Report

V. PRESENTATIONS

- A. 2021 Quarterly Visitor Profiles, Mr. Berkeley Young

VI. STAFF REPORT

VII. CHAIRMAN'S REPORT

VIII. AUDIENCE PARTICIPATION

IX. ADJOURNMENT

PANAMA CITY BEACH CONVENTION & VISITORS BUREAU, INC.

PANAMA CITY BEACH, FLORIDA

FINANCIAL STATEMENTS

FOR THE THREE MONTHS AND TWELVE MONTHS ENDED SEPTEMBER 30, 2021

PANAMA CITY BEACH CONVENTION & VISITORS BUREAU, INC.
PANAMA CITY BEACH, FLORIDA
FINANCIAL STATEMENTS
FOR THE THREE MONTHS AND TWELVE MONTHS ENDED SEPTEMBER 30, 2021

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INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Panama City Beach Convention & Visitors Bureau, Inc.
Panama City Beach, Florida

Management is responsible for the accompanying financial statements of Panama City Beach Convention & Visitors Bureau, Inc. (a corporation), which comprise the statement of financial position as of September 30, 2021 and the related statements of activities for the three months and twelve months then ended in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The accompanying budget information of Panama City Beach Convention & Visitors Bureau, Inc. for the year ending September 30, 2021, that is presented in comparison with the statement of activities has not been compiled or examined by us, and, accordingly, we do not express an opinion or any other form of assurance on it.

The accompanying supplementary information (Schedule of Activities – Budget Comparison – Sports Park Department) is presented for purposes of additional analysis and is not a required party of the basic financial statements. Such information is the responsibility of management. The supplementary information was subject to our compilation engagement. We have not audited or reviewed the supplementary information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Management has elected to omit substantially all of the disclosures and the statement of cash flows required by accounting principles generally accepted in the United States of America for financial statements and the summaries of significant assumptions and accounting policies required under established guidelines for presentation of prospective financial information (budget). If the omitted disclosures and statement of cash flows were included in the financial statements, and the omitted summaries were included in the budgeted information, they might influence the user's conclusions about the Bureau's financial position, results of operations, and budgeted revenues and expenses. Accordingly, the accompanying presentation is not designed for those who are not informed about such matters.

Tipton, Marler, Garner & Chastain

Panama City, Florida

January 4, 2022

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Panama City, Florida 32405

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Panama City Beach Convention Visitors Bureau
Statement of Financial Position
As of September 30, 2021

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
101801 Cash - Operating Account	347,824.11
101905 Trustmark Bank	4,239,018.39
10100 Trustmark Operating - SP	131,444.12
10400 Trustmark Advance Deposits - SP	13,026.94
10700 Vault Safe Cash - SP	15,000.00
102001 Petty Cash - SP	200.00
Total Bank Accounts	<u>\$ 4,746,513.56</u>
Accounts Receivable	
110000 Accounts Receivable (A/R)	20,916.50
11000 Accounts Receivable - SP	100,710.70
11100 Due From Bay County	160,549.00
Total Accounts Receivable	<u>\$ 282,176.20</u>
Other Current Assets	
12000 Food & Beverage Inventory - SP	10,747.90
115300 AR - Other	5,000.00
155000 Other Current Assets	(239.12)
155100 Prepaid Expenses	347,536.33
155200 Due from Bay County	1,342,509.31
Total Other Current Assets	<u>\$ 1,705,554.42</u>
Total Current Assets	<u>\$ 6,734,244.18</u>
Fixed Assets	
166901 Equipment	45,000.68
166905 Sports Park Equipment	31,300.00
167901 Boat	95,000.00
15700 Building Improvements - SP	8,201.40
170000 Accumulated Depreciation	(53,572.19)
Total Fixed Assets	<u>\$ 125,929.89</u>
Other Assets	
180000 Deferred Outflows-OPEB	3,310.00
Total Other Assets	<u>\$ 3,310.00</u>
TOTAL ASSETS	<u><u>\$ 6,863,484.07</u></u>

See Independent Accountants' Compilation Report

Panama City Beach Convention Visitors Bureau
Statement of Financial Position
As of September 30, 2021

LIABILITIES AND NET ASSETS	<u>Total</u>
Liabilities	
Current Liabilities	
Accounts Payable	
21000 Accounts Payable - SP	23,966.40
201000 Accounts Payable (A/P)	1,622,667.43
Total Accounts Payable	<u>\$ 1,646,633.83</u>
Other Current Liabilities	
21100 Credit Cards Payable - SP	4,464.61
201500 Sales Tax Payable - SP	2,829.32
202000 Accrued Expenses	1,146.73
22000 Accrued Expenses - SP	18,963.64
210100 Accrued Vacation	169,615.48
216100 Accrued Wages Payable	47,070.00
217210 Employee Flexible Spend Acct	(1,593.81)
223100 Deferred Revenue	347,536.33
27000 Deferred Revenue - SP	13,000.00
27900 Deferred County Subsidy Income - SP	141,202.00
Total Other Current Liabilities	<u>\$ 744,234.30</u>
Total Current Liabilities	<u>\$ 2,390,868.13</u>
Long-Term Liabilities	
224000 OPEB Obligation	96,606.00
29700 Working Capital Adv From County	250,000.00
224001 Deferred Inflows - OPEB	151,918.00
Total Long-Term Liabilities	<u>\$ 498,524.00</u>
Total Liabilities	<u>\$ 2,889,392.13</u>
Net Assets	
Without Donor Restrictions	3,091,480.17
Net Income(Loss)	882,611.77
Total Net Assets	<u>\$ 3,974,091.94</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 6,863,484.07</u></u>

See Independent Accountants' Compilation Report

Panama City Beach Convention Visitors Bureau
Statement of Activities
For the Three Months and Twelve Months Ending September 30, 2021

	Quarter	YTD
Income		
347200 Contract Revenue - Sports Park	411,719.36	1,248,652.99
312110 Bay City Fund 125 TDC Contract	3,428,497.65	11,241,671.97
312120 Fund 127 Revenues	0.00	150,000.00
Total 312000 County Contract Revenue	<u>\$ 3,840,217.01</u>	<u>\$ 12,640,324.96</u>
330000 Other Funding		
336910 Grants	(5,000.00)	98,241.00
338100 Film Commission BBC	0.00	30,000.00
Total 330000 Other Funding	<u>\$ (5,000.00)</u>	<u>\$ 128,241.00</u>
340000 Service Fee and Event income		
345910 Co-Op	8,000.00	28,177.50
345915 Visitor Guide	(66.75)	42,550.61
345920 Fees from Web Site	274.14	2,993.96
345941 Event Income	(23,973.85)	99,531.35
345955 Corp & Event Sponsor In-kind	28,492.00	29,904.64
345950 Corp & Event Sponsorship Income	0.00	80,500.00
345945 Fam Tour Income	0.00	1,870.00
Total 340000 Service Fee and Event income	<u>\$ 12,725.54</u>	<u>\$ 285,528.06</u>
361100 Interest Income	2,640.21	7,325.89
361100 Interest Income - SP	207.35	723.68
361150 Gain On Sale of Stock	0.00	1,067.50
36900 Miscellaneous Income	0.00	314,689.13
Total Income	<u>\$ 3,850,790.11</u>	<u>\$ 13,377,900.22</u>
50000 Cost of Goods Sports Park	165,638.85	536,818.42
Gross Profit	<u>\$ 3,685,151.26</u>	<u>\$ 12,841,081.80</u>
Expenses		
600000 Operations		
601200 Salaries	344,723.09	1,355,130.69
602100 Payroll Taxes	9,470.74	79,165.44
602200 401k Program	15,457.61	43,583.21
602300 Insurance Employees	37,082.53	216,830.47
602400 Workers Compensation	0.00	4,004.00
603101 Professional Services	1,468.56	7,512.90
603105 Legal Services	11,722.10	54,584.22
603201 Accounting Services	5,918.00	9,211.00
603202 Annual Audit	0.00	19,925.00
603230 Film Commission	11,250.00	45,000.00
604010 Meetings, Seminars & Travel	4,235.24	11,642.63
604020 Mileage Reimbursement	1,290.58	4,160.88
604030 Auto Allowance	1,000.00	6,000.00
604101 Communication	655.02	2,940.25
604201 Postage & Freight	20,999.43	73,159.31

See Independent Accountants' Compilation Report

Panama City Beach Convention Visitors Bureau
Statement of Activities
For the Three Months and Twelve Months Ending September 30, 2021

	Quarter	YTD
604501 Insurance-Bus, D&O, Work Comp	3,676.05	7,926.05
604810 Promotional Items	7,926.41	44,977.02
604820 Repairs and Maintenance	8,046.28	24,238.84
604870 Surveys & Research	25,549.99	221,048.53
604920 Community/Employee Relations	3,338.48	8,330.79
604990 Miscellaneous Admin Expense	440.42	1,641.83
605101 Office Supplies	2,730.53	11,100.84
605215 Uniforms	42.80	252.95
605402 Dues & Subscriptions	5,487.06	88,223.01
605510 Training & Development	15.00	1,265.63
605901 Depreciation	17,130.07	17,130.07
Total 600000 Operations	\$ 539,655.99	\$ 2,358,985.56
610000 Marketing		
613100 Agency Retainer	125,160.00	375,480.00
613105 Advertising Incidental	1,560.08	2,236.02
613430 Advertising	1,665,102.22	3,705,163.00
613432 Advertising Co-Op Sp Events	(333,114.46)	879,829.52
613435 Advertising-Co op	22,996.98	46,736.54
613450 Advertising Production	186,770.64	655,017.21
614010 Meeting/Seminars/Travel	5,710.02	11,820.38
614520 Interactive Marketing	137,618.91	510,115.53
614701 Printing Cost	26,300.38	34,918.53
614820 Public Relations	63,268.23	308,074.91
614825 Public Relations-Int'l	416.95	2,111.38
614870 Familiarization Tours Inbound	1,628.21	4,790.91
614990 Marketing Misc	0.00	30.24
615402 Dues & Subscriptions	513.96	4,180.81
Total 610000 Marketing	\$ 1,903,932.12	\$ 6,540,504.98
620000 Sales		
623460 Citywide Convention Expenses	16,941.57	58,077.43
623475 Collateral	295.00	295.00
624001 Tradeshows	16,983.34	112,304.43
624010 Travel & Entertainment	7,294.96	16,610.54
624825 International	416.94	2,111.37
624850 Sponsorships	0.00	3,195.00
624870 Familiarization Tours-Inbound	5,078.50	32,207.81
625402 Dues & Subscriptions	628.75	30,142.49
626401 Tradeshow Displays	7,526.04	7,848.54
Total 620000 Sales	\$ 55,165.10	\$ 262,792.61
630000 Special Events		
634010 Travel & Entertainment	3,049.12	3,049.12
634850 Sponsorships	29,363.00	394,363.00
634905 Festivals & Events	80,663.22	297,824.21

See Independent Accountants' Compilation Report

Panama City Beach Convention Visitors Bureau
Statement of Activities
For the Three Months and Twelve Months Ending September 30, 2021

	Quarter	YTD
634908 Festivals & Events In Kind	0.00	1,412.64
636401 Equipment	0.00	3,300.22
Total 630000 Special Events	<u>\$ 113,075.34</u>	<u>\$ 699,949.19</u>
640000 Visitor Services		
644010 Travel	0.00	23.00
644905 Visitor Services Events	0.00	14,438.98
644920 Community Relations	0.00	586.47
645201 Visitor Center Supplies	328.73	12,220.74
Total 640000 Visitor Services	<u>\$ 328.73</u>	<u>\$ 27,269.19</u>
660000 Sports Marketing		
664001 Travel/Tradeshows	20,770.62	21,245.02
664010 Meetings/Seminar/Travel	1,791.26	2,347.96
664402 Facility Usage	52,547.52	88,711.17
664850 Sponsorships	30,274.88	64,792.23
664860 Sporting Bid Fees	146,000.00	370,754.32
664870 Familiarization Tours	3,002.46	7,229.31
665402 Dues & Subscriptions	1,637.02	6,599.02
666401 Tradeshow Booth	813.55	813.55
Total 660000 Sports Marketing	<u>\$ 256,837.31</u>	<u>\$ 562,492.58</u>
670000 Beach Renourishment		
673498 Beach Management Contract Labor	40,000.00	120,000.00
675402 Dues & Subscriptions	0.00	500.00
Total 670000 Beach Renourishment	<u>\$ 40,000.00</u>	<u>\$ 120,500.00</u>
680000 Community Support		
683405 Development	100,000.00	133,448.00
Total 680000 Community Support	<u>\$ 100,000.00</u>	<u>\$ 133,448.00</u>
690000 Tourism Development		
693450 Visit PCB Magazine Production	0.00	40,770.00
693466 Chasin The Sun TV	55,077.46	448,551.12
693467 Chasin the Sun-In Kind	28,492.00	28,492.00
694101 Communication	0.00	1,300.00
694610 Repairs & Maintenance	0.00	5,000.00
694701 Visit PCB Magazine - Printing	0.00	64,749.19
694800 Sports Park Expenses	(31,300.00)	18,588.60
694820 Mktng & PR PC and MB	12,000.00	36,000.00
695465 Planning & Development	25,500.00	29,125.06
Total 690000 Tourism Development	<u>\$ 89,769.46</u>	<u>\$ 672,575.97</u>
60000 Sports Park Department		
60000 Advertising/Marketing	7,935.86	15,821.64
60400 Bank & Other Service Charges	13,012.11	22,661.16
60500 Business License/Permits	0.00	836.00
62000 General & Administrative	5,352.53	21,742.10
62400 Depreciation Expense	205.04	205.04

See Independent Accountants' Compilation Report

Panama City Beach Convention Visitors Bureau
Statement of Activities
For the Three Months and Twelve Months Ending September 30, 2021

	Quarter	YTD
63300 Insurance	4,863.10	24,313.77
64000 Supplies and Services	10,575.41	23,943.50
65000 Contract Labor	155,995.21	600,895.27
66000 Other Payroll Expenses	5,629.85	14,954.98
67200 Repairs & Maintenance	50,410.36	188,121.96
68600 Utilities	58,560.05	212,289.41
Total 60000 Sports Park Department	\$ 312,539.52	\$ 1,125,784.83
Total Expenses	\$ 3,411,303.57	\$ 12,504,302.91
49000 Subsidy Income	\$ 80,185.33	\$ 545,832.88
Net Income(Loss)	\$ 354,033.02	\$ 882,611.77

See Independent Accountants' Compilation Report

**Panama City Beach Convention Visitors Bureau
Statement of Activities - Budget Comparison
For the Twelve Months Ending September 30, 2021**

	YTD	Budget	Variance
Income			
312000 County Contract Revenue			
312110 Bay City Fund 125 TDC Contract	11,241,671.97	12,397,450.00	(1,155,778.03)
347200 Contract Revenue Sports Park	1,248,652.99	1,195,716.00	52,936.99
312120 Fund 127 Revenues	150,000.00	150,000.00	-
312210 Excess collections prior year	0.00	1,492,105.00	(1,492,105.00)
312220 CVB Unrestricted Cash	0.00	2,975,196.00	(2,975,196.00)
Total 312000 County Contract Revenue	\$ 12,640,324.96	\$ 18,210,467.00	\$ (5,570,142.04)
330000 Other Funding			
336910 Grants	98,241.00	65,000.00	33,241.00
338100 Film Commission BCC	30,000.00	30,000.00	-
Total 330000 Other Funding	\$ 128,241.00	\$ 95,000.00	\$ 33,241.00
340000 Service Fee and Event income			
345910 Co-Op	28,177.50	75,000.00	(46,822.50)
345915 Visitor Guide	42,550.61	0.00	42,550.61
345920 Fees from Web Site	2,993.96	500.00	2,493.96
345941 Event Income	99,531.35	130,000.00	(30,468.65)
345945 Fam Tour Income	1,870.00	0.00	1,870.00
345950 Corp & Event Sponsorship Income	80,500.00	75,000.00	5,500.00
345955 Corp & Event Sponsor In-kind	29,904.64	0.00	29,904.64
Total 340000 Service Fee and Event income	\$ 285,528.06	\$ 280,500.00	\$ 5,028.06
361100 Interest Income	7,325.89	26,000.00	(18,674.11)
361100 Interest Income - Sports Park	723.68	292.00	431.68
361150 Gain on sale of Stock	1,067.50	0.00	1,067.50
369000 Miscellaneous Income	314,689.13	5,000.00	309,689.13
Total Income	13,377,900.22	18,617,259.00	(5,239,358.78)
50000 Cost of Goods sSold - Sports Park	\$ 536,818.42	\$ 463,968.00	\$ 72,850.42
Gross Profit	\$ 12,841,081.80	\$ 18,153,291.00	\$ (5,312,209.20)
Expenses			
600000 Operations			
601200 Salaries	1,355,130.69	1,425,000.00	(69,869.31)
602100 Payroll Taxes	79,165.44	114,000.00	(34,834.56)
602200 401k Program	43,583.21	60,000.00	(16,416.79)
602300 Insurance Employees	216,830.47	265,000.00	(48,169.53)
602400 Workers Compensation	4,004.00	5,500.00	(1,496.00)
603101 Professional Services	7,512.90	12,000.00	(4,487.10)
603105 Legal Services	54,584.22	40,000.00	14,584.22
603201 Accounting Services	9,211.00	18,000.00	(8,789.00)
603202 Annual Audit	19,925.00	20,000.00	(75.00)
603230 Film Commission	45,000.00	45,000.00	-
603410 Advertising & Fees	0.00	200.00	(200.00)
604010 Meetings, Seminars & Travel	11,642.63	15,000.00	(3,357.37)

See Independent Accountants' Compilation Report

**Panama City Beach Convention Visitors Bureau
Statement of Activities - Budget Comparison
For the Twelve Months Ending September 30, 2021**

	YTD	Budget	Variance
604020 Mileage Reimbursement	4,160.88	10,000.00	(5,839.12)
604030 Auto Allowance	6,000.00	6,000.00	-
604101 Communication	2,940.25	3,000.00	(59.75)
604201 Postage & Freight	73,159.31	75,000.00	(1,840.69)
604501 Insurance-Bus, D&O, Work Comp	7,926.05	8,000.00	(73.95)
604701 Printing	0.00	1,000.00	(1,000.00)
604810 Promotional Items	44,977.02	25,000.00	19,977.02
604820 Repairs and Maintenance	24,238.84	25,000.00	(761.16)
604870 Surveys & Research	221,048.53	150,000.00	71,048.53
604920 Community/Employee Relations	8,330.79	10,000.00	(1,669.21)
604990 Miscellaneous Admin Expense	1,641.83	2,000.00	(358.17)
605101 Office Supplies	11,100.84	10,000.00	1,100.84
605215 Uniforms	252.95	5,000.00	(4,747.05)
605225 Volunteer Recognition	0.00	1,000.00	(1,000.00)
605402 Dues & Subscriptions	88,223.01	110,000.00	(21,776.99)
605510 Training & Development	1,265.63	2,500.00	(1,234.37)
605901 Depreciation	17,130.07	0.00	17,130.07
609910 Contingency	0.00	10,000.00	(10,000.00)
Total 600000 Operations	\$ 2,358,985.56	\$ 2,473,200.00	\$ (114,214.44)
610000 Marketing			
613100 Agency Retainer	375,480.00	354,000.00	21,480.00
613105 Advertising Incidental	2,236.02	50,000.00	(47,763.98)
613430 Advertising	3,705,163.00	4,038,200.00	(333,037.00)
613432 Advertising Co-Op Sp Events	879,829.52	1,250,000.00	(370,170.48)
613435 Advertising-Co op	46,736.54	50,000.00	(3,263.46)
613450 Advertising Production	655,017.21	400,000.00	255,017.21
614010 Meeting/Seminars/Travel	11,820.38	15,000.00	(3,179.62)
614520 Interactive Marketing	510,115.53	575,000.00	(64,884.47)
614701 Printing Cost	34,918.53	45,000.00	(10,081.47)
614820 Public Relations	308,074.91	312,000.00	(3,925.09)
614825 Public Relations-Int'l	2,111.38	0.00	2,111.38
614870 Familiarization Tours Inbound	4,790.91	40,000.00	(35,209.09)
614990 Mktng- Misc	30.24	0.00	30.24
615402 Dues & Subscriptions	4,180.81	15,000.00	(10,819.19)
619910 Contingency	0.00	25,000.00	(25,000.00)
Total 610000 Marketing	\$ 6,540,504.98	\$ 7,169,200.00	\$ (628,695.02)
620000 Sales			
623460 Citywide Convention Expenses	58,077.43	80,000.00	(21,922.57)
623475 Collateral	295.00	25,000.00	(24,705.00)
624001 Tradeshow	112,304.43	25,000.00	87,304.43
624010 Travel & Entertainment	16,610.54	15,000.00	1,610.54
624825 International	2,111.37	0.00	2,111.37

See Independent Accountants' Compilation Report

**Panama City Beach Convention Visitors Bureau
Statement of Activities - Budget Comparison
For the Twelve Months Ending September 30, 2021**

	YTD	Budget	Variance
624850 Sponsorships	3,195.00	15,000.00	(11,805.00)
624870 Familiarization Tours-Inbound	32,207.81	30,000.00	2,207.81
625402 Dues & Subscriptions	30,142.49	40,000.00	(9,857.51)
626401 Tradeshow Displays	7,848.54	0.00	7,848.54
629910 Contingency	0.00	5,000.00	(5,000.00)
Total 620000 Sales	\$ 262,792.61	\$ 235,000.00	\$ 27,792.61
630000 Special Events			
634010 Travel & Entertainment	3,049.12	2,000.00	1,049.12
634850 Sponsorships	394,363.00	435,000.00	(40,637.00)
634905 Festivals & Events	297,824.21	540,000.00	(242,175.79)
634908 Festivals & Events In-kind	1,412.64	0.00	1,412.64
636401 Equipment	3,300.22	20,000.00	(16,699.78)
639910 Contingency	0.00	20,000.00	(20,000.00)
Total 630000 Special Events	\$ 699,949.19	\$ 1,017,000.00	\$ (317,050.81)
640000 Visitor Services			
643498 Contract Labor	0.00	5,000.00	(5,000.00)
644010 Travel	23.00	2,400.00	(2,377.00)
644850 Sponsorships	0.00	12,500.00	(12,500.00)
644905 Visitor Services Events	14,438.98	75,000.00	(60,561.02)
644920 Community Relations	586.47	0.00	586.47
645201 Visitor Center Supplies	12,220.74	10,000.00	2,220.74
645510 Training & Development	0.00	1,200.00	(1,200.00)
649910 Contingency	0.00	2,500.00	(2,500.00)
Total 640000 Visitor Services	\$ 27,269.19	\$ 108,600.00	\$ (81,330.81)
660000 Sports Marketing			
663440 Awards/Appreciation	0.00	500.00	(500.00)
664001 Travel/Tradeshows	21,245.02	10,000.00	11,245.02
664010 Meetings/Seminar/Travel	2,347.96	15,000.00	(12,652.04)
664402 Facility Usage	88,711.17	162,000.00	(73,288.83)
664830 Signage	0.00	1,500.00	(1,500.00)
664850 Sponsorships	64,792.23	127,000.00	(62,207.77)
664860 Sporting Bid Fees	370,754.32	446,000.00	(75,245.68)
664870 Familiarization Tours	7,229.31	10,000.00	(2,770.69)
665402 Dues & Subscriptions	6,599.02	7,500.00	(900.98)
666401 Tradeshow Booth	813.55	1,500.00	(686.45)
669910 Contingency	0.00	15,000.00	(15,000.00)
Total 660000 Sports Marketing	\$ 562,492.58	\$ 796,000.00	\$ (233,507.42)
670000 Beach Renourishment			
673498 Beach Management Contract Labor	120,000.00	120,000.00	-
675402 Dues & Subscriptions	500.00	1,000.00	(500.00)
679910 Contingency	0.00	4,000.00	(4,000.00)
Total 670000 Beach Renourishment	\$ 120,500.00	\$ 125,000.00	(4,500.00)

See Independent Accountants' Compilation Report

**Panama City Beach Convention Visitors Bureau
Statement of Activities - Budget Comparison
For the Twelve Months Ending September 30, 2021**

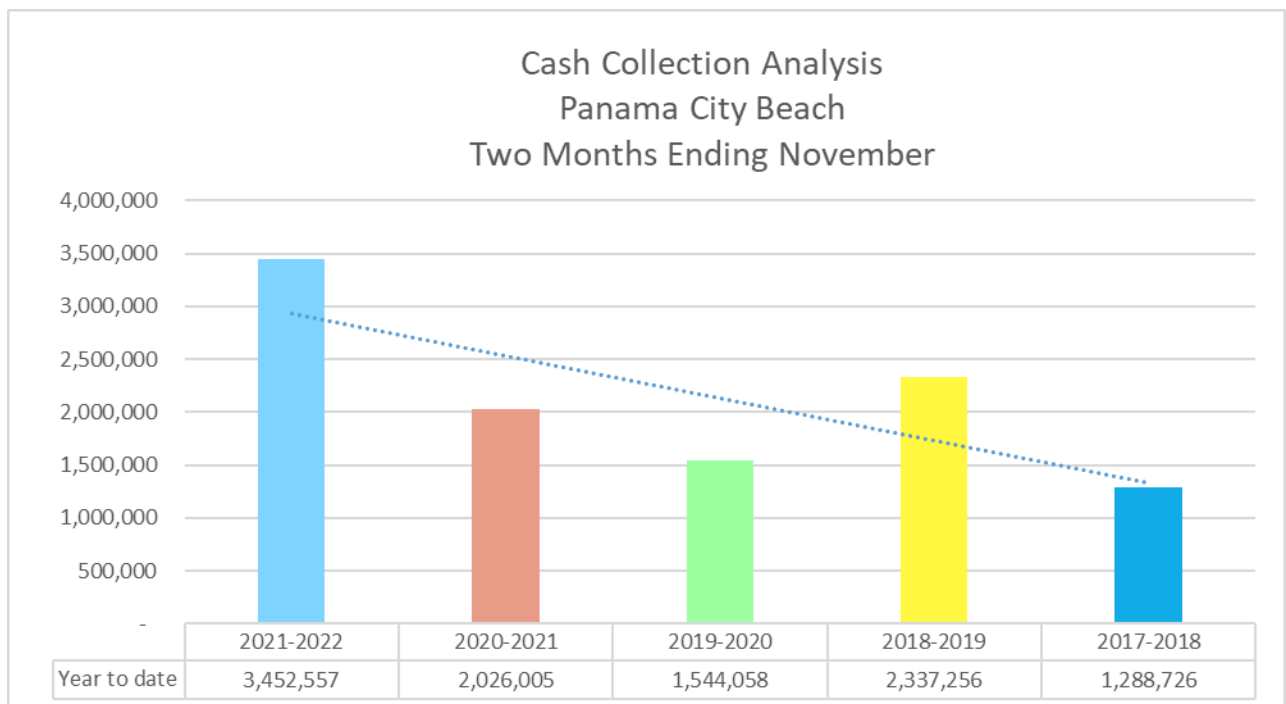
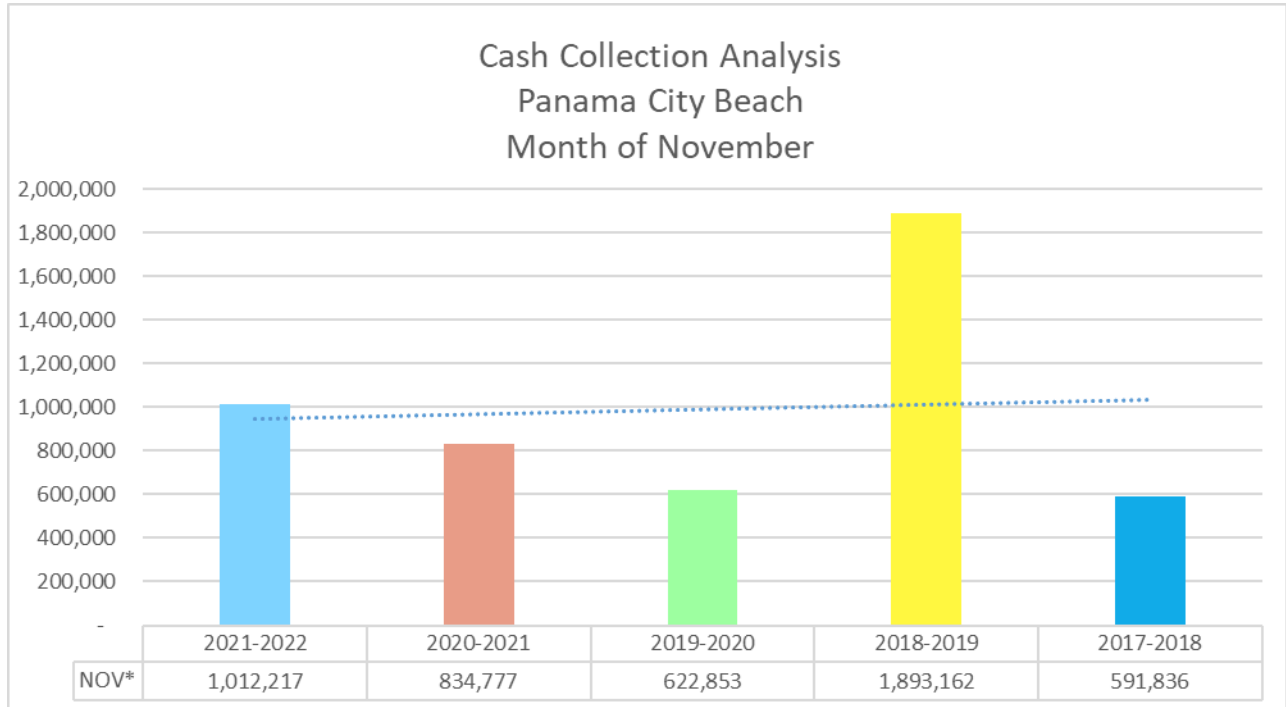
	YTD	Budget	Variance
680000 Community Support			
683405 Development	133,448.00	175,000.00	(41,552.00)
Total 680000 Community Support	\$ 133,448.00	\$ 175,000.00	\$ (41,552.00)
690000 Tourism Development			
693100 Sports Park Operations Subsidy			
693450 Visit PCB Magazine-Production	40,770.00	50,000.00	(9,230.00)
693466 Chasin The Sun TV	448,551.12	525,000.00	(76,448.88)
693467 Chasin the Sun-In Kind	28,492.00	0.00	28,492.00
694101 Communication	1,300.00	15,600.00	(14,300.00)
694610 Repairs and Maintenance	5,000.00	0.00	5,000.00
694701 Visit PCB Magazine-Printing	64,749.19	50,000.00	14,749.19
694800 Sports Park Expenses	18,588.60	0.00	18,588.60
694810 Sports Park 1099 passthru	0.00	0.00	-
694820 Mktng & PR PC and MB	36,000.00	250,000.00	(214,000.00)
695465 Planning & Development	29,125.06	4,431,651.00	(4,402,525.94)
Total 690000 Tourism Development	\$ 672,575.97	\$ 5,322,251.00	\$ (4,649,675.03)
60000 Sports Park Department			
60000 Advertising/Marketing	15,821.64	9,927.00	5,894.64
60400 Bank & Other Service Charges	22,661.16	14,664.00	7,997.16
60500 Business License/Permits	836.00	-	836.00
62000 General & Administrative	21,742.10	19,843.00	1,899.10
62400 Depreciation Expense	205.04	-	205.04
63300 Insurance	24,313.77	19,451.00	4,862.77
64000 Supplies and Services	23,943.50	33,103.00	(9,159.50)
65000 Contract Labor	600,895.27	611,594.00	(10,698.73)
66000 Other Payroll Expenses	14,954.98	11,223.00	3,731.98
67200 Repairs & Maintenance	188,121.96	190,505.00	(2,383.04)
68600 Utilities	212,289.41	164,787.00	47,502.41
Total 60000 Sports Park Department	\$ 1,125,784.83	\$ 1,075,097.00	50,687.83
Net Operating Income	336,778.89	(343,057.00)	679,835.89
409000 Subsidy Income	\$ 545,832.88	\$ 343,057.00	202,775.88
Net Income(Loss)	882,611.77	-	882,611.77

Panama City Beach Convention Visitors Bureau
Statement of Activities - Budget Comparison
Sports Park Department
For the Twelve Months Period Ending September 30, 2021

	Actual	Budget	Variance
Income			
40300 Soccer	43,418.68	55,527.00	(12,108.32)
40400 Football	54,220.43	58,721.00	(4,500.57)
40500 Lacrosse	7,037.38	14,608.00	(7,570.62)
40600 Baseball	194,299.58	237,468.00	(43,168.42)
40700 Softball	53,102.26	55,671.00	(2,568.74)
40900 Adult Recreation	23,925.20	24,757.00	(831.80)
41000 Other Field Income	748.83	-	748.83
41500 Concessions/Food/Beverage	582,094.80	559,412.00	22,682.80
41905 Facility Fee/Ticketing Income	34,093.31	33,100.00	993.31
41915 Vendor Commissions	1,086.00	-	1,086.00
41916 Trainers	36,645.12	14,700.00	21,945.12
41990 Other Miscellaneous Sales	43,311.47	41,752.00	1,559.47
41995 Interest Income	723.68	292.00	431.68
41910 Other Revenues Advertisement/Sponsorship	88,082.93	100,000.00	(11,917.07)
41920 Other Revenue-PPP Loan Forgiveness	86,587.00	-	86,587.00
Total Sports Park Revenue	\$ 1,249,376.67	\$ 1,196,008.00	\$ 53,368.67
Total Cost of Goods Sold	536,818.42	463,968.00	72,850.42
Gross Profit	\$ 712,558.25	\$ 732,040.00	\$ (19,481.75)
Expenses			
Total 60000 Advertising / Marketing	15,821.64	9,927.00	5,894.64
Total 60400 Bank & Other Service Charges	22,661.16	14,664.00	7,997.16
Total 60500 Business Licenses and Permits	836.00	-	836.00
Total 62000 General & Administrative Expenses	21,742.10	19,843.00	1,899.10
62400 Depreciation Expense	205.04	-	205.04
Total 63300 Insurance	24,313.77	19,451.00	4,862.77
Total 64000 Supplies and Services	23,943.50	33,103.00	(9,159.50)
Total 65000 Contract Labor	600,895.27	611,594.00	(10,698.73)
Total 66000 Other Payroll Expenses	14,954.98	11,223.00	3,731.98
Total 67200 Repairs and Maintenance	188,121.96	190,505.00	(2,383.04)
Total 68600 Utilities	212,289.41	164,787.00	47,502.41
Total Expenses	\$ 1,125,784.83	\$ 1,075,097.00	\$ 50,687.83
Total Subsidy-County	545,832.88	343,057.00	202,775.88
Net Income(Loss)	\$ 132,606.30	\$ -	\$ 132,606.30



Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

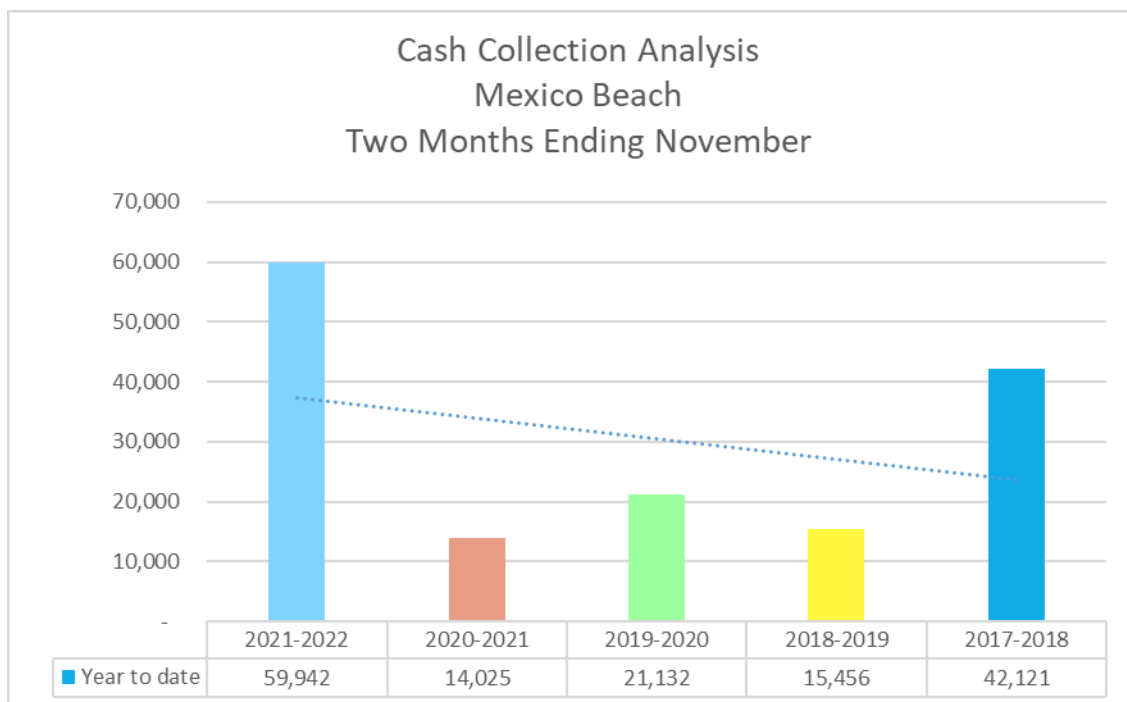
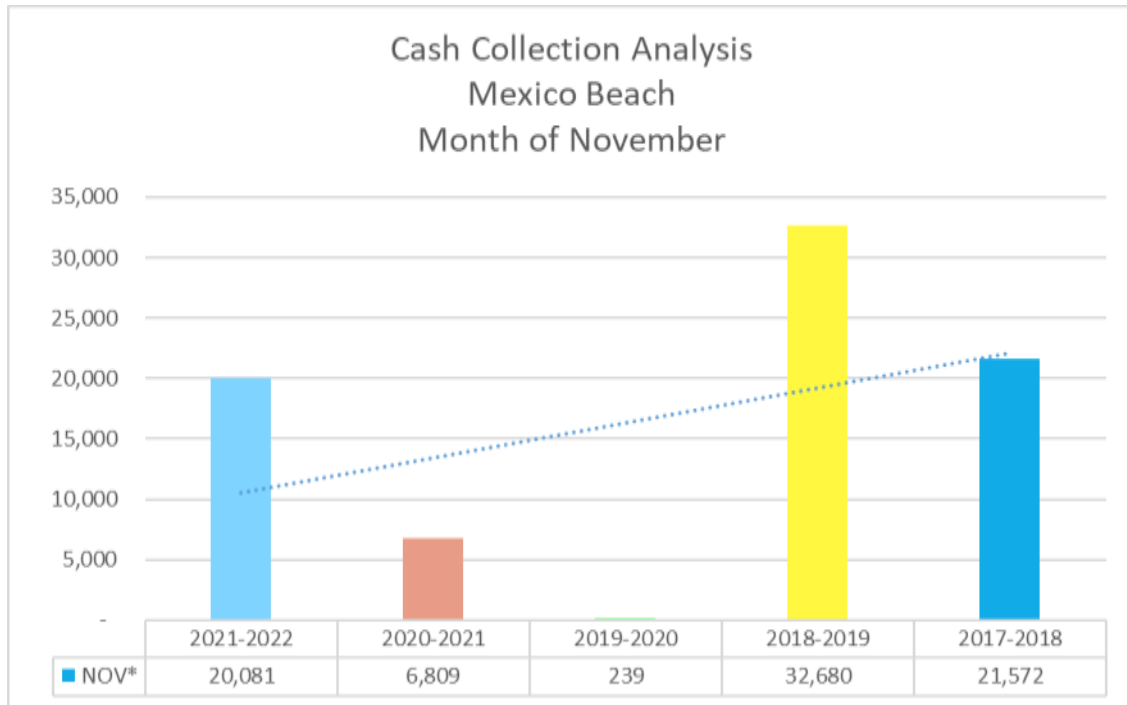
Express Delivery: 840 w 11th St Suite #3000, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



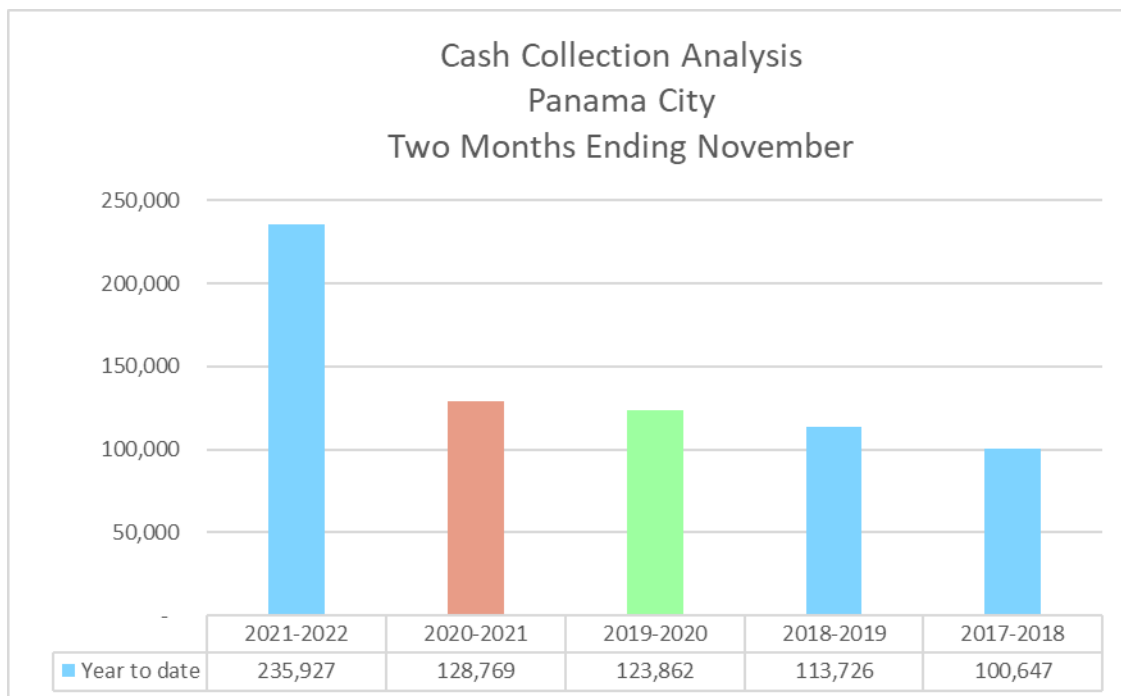
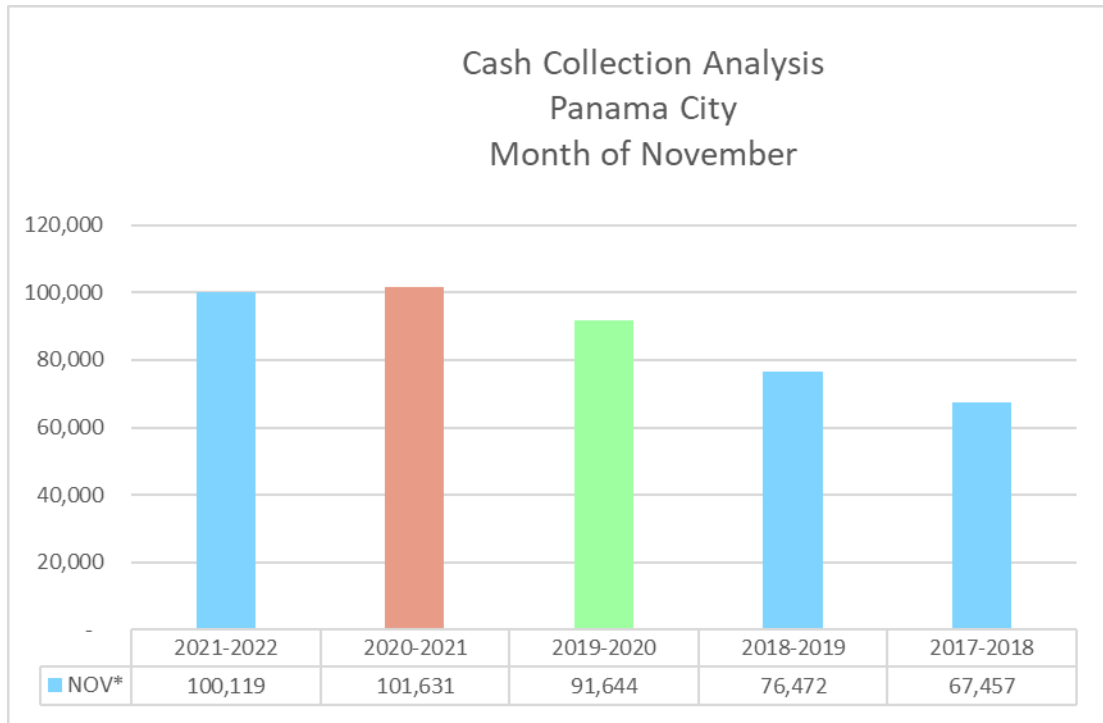
Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402
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WINTER 2021

December 2020 - February 2021



QUARTERLY TOURISM IMPACT



METHODOLOGY

Young Strategies, Inc. (YSI) developed a visitor impact model for PCBCVB that calculates monthly, quarterly and annual impact of five different visitor segments to PCB. YSI collects primary source data from multiple research and analytics platforms as well as surveys with visitors to PCB. The impact model builds on Tourist Development Tax and visitor metrics to calculate the impact of:

1. Visitors in paid hotel/motel accommodations
2. Visitors in paid condo, single home, misc. rentals
3. Rental property owner usage
4. Non-rental vacation property owner usage
5. Visiting friends and relatives who stayed in PCB with year-round residents
6. Day-trip visitors from outside of Bay County

Data Sources –

- ☐ Tourist Development Tax Monthly Revenue Reports
- ☐ STR hotel data for PCB
- ☐ KeyData Dashboard lodging metrics for PCB
- ☐ AirDNA vacation rentals metrics for PCB
- ☐ VisaVue quarterly data from domestic travel expenditures in PCB
- ☐ NEAR mobile data for PCB
- ☐ US Census Bureau Data for PCB
- ☐ Young Strategies online and intercept surveys with visitors to PCB

Young Strategies, Inc. prepares the quarterly reports three months after the completion of each season starting with winter followed by spring and summer. The annual report will accompany the fall report.

Winter typically produces 8-10% of annual tourism revenues in PCB

CONDITIONS & CIRCUMSTANCES AFFECTING THE SEASON

Winter 2021
(Dec '20 - Feb '21)

- The first COVID winter (8 months after the first lockdowns in March/April 2020)
- Days of sun Dec – 23; Jan – 12; Feb – 13 (7 days of precipitation each month)
- Some cancellations of holiday travel and special events due to a winter COVID surge.
- STR (Chain affiliated hotels) were 55% of the PCB inventory and 77% of the revenue.
- VisaVue domestic credit card spending was up 10.6% in PCB over winter 2020.
- Canadian border closed, few “snowbirds” from Canada and northern USA.
- The rental inventory was only slightly down, many rental owners used their properties as most Americans were working at home with kid’s home schooling.
- Gross lodging revenue that was taxed (TDT) winter '21 = \$15.20M (- 4.2% from winter '21).
- Solid winter revenue due to longer lengths of stay, higher rates and those that came spent more
- The first COVID winter was the only season that was slightly down (-3%) compared to the prior pre-COVID winter, all other 2021 seasons were up dramatically.



SUMMARY OF ECONOMIC IMPACT

TOTAL VISITOR SPENDING BY SECTOR

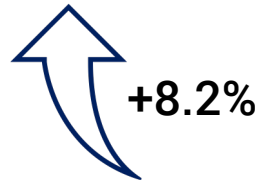
	<u>Total Spending</u>	<u>% of Whole</u>
Hotel/Motel Visitor spending	\$65,008,622 (5.8%)	34.7%
Condo/rentals Visitor Spending	\$65,323,682 (-6.0%)	34.8%
Rental property owner usage	\$14,148,349 (-14.8%)	7.5%
Non-rental vacation property usage	\$9,557,928 (6.5%)	5.1%
VFR staying with local residents	\$1,021,990 (8.8%)	0.5%
Daytrip spending	\$32,528,770 (18.3%)	17.3%
Total visitor spending	\$187,589,340 (1.4%)	100%

Source: YSI Economic Impact Model

WINTER 2021 KEY METRICS



**AVERAGE
LENGTH OF STAY**



Sources:  KEYDATA™ 



**AVERAGE TRAVEL PARTY
SIZE**



Source: YSI visitor profile survey



**OVERNIGHT
SPENDING PER
TRAVEL PARTY**



Source: YSI visitor profile survey

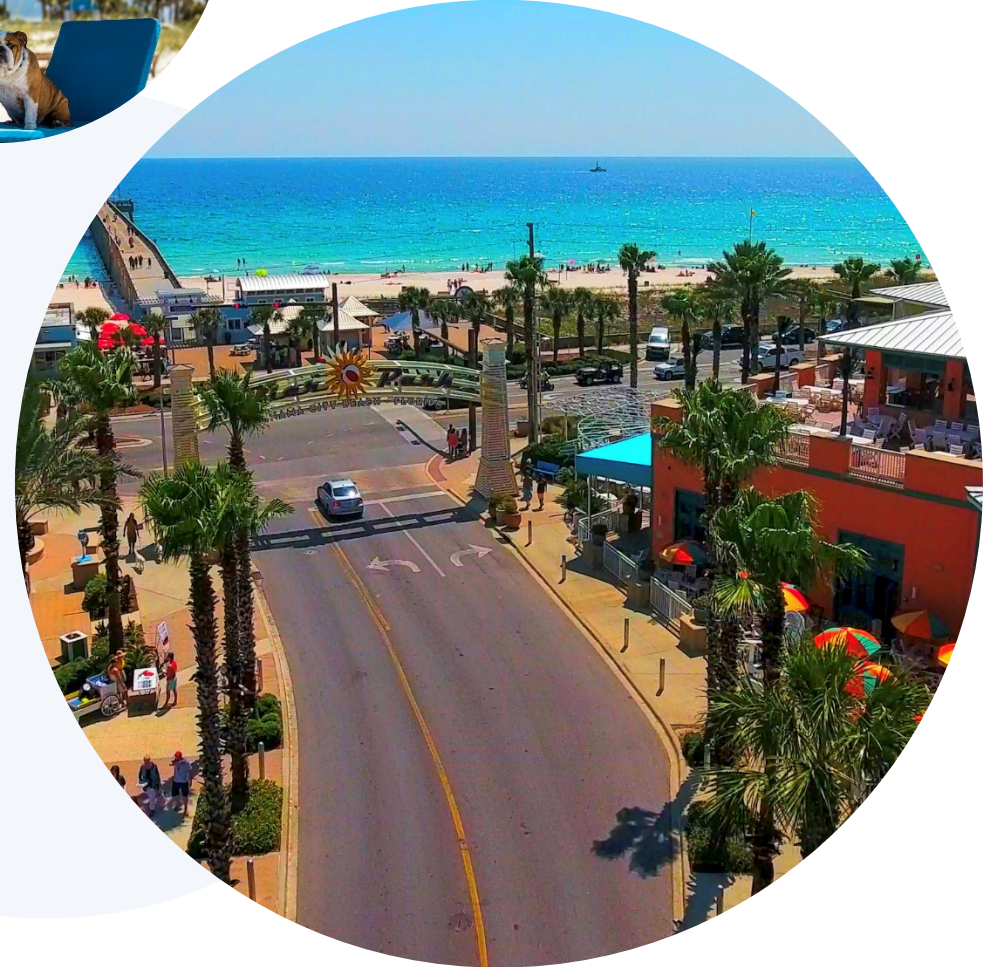
FIRST-TIME vs REPEAT VISITATION

- **19.7%** were first-time visitors (25.4% winter '20)
- **80.3%** had visited PCB before (74.6% winter '20)

Repeat visitors:

- Slightly fewer first-time visitors, growth in prior visitors
- The repeat visitors reported coming to PCB for average of **16.25 years** with an average of **5.5 visits in last 12 months**
- **PCB was their safe place to go during COVID**

Source: YSI visitor profile surveys



PRIMARY TRIP PURPOSE



83.9%

VACATION / GETAWAY



7.4%

VISIT FRIENDS / FAMILY



5.3%

**GATHERING
(FAMILY WEDDING, REUNION,
RETREAT)**



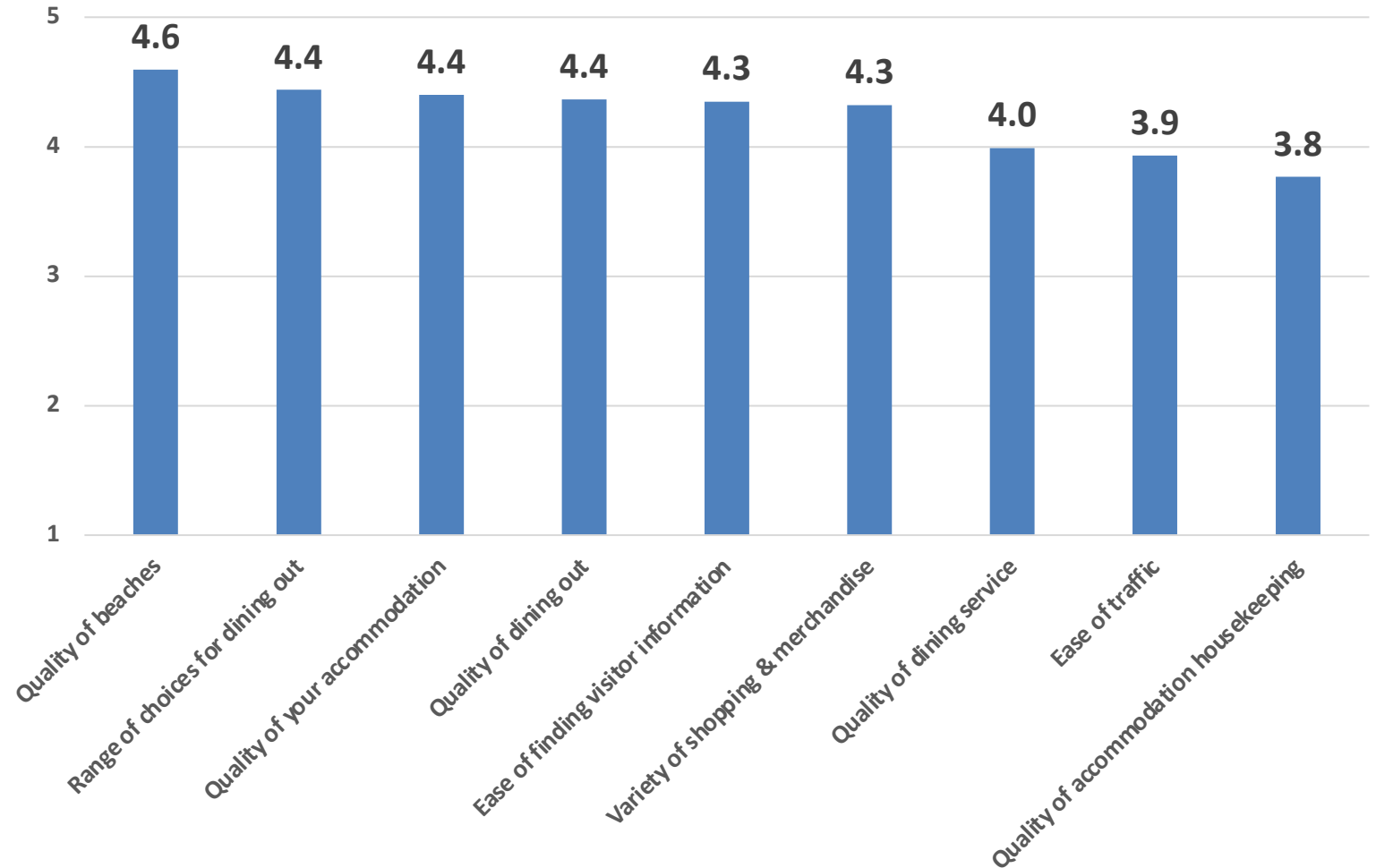
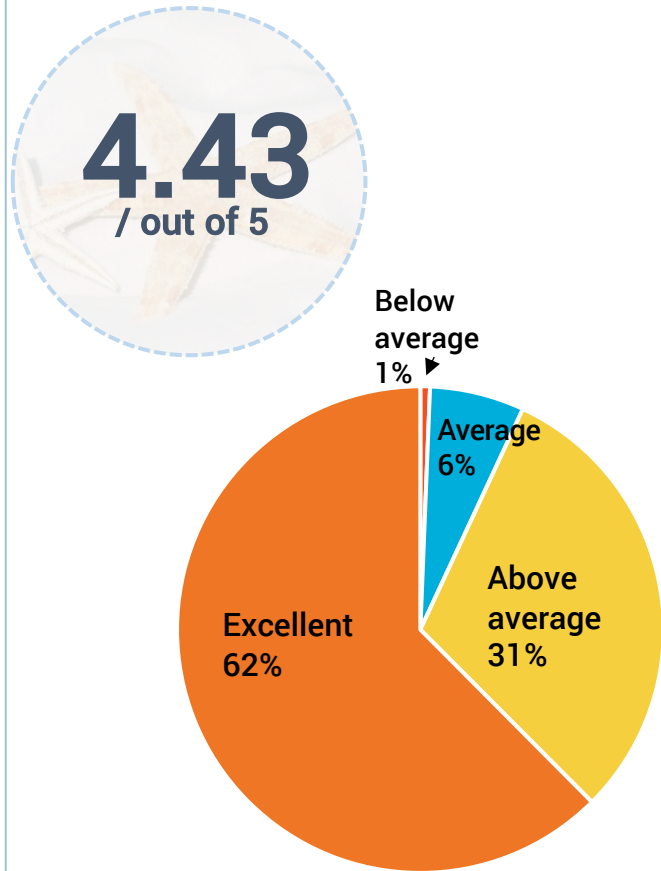
2.6%

**SPECIAL EVENT
(FESTIVAL, CONCERT,
PERFORMANCE)**

Source: YSI visitor profile surveys

DESTINATION PERFORMANCE REPORT

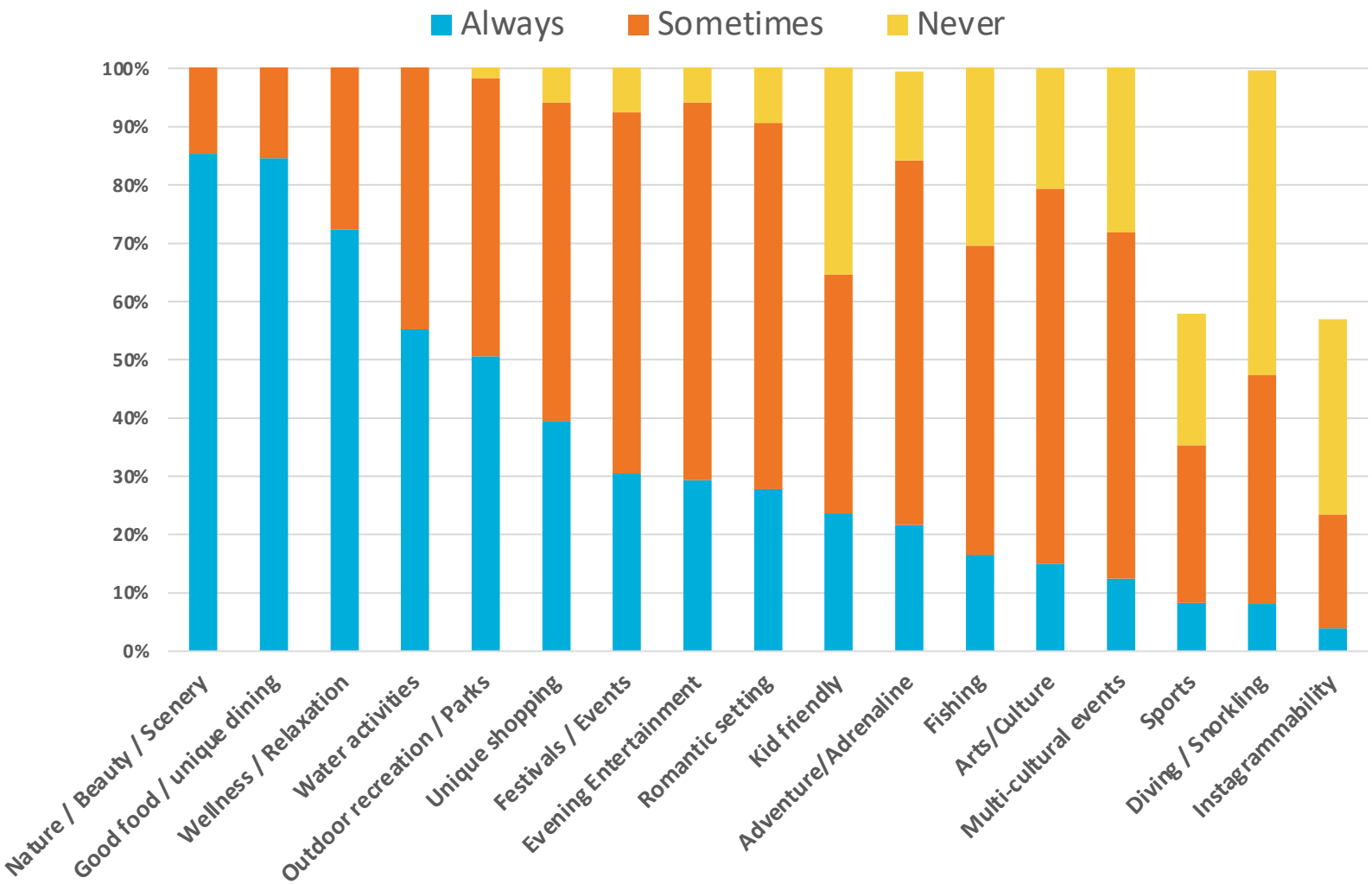
OVERALL TRIP SATISFACTION



Q. Overall, how would you rate your visit to Panama City Beach?

Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity.

ATTRIBUTES WHEN SELECTING A DESTINATION



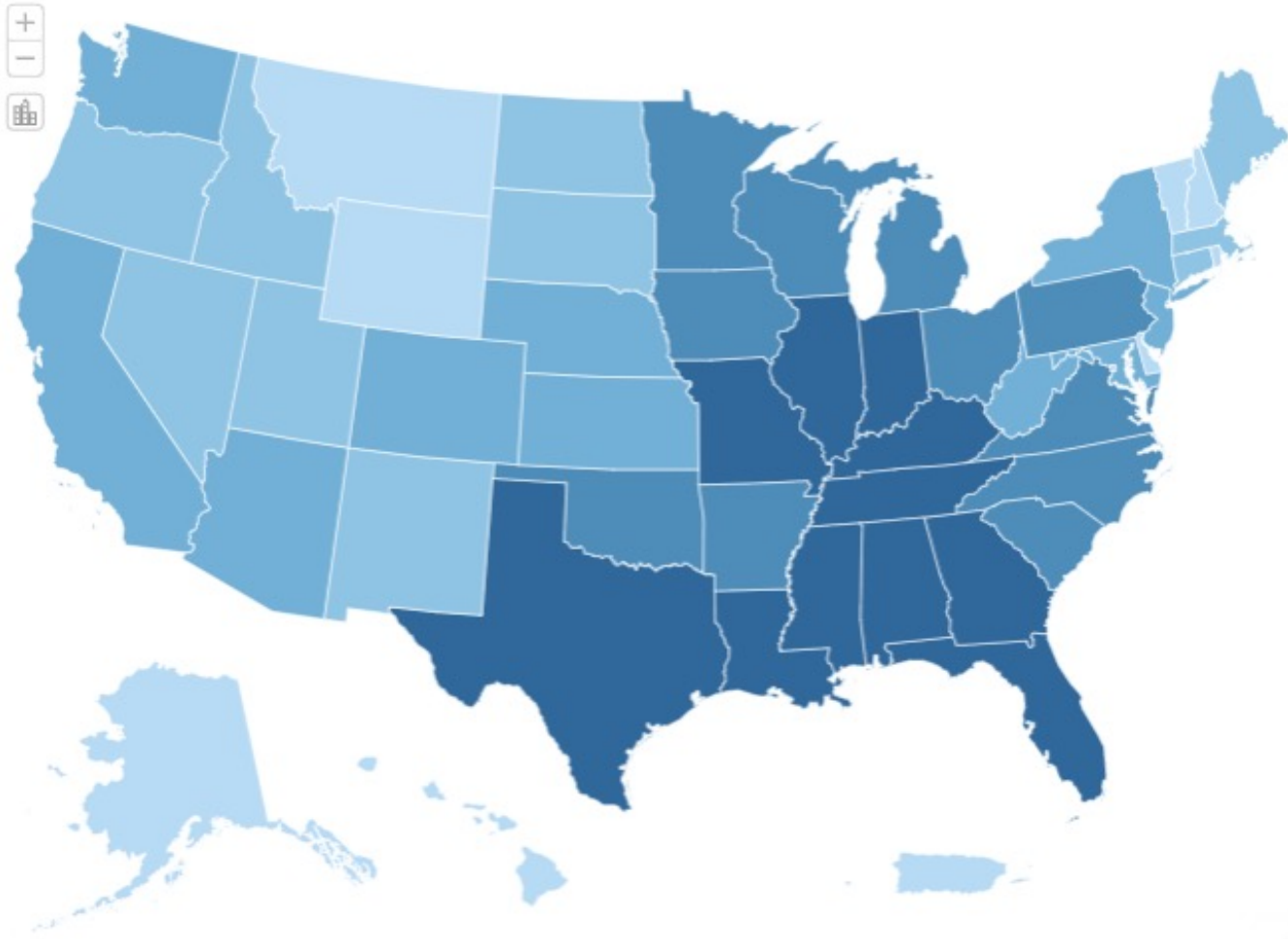
Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

Attribute	Always	Sometimes	Never
Nature / Beauty / Scenery	85.3%	16.9%	0.8%
Good food / unique dining	84.6%	18.4%	0.8%
Wellness / Relaxation	72.4%	28.0%	1.7%
Water activities	55.3%	56.0%	5.6%
Outdoor recreation / Parks	50.6%	47.7%	4.1%
Unique shopping	39.5%	54.7%	7.5%
Festivals / Events	30.5%	62.0%	9.0%
Evening Entertainment	29.3%	64.8%	7.9%
Romantic setting	27.8%	62.8%	10.3%
Kid friendly	23.7%	41.0%	35.5%
Adventure/Adrenaline	21.6%	62.6%	15.2%
Fishing	16.5%	53.0%	44.2%
Arts/Culture	15.0%	64.3%	20.7%
Multi-cultural events	12.4%	59.4%	28.8%
Sports	8.3%	27.1%	22.6%
Diving / Snorkling	8.1%	39.3%	52.3%
Instagrammability	3.9%	19.5%	33.5%

Source: YSI visitor profile surveys

TOP FEEDER MARKETS

Origin Market by State*



Source: NEAR mobile data as reported on Voyage platform

Top Ten States (in rank order)	Winter '21 Dec 20 – Feb 21	Winter '20 Dec 19 – Feb 20	% change
1. Alabama	25.3%	22.0%	15.0%
2. Georgia	22.9%	20.5%	11.7%
3. Tennessee	7.5%	6.8%	10.3%
4. Texas	4.4%	4.5%	-2.2%
5. Illinois	4.1%	3.6%	13.9%
6. Indiana	3.2%	3.2%	0.0%
7. Kentucky	2.9%	2.6%	11.5%
8. Ohio	2.8%	2.8%	0.0%
9. Michigan	2.7%	3.3%	-18.2%
10. Missouri	2.6%	2.9%	-10.3%

Top 10 states make up almost 80% of winter visitation

ECONOMIC IMPACT

Winter 2021
(Dec'20-Feb'21)



GROSS LODGING REVENUE
\$42,436,540 ↓ 1.2%



OVERNIGHT TRAVEL PARTIES
120,310 ↓ -11.7%



AVERAGE LENGTH OF STAY
7.5 NIGHTS ↑ 8.2%



SPENDING per OVERNIGHT PARTY
\$1,696 ↓ 11.7%



TOTAL VISITOR SPENDING
\$187,589,340 ↑ 0.3%

SPRING 2021

March 2021 - May 2021



QUARTERLY
TOURISM IMPACT

PANAMA CITY BEACH

PANAMA CITY BEACH



SPRING
2021

Spring typically
produces 25% of
annual tourism
revenues in PCB

METHODOLOGY

Young Strategies, Inc. (YSI) developed a visitor impact model for PCBCVB that calculates monthly, quarterly and annual impact of five different visitor segments to PCB. YSI collects primary source data from multiple research and analytics platforms as well as surveys with visitors to PCB. The impact model builds on Tourist Development Tax and visitor metrics to calculate the impact of:

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Data Sources –

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Young Strategies, Inc. prepares the quarterly reports three months after the completion of each season starting with winter followed by spring and summer. The annual report will accompany the fall report.

CONDITIONS & CIRCUMSTANCES AFFECTING THE SEASON

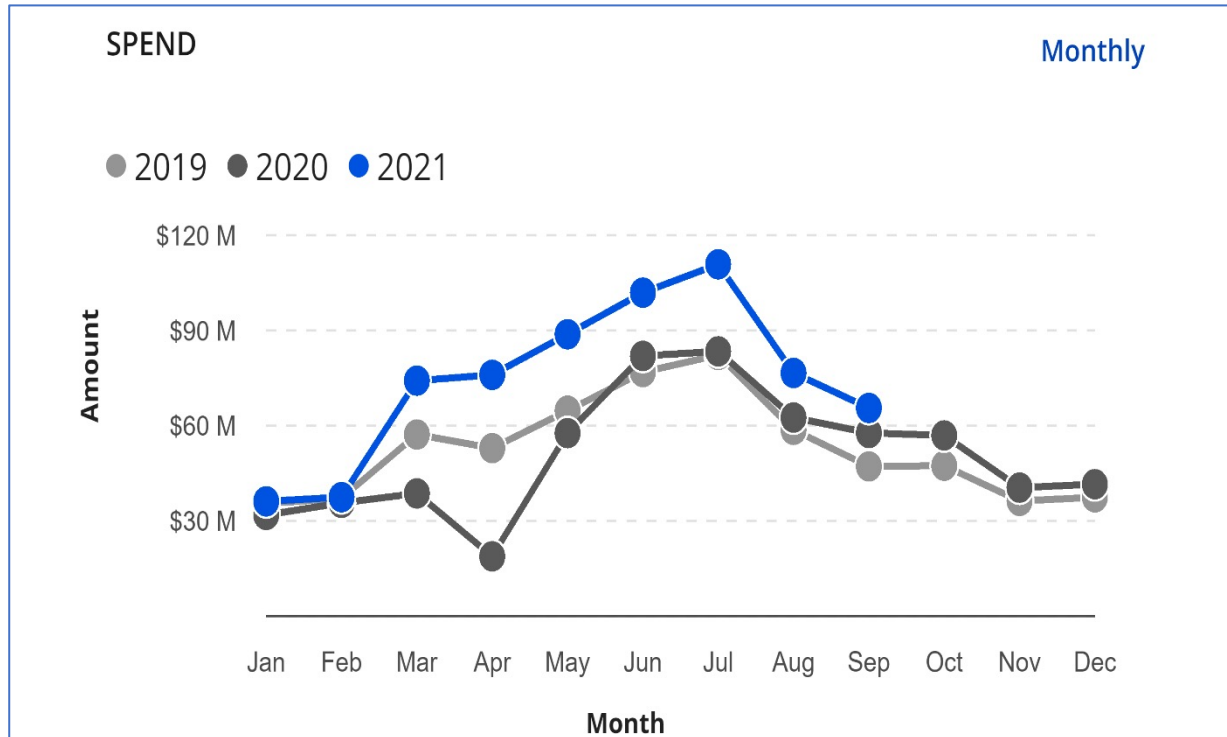
Spring 2021
(MAR – MAY '21)

- The second COVID Spring surged in visitation (one year after the first lockdowns in Spring '20)
- Days of sun MAR – 17; APR – 15; MAY – 15 (2 - 8 days of precipitation each month)
- Visitors surged back into PCB. Total visitor spending in Spring '21 was 31% above Spring '19.
- STR (Chain affiliated hotels) were 53% of the PCB inventory and 81% of the hotel/motel revenue.
- VisaVue domestic credit card spending was up 37% in PCB over spring 2019.
- Canadian border closed, few “snowbirds” from Canada and northern USA.
- Many rental owners used their properties as most Americans were working at home with kid's home schooling.
- Gross lodging revenue that was taxed (TDT) spring '21 = \$201.14M.
- Record breaking revenue due to increased visitation, longer lengths of stay, higher rates and those that came spent more.



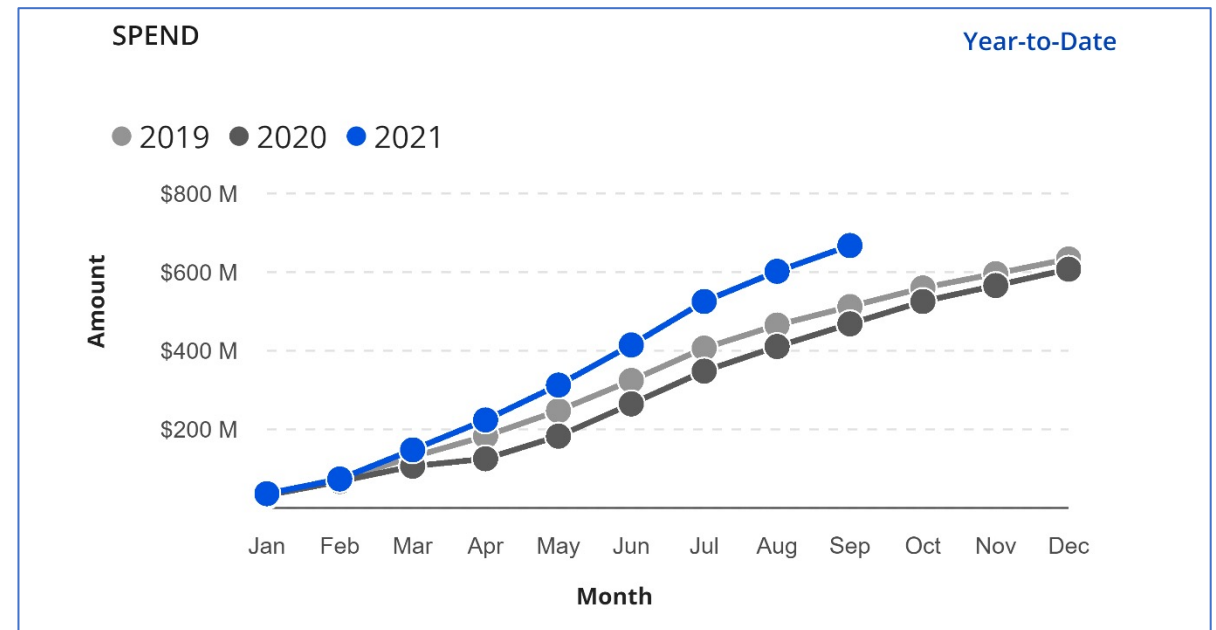
VISA VUE SPENDING TREND

3 - Year Monthly Spending Visa Cards



- The chart on the left reveals the severe plummet in spending that occurred in March-April 2020 as a result of COVID quarantines/shut-downs.
- The chart on the left also reveals the flat winter '21 spending and surge that started in March '21 and continued through the summer of '21.
- The chart below shows the steady recovery in 2020 and the substantial growth in 2021.

3 - Year Y-T-D Spending Visa Cards



SUMMARY OF ECONOMIC IMPACT

TOTAL VISITOR SPENDING BY SECTOR

	<u>Total Spending</u>	<u>% of Whole</u>
Hotel/Motel Visitor spending	\$119,764,824	18.2%
Condo/rentals Visitor Spending	\$417,275,329	63.3%
Rental property owner usage	\$15,371,815	2.3%
Non-rental vacation property usage	\$4,961,159	0.8%
VFR staying with local residents	\$3,779,633	0.6%
Daytrip spending	\$98,424,864	14.9%
Total visitor spending	\$659,577,624	100%

Total visitor spending in Spring '21 was 31% above Spring '19

Source: YSI Economic Impact Model

SPRING 2021 KEY METRICS



**AVERAGE
LENGTH OF STAY**

Sources:  KEYDATA™ 
YSI visitor profile survey



**AVERAGE TRAVEL PARTY
SIZE**

Source: YSI visitor profile survey



**OVERNIGHT
SPENDING PER
TRAVEL PARTY**

Source: YSI visitor profile survey

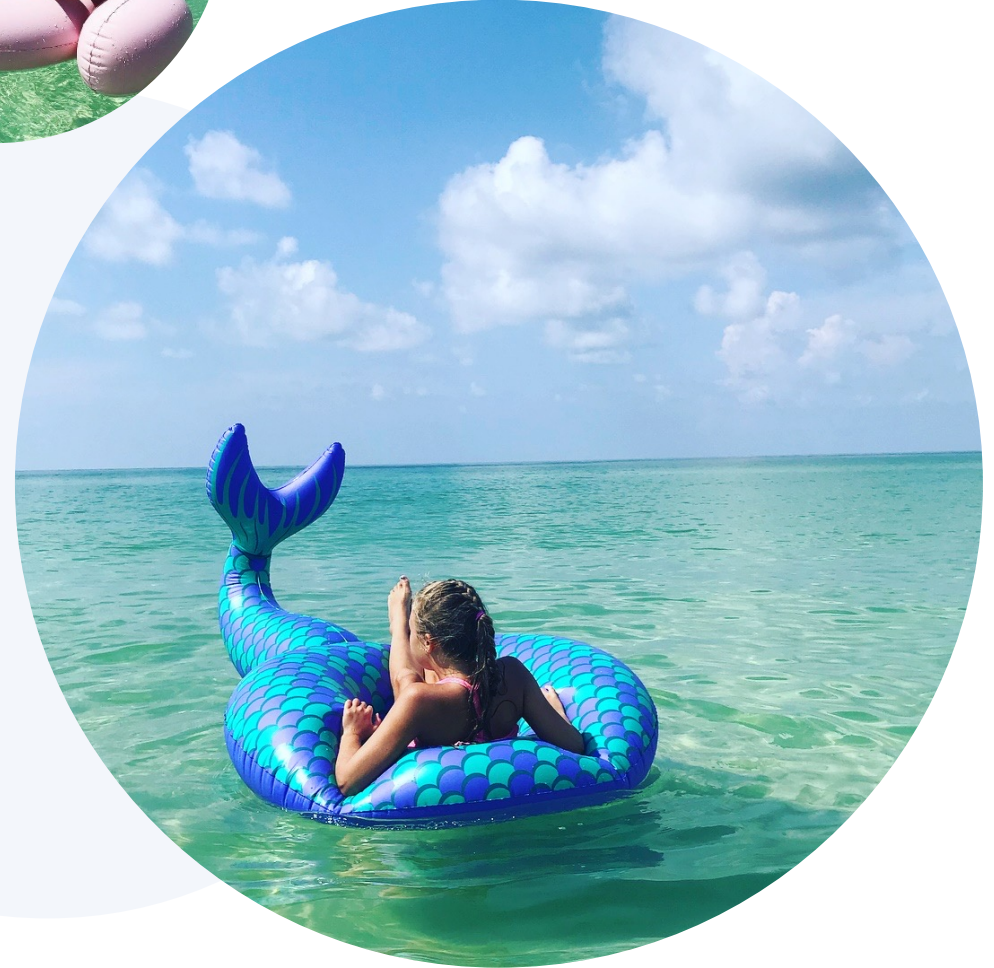
FIRST-TIME vs REPEAT VISITATION

- **34.1%** were first-time visitors (11.0% spring '19)
- **65.9%** had visited PCB before (89.0% spring '19)

Repeat visitors:

- All categories of visitation surged.
- First-time visitors increased 11%, growth in prior visitors
- The repeat visitors reported coming to PCB for average of **19.8 years** with an average of **1.8 visits in last 12 months**

Source: YSI visitor profile surveys



PRIMARY TRIP PURPOSE



91.6%

VACATION / GETAWAY



3.9%

VISIT FRIENDS / FAMILY



0.5%

GATHERING
(FAMILY WEDDING, REUNION,
RETREAT)



1.9%

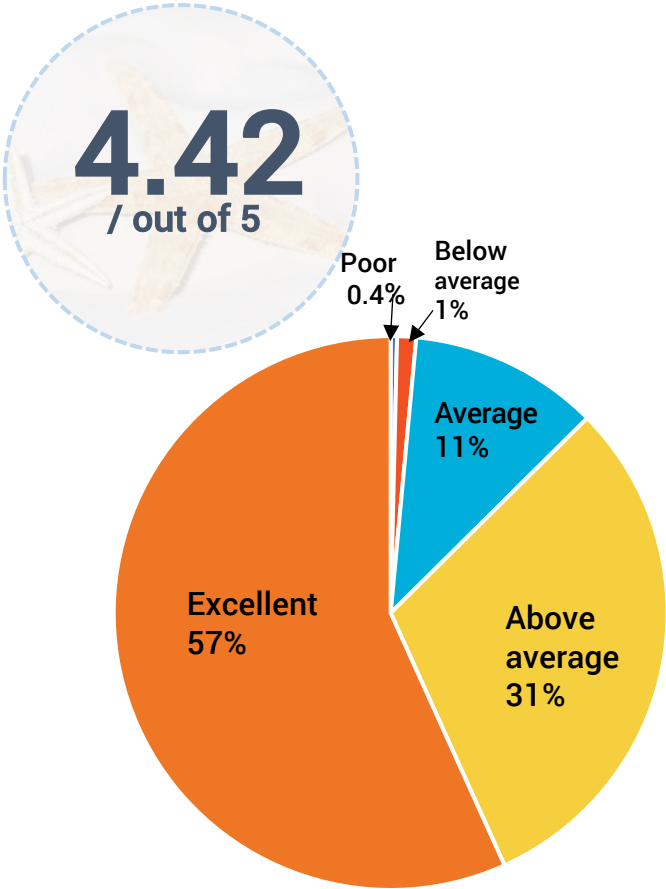
SPECIAL EVENT
(FESTIVAL, CONCERT,
PERFORMANCE)

Source: YSI visitor profile surveys

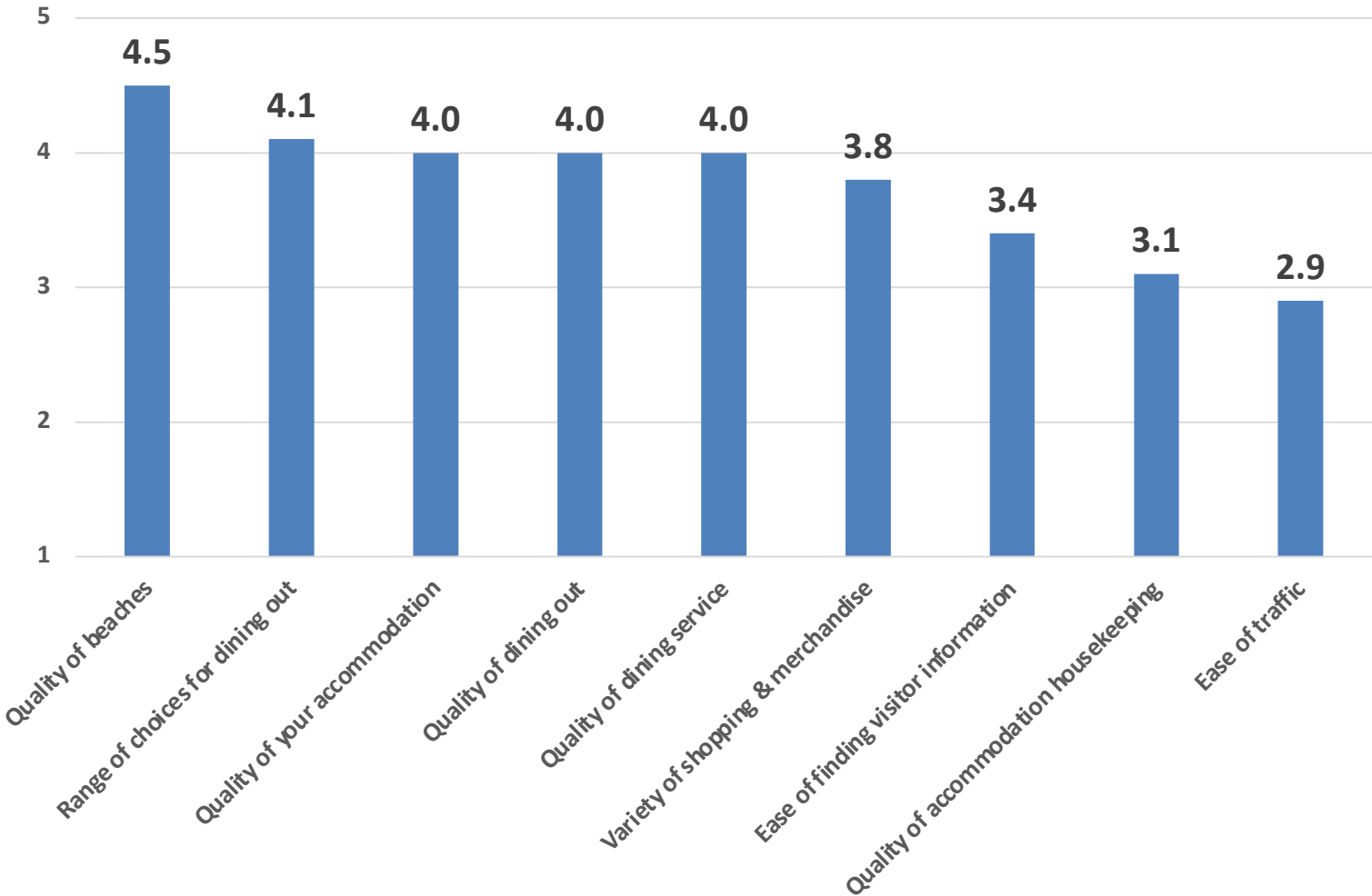
DESTINATION PERFORMANCE REPORT



OVERALL TRIP SATISFACTION



4.42
/ out of 5

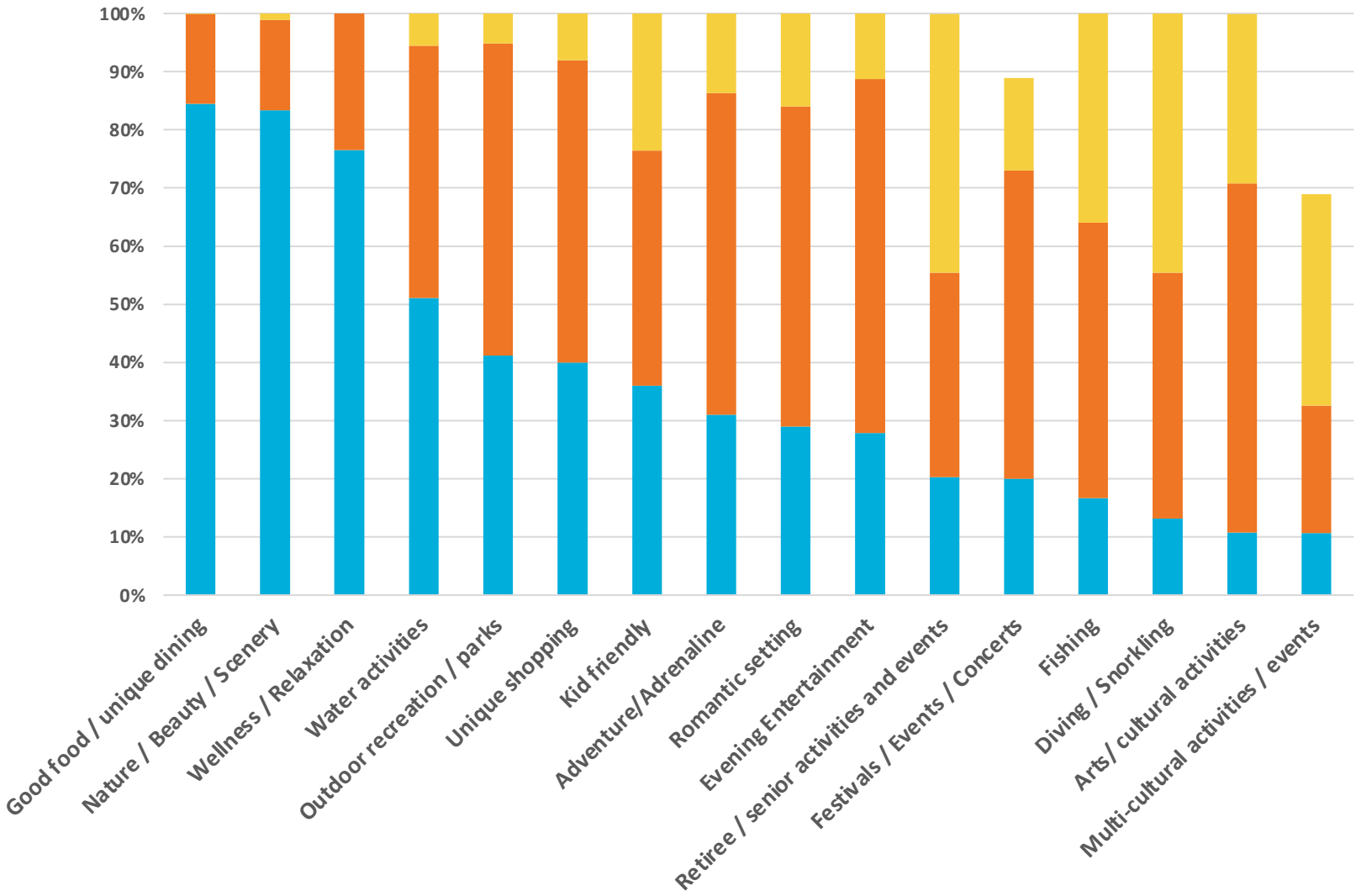


Q. Overall, how would you rate your visit to Panama City Beach?

Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity.

ATTRIBUTES WHEN SELECTING A DESTINATION

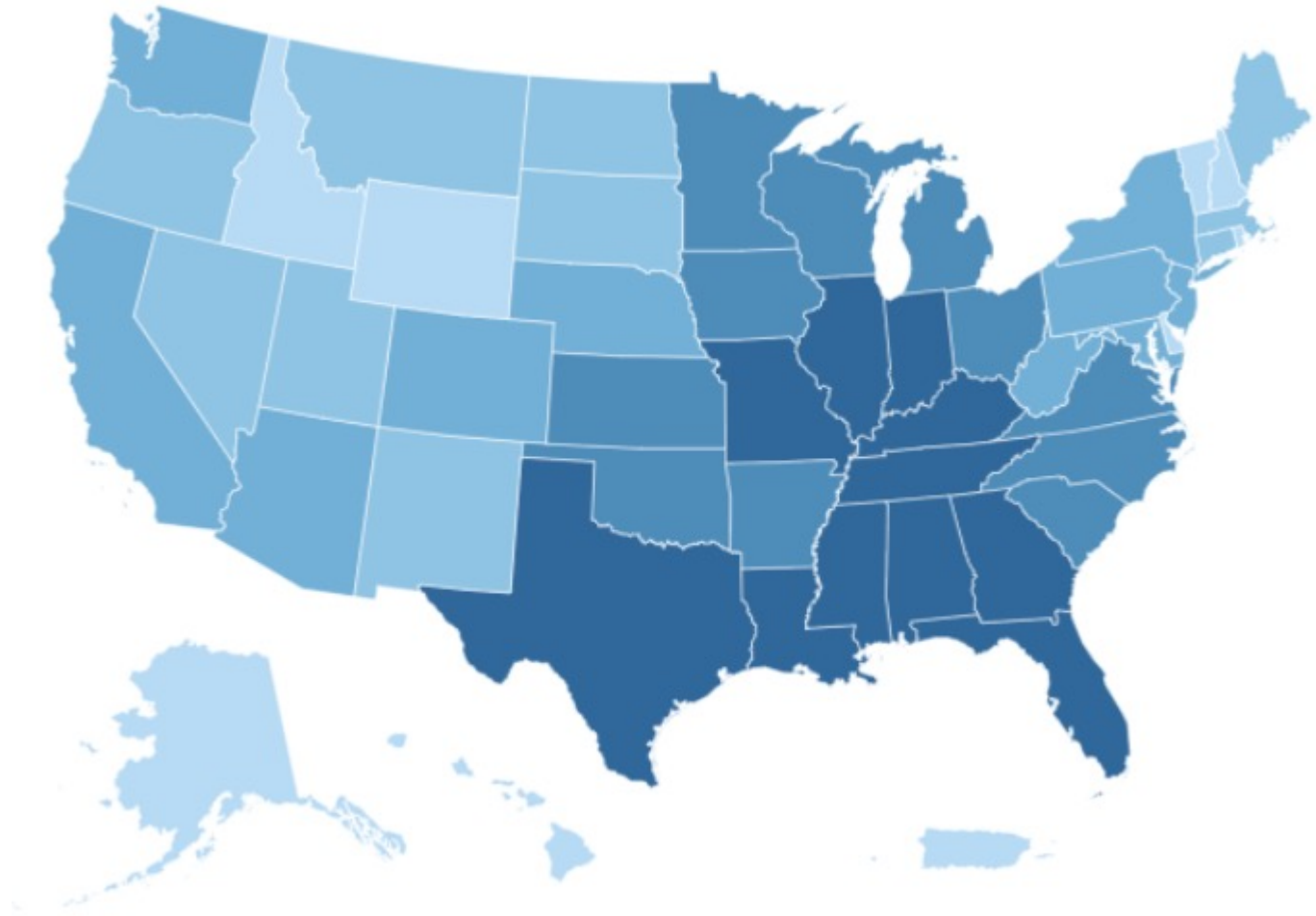
Always Sometimes Never



Attribute	Always	Sometimes	Never
Good food / unique dining	84.5%	15.4%	0.2%
Nature / Beauty / Scenery	83.4%	15.5%	1.1%
Wellness / Relaxation	76.5%	43.4%	1.6%
Water activities	51.1%	43.4%	5.5%
Outdoor recreation / parks	41.2%	53.6%	5.2%
Unique shopping	40.0%	52.0%	8.1%
Kid friendly	36.0%	40.4%	23.6%
Adventure/Adrenaline	31.0%	55.3%	13.7%
Romantic setting	29.0%	55.0%	16.1%
Evening Entertainment	27.9%	60.8%	11.3%
Retiree / senior activities and events	20.3%	35.1%	44.5%
Festivals / Events / Concerts	20.0%	53.0%	15.9%
Fishing	16.7%	47.3%	36.0%
Diving / Snorkling	13.2%	42.2%	44.7%
Arts/ cultural activities	10.8%	60.0%	29.1%
Multi-cultural activities / events	10.7%	21.9%	36.3%

Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

TOP FEEDER MARKETS



Top Ten States (in rank order)	Spring '21 Mar 21 – May 21
1. Georgia	25.8%
2. Alabama	23.9%
3. Tennessee	10.1%
4. Texas	4.2%
5. Indiana	4.1%
6. Kentucky	3.7%
7. Louisiana	3.0%
8. Mississippi	2.9%
9. Missouri	2.9%
10. Illinois	2.6%

Top 10 states make up 83% of spring visitation

Source: NEAR mobile data as reported on Voyage platform

ECONOMIC IMPACT



Spring 2021
(MAR'20-MAY'21)



GROSS LODGING REVENUE
\$201,137,780



OVERNIGHT TRAVEL PARTIES
266,925



AVERAGE LENGTH OF STAY
4.9 NIGHTS



SPENDING per OVERNIGHT PARTY
\$2,379



TOTAL VISITOR SPENDING
\$659,577,624

SUMMER 2021

June 2021 - August 2021



QUARTERLY
TOURISM IMPACT

PANAMA CITY BEACH

PANAMA CITY BEACH





SUMMER 2021

Summer typically
produces 50% of
annual tourism
revenues in PCB

METHODOLOGY

Young Strategies, Inc. (YSI) developed a visitor impact model for PCBCVB that calculates monthly, quarterly and annual impact of five different visitor segments to PCB. YSI collects primary source data from multiple research and analytics platforms as well as surveys with visitors to PCB. The impact model builds on Tourist Development Tax and visitor metrics to calculate the impact of:

1. Visitors in paid hotel/motel accommodations
2. Visitors in paid condo, single home, misc. rentals
3. Rental property owner usage
4. Non-rental vacation property owner usage
5. Visiting friends and relatives who stayed in PCB with year-round residents
6. Day-trip visitors from outside of Bay County

Data Sources –

- ☐ Tourist Development Tax Monthly Revenue Reports
- ☐ STR hotel data for PCB
- ☐ KeyData Dashboard lodging metrics for PCB
- ☐ AirDNA vacation rentals metrics for PCB
- ☐ VisaVue quarterly data from domestic travel expenditures in PCB
- ☐ NEAR mobile data for PCB
- ☐ US Census Bureau Data for PCB
- ☐ Young Strategies online and intercept surveys with visitors to PCB

Young Strategies, Inc. prepares the quarterly reports three months after the completion of each season starting with winter followed by spring and summer. The annual report will accompany the fall report.

CONDITIONS & CIRCUMSTANCES AFFECTING THE SEASON

Summer 2021
(Jun '21 - Aug '21)

- Summer 2021 delivered record breaking visitation and spending for PCB over and above Summer '20 that was highest on record.
- Days of sun JUN – 6; JUL – 6; AUG – 8 (Avg. 14 days of precipitation each month)
- STR (Chain affiliated hotels) were 54% of the PCB inventory and 57% of the revenue showing demand pushed into all lodging in the market.
- VisaVue domestic credit card spending was up 26.9% in PCB over summer 2020.
- Canadian border re-opened August 9th.
- Many rental owners used their properties as most Americans were working at home with kid's homeschooling.
- Gross lodging revenue that was taxed (TDT) Summer '21 = \$375.3M (+52% from Summer '20).
- Dramatic summer revenue growth due to increased visitation, longer lengths of stay, higher rates and those that came spent more even with smaller travel parties



SUMMARY OF ECONOMIC IMPACT

TOTAL VISITOR SPENDING BY SECTOR

	<u>Total Spending</u>	<u>% of Whole</u>
Hotel/Motel Visitor spending	\$257,621,778 (35.3%)	20.9%
Condo/rentals Visitor Spending	\$788,868,162 (20.0%)	64.0%
Rental property owner usage	\$28,321,278 (-20.0%)	2.3%
Non-rental vacation property usage	\$17,479,384 (24.7%)	1.4%
VFR staying with local residents	\$4,092,275 (30.7%)	0.3%
Daytrip spending	\$136,832,700 (43.8%)	11.1%
Total visitor spending	\$1,233,215,577 (23.9%)	100%

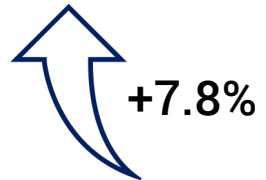
Total visitor spending in Summer '21 was 24% above Summer '19

Source: YSI Economic Impact Model

SUMMER 2021 KEY METRICS



AVERAGE
LENGTH OF STAY



Sources:  KEYDATA™ 



AVERAGE TRAVEL PARTY
SIZE



Source: YSI visitor profile survey



OVERNIGHT
SPENDING PER
TRAVEL PARTY



Source: YSI visitor profile survey

FIRST-TIME vs REPEAT VISITATION

- **31.3%** were first-time visitors (19.1% summer '20)
- **68.7%** had visited PCB before (80.9% summer '20)

Repeat visitors:

- More first time visitors
- The repeat visitors reported coming to PCB for average of **23.1 years** with an average of **1.9 visits in last 12 months**



PRIMARY TRIP PURPOSE



95.2%

VACATION / GETAWAY



2.8%

VISIT FRIENDS / FAMILY



0.6%

**GATHERING
(FAMILY WEDDING, REUNION,
RETREAT)**



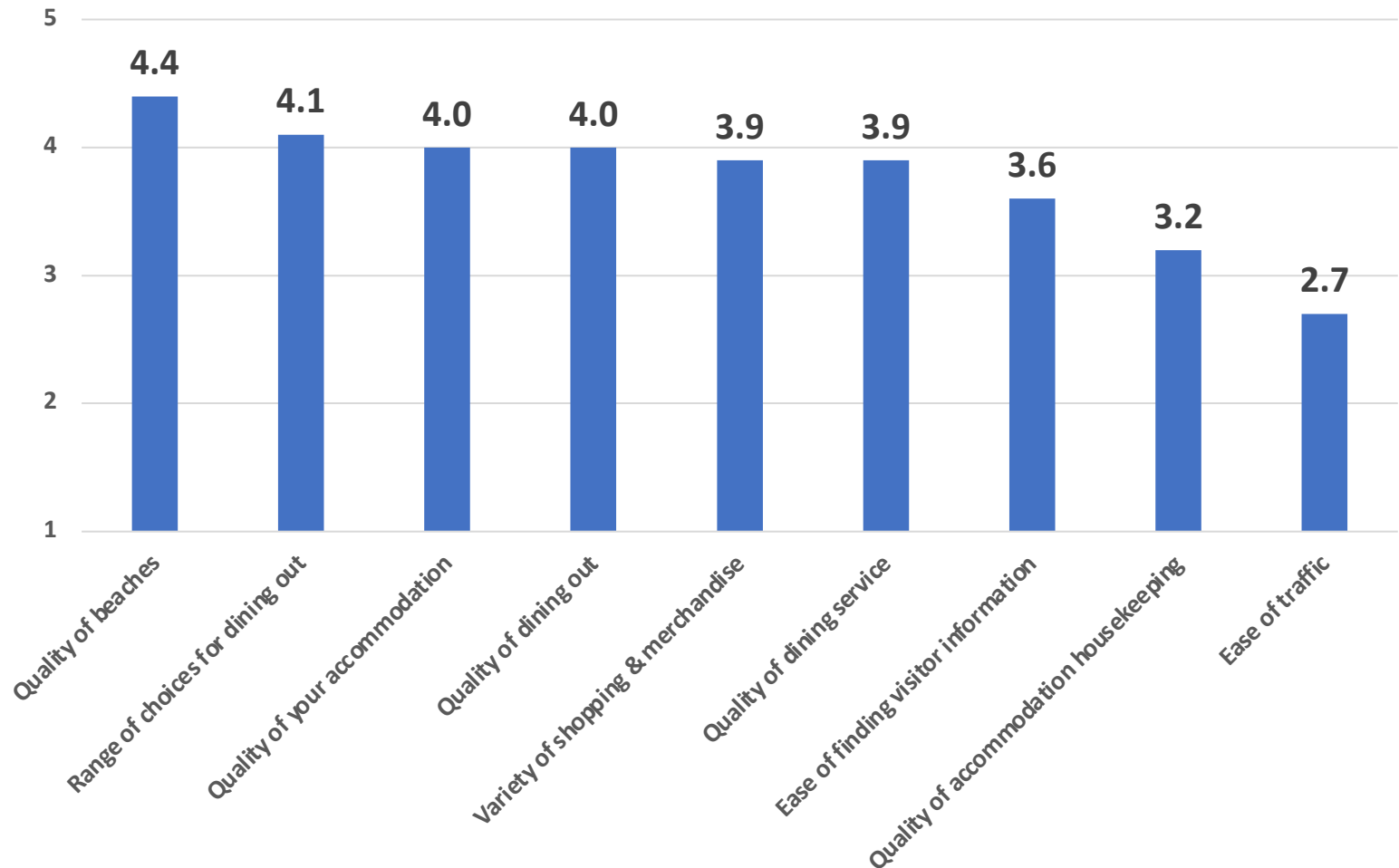
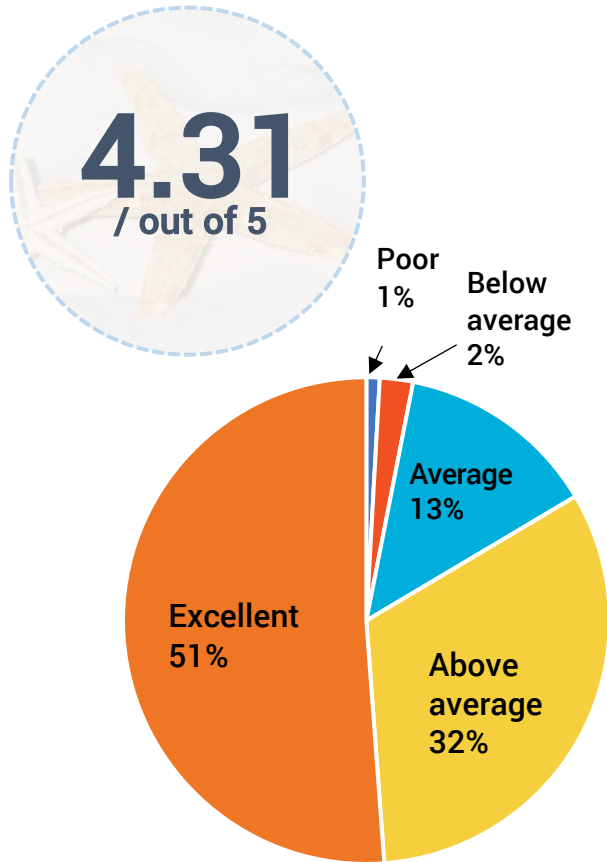
0.3%

**SPECIAL EVENT
(FESTIVAL, CONCERT,
PERFORMANCE)**

Source: YSI visitor profile surveys

DESTINATION PERFORMANCE REPORT

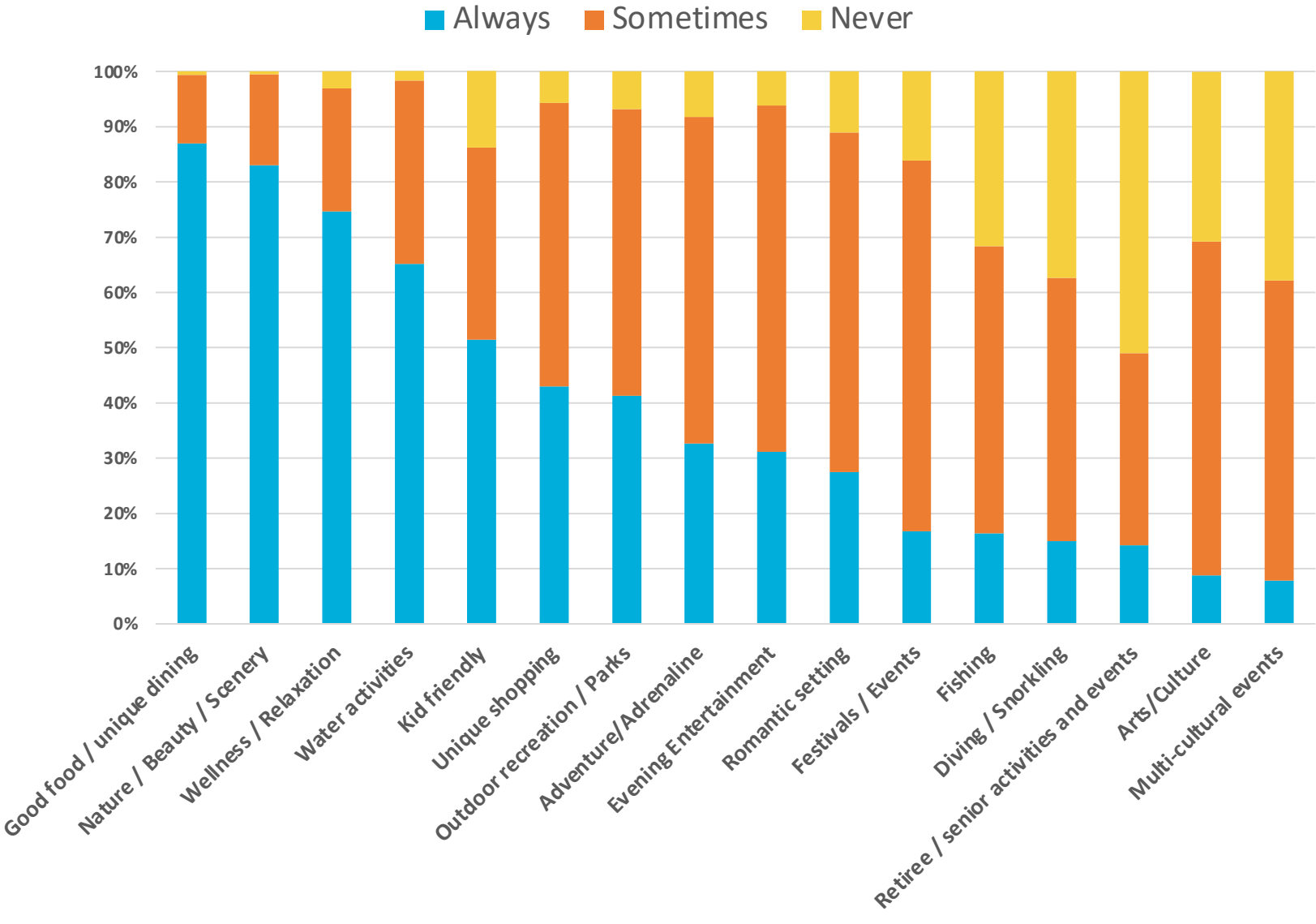
OVERALL TRIP SATISFACTION



Q. Overall, how would you rate your visit to Panama City Beach?

Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity.

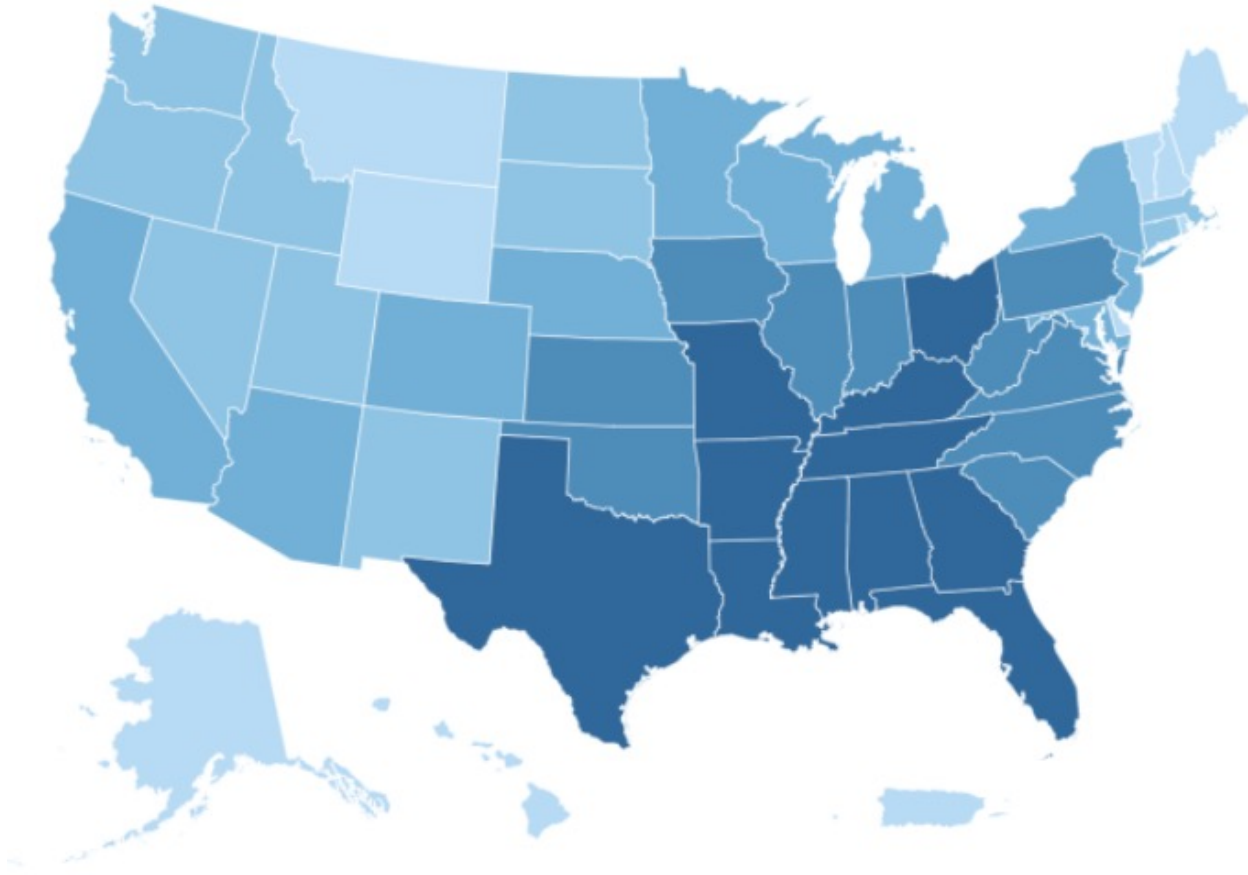
ATTRIBUTES WHEN SELECTING A DESTINATION



Attribute	Always	Sometimes	Never
Good food / unique dining	87.0%	12.4%	0.6%
Nature / Beauty / Scenery	83.0%	16.5%	0.5%
Wellness / Relaxation	74.7%	22.2%	3.1%
Water activities	65.2%	33.1%	1.8%
Kid friendly	51.4%	34.8%	13.9%
Unique shopping	43.0%	51.3%	5.7%
Outdoor recreation / Parks	41.3%	51.9%	6.8%
Adventure/Adrenaline	32.6%	59.2%	8.2%
Evening Entertainment	31.1%	62.7%	6.2%
Romantic setting	27.5%	61.4%	11.1%
Festivals / Events	16.8%	67.1%	16.1%
Fishing	16.4%	52.0%	31.6%
Diving / Snorkling	15.0%	47.6%	37.4%
Retiree / senior activities and events	14.2%	34.8%	51.0%
Arts/Culture	8.8%	60.4%	30.7%
Multi-cultural events	7.8%	54.4%	37.8%

Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

TOP FEEDER MARKETS



Source: NEAR mobile data as reported on Voyage platform

Top Ten States (in rank order)	Summer '21 Jun 21 – Aug 21	Summer '20 Jun 20 – Aug 20	% change
1. Georgia	22.6%	28.7%	-21.3%
2. Alabama	21.2%	24.1%	-12.0%
3. Tennessee	11.1%	11.9%	-6.7%
4. Texas	7.7%	5.8%	32.8%
5. Kentucky	4.8%	4.3%	11.6%
6. Louisiana	4.3%	3.1%	38.7%
7. Missouri	3.6%	2.4%	50.0%
8. Mississippi	3.4%	3.0%	13.3%
9. Ohio('21) /Indiana('20)	3.1%	2.6%	19.2%
10. Arkansas	3.1%	2.4%	29.2%

Top 10 states make up almost 85% of winter visitation

ECONOMIC IMPACT



Summer 2021
(Jun'21-Aug'21)



GROSS LODGING REVENUE
\$375,294,600 ↑ 52.3%



OVERNIGHT TRAVEL PARTIES
278,571 ↑ 10.4%



AVERAGE LENGTH OF STAY
5.1 NIGHTS ↑



7.8%
SPENDING per OVERNIGHT PARTY
\$4,129 ↓ 22.5%



TOTAL VISITOR SPENDING
\$1,233,215,577 ↑ 23.9%