



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

Tuesday, November 09, 2021

9:00 a.m.

Council Chambers, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
 - A. Invocation
 - B. Pledge of Allegiance
 - C. Approve August & September 2021 minutes
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
 - A. Acknowledge the September 2021 Tourist Development Tax Collections Report
- V. DISCUSSION ITEMS**
 - A. US EDA Grant Opportunity-ARPA, Mr. Dan Rowe & Mr. J. Michael Brown
- VI. PRESIDENT'S REPORT**
- VII. CHAIRMAN'S REPORT**
- VIII. AUDIENCE PARTICIPATION**
- IX. ADJOURNMENT**

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, August 24, 2021

Approved June 2021 Minutes
Mr. Patronis/Mr. Walsingham

Approved Consent Agenda
Mr. Griffiths/Mr. Chester

Approved Action Item A
Mr. Griffiths/Mr. Chester

Approved Action Item B
Mr. Walsingham/Mr. Phillips

Approved Action Item C
Mr. Phillips/Mr. Wilkes

Approved Action Item D
Mr. Phillips/Mr. Casto

Approved Action Item E
Mr. Wilkes/Mr. Walsingham

Approved Action Item F
Mr. Wilkes/Mr. Bailey

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

Tuesday, August 24, 2021

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Bailey, Steve (V-Chair)
Casto, Paul
Chester, Phil
Griffitts, Phillip
Patronis, Yonnie (S/T)
Pease, Chair (Chairman)
Phillips, Andy
Walsingham, Gary
Wilkes, Buddy

I. CALL MEETING TO ORDER

Chairman Pease called the meeting to order at 9:00 a.m.

II. ROLL CALL

All nine members present at the time of Roll Call.

- A. Invocation
Mr. Chester gave the Invocation.
- B. Pledge of Allegiance
Ms. Pease led the Pledge of Allegiance.
- C. Approve June 2021 Minutes

Mr. Patronis moved; seconded by Mr. Walsingham to approve the minutes.

Motion passed with unanimous vote.

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

None

IV. CONSENT AGENDA

Mr. Rowe read the Consent Agenda into the record.

- A. Approve the Mexico Beach CDC FY2022 Budget and Program of Work
- B. Approve the Panama City CDC FY 2022 Budget and Program of Work
- C. Acknowledge the June 2021 Tourist Development Tax Collections Report
- D. Acknowledge the June 2021 Financial Statement
- E. Approve Renewal of the Sustainable Beaches, LLC Consulting Services Agreement & Scope of Work for FY 2022

Mr. Griffitts moved; seconded by Mr. Chester to approve the consent agenda.

Motion passed with unanimous vote.

V. ACTION ITEMS

- A. Discuss and consider for approval a recommendation to Bay County to execute Florida Department of Environment Protection Grant Agreement 22BA2, St. Andrews State Park Beach Restoration Project, Ms. Lisa Armbruster

Ms. Armbruster gave a summary of the totally grant funded agreement.

Mr. Griffitts moved; seconded by Mr. Chester to approve.

Motion passed with unanimous vote.

- B. Discuss and consider for approval a recommendation to Bay County to execute the Memo of Agreement with the USACE for Addition Sand Placement for St. Andrews Restoration Project, Ms. Lisa Armbruster

Ms. Armbruster gave a summary of the agreement.

Mr. Walsingham moved; seconded by Mr. Phillips to approve.

Motion passed with unanimous vote.

- C. Discuss and consider for approval a recommendation to Bay County to execute the Combined Task Order and Notice to Proceed 001, CPE, Panama City Beaches Construction Management Support, Ms. Lisa Armbruster

Ms. Armbruster gave a summary of the task order.

Mr. Phillips moved; seconded by Mr. Wilkes to approve.

Motion passed with unanimous vote.

- D. Discuss and consider for approval a recommendation to Bay County to execute the Combined Task Order and Notice to Proceed 002, with MRD Associates, Panama City Beaches Renourishment Construction Phase Observation and Inspection Services. Ms. Lisa Armbruster

Ms. Armbruster gave a summary of the task order.

Mr. Phillips moved; seconded by Mr. Casto to approve.

Motion passed with unanimous vote.

- E. Discuss and consider for approval the FY 2022 Panama City Beach CVB Budget and Program of Work

Mr. Rowe discussed the effects of Covid19 on the planning of the FY22 budget and pow. He highlighted significant areas of interest as well as awards our Marketing Team were given for their campaign during the pandemic. He stated that the organization as a whole has been involved with projects, via TDC/CVB board actions, that are a positive impact within the community. He said working to improve and be part of the community is a high priority and part of the organization's principals going forward. Goals going forward is to increase and exceed revenues during difficult times. He said the budget is consistent with the past with some line items having some growth. He answered questions including that the digital media campaigns are continuing to be able to quickly shift if the pandemic or other things require it.

Mr. Rowe was asked about the status of the gateway landscaping project. He informed the board about the timing of the architect's renderings as well as the locations and potential funding. He also stated that the architect will be working with the DOT, which includes regulation constraints.

Mr. Wilkes moved; seconded by Mr. Walsingham to approve.

Motion passed with unanimous vote.

- F. Discuss and consider for approval the FY 2022 Panama City Beach Sports Park Budget and Business Plan

Mr. Jamie Cox discussed the park's performance and operations. He highlighted the effect of the pandemic on cancellations as well as going forward. Mr. Richard Sanders also spoke about the cancellations being caused by the pandemic and the effects of higher room rates on tournaments participation.

Mr. Cox discussed the revenue including food and beverage and the growth in that line item. He answered questions from the board regarding food trucks being brought in during large tournaments being a great aid. Also, he discussed the fees being charged to them as well as the benefit of having them. Mr. Cox discussed his five-year projections that were updated to give more accurate information based on actual revenues and expenditures.

Mr. Wilkes moved; seconded by Mr. Bailey to approve.

Motion passed with unanimous vote.

VI. PRESIDENT'S REPORT

None

VII. CHAIRMAN'S REPORT

None

VIII. AUDIENCE PARTICIPATION

Introduction of the new PCB Police & Fire Chiefs

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, September 14, 2021

Approved July 2021 Minutes
Mr. Patronis/Mr. Walsingham

Approved Consent Agenda
Mr. Walsingham/Mr. Chester

Approved Action Item A
Mr. Wilkes/Mr. Griffitts

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

Tuesday, September 14, 2021

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Bailey, Steve (V-Chair)

Casto, Paul

Chester, Phil

Griffitts, Phillip

Patronis, Yonnie (S/T)

Walsingham, Gary

Wilkes, Buddy

Pease, Clair (Chairman)

Board Members Absent:

Phillips, Andy

I. CALL MEETING TO ORDER

Chairman Pease called the meeting to order at 9:00 a.m.

II. ROLL CALL

Eight members present at the time of Roll Call. Mr. Phillips was absent.

A. Invocation

Mr. Wilkes gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve July 2021 Minutes

Mr. Patronis moved; seconded by Mr. Walsingham to approve the July 2021 Minutes.

Motion passed with unanimous vote.

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

None

IV. CONSENT AGENDA

Mr. Rowe read the Consent Agenda into the record.

A. Acknowledge the Tourist Development Tax Collections Report

Mr. Walsingham moved; seconded by Mr. Chester to approve the consent agenda.

Motion passed with unanimous vote.

V. ACTION ITEMS

A. Discuss and consider for approval the FY 2022 Panama City Beach TDC/CVB Marketing Plan,
Ms. Jayna Leach & Ms. Melanie Strom

Ms. Leach discussed the upcoming marketing plan. She stated that the focus is to maintain momentum and stay aggressive in the campaigns. She summarized the social media impact as well as to maintain flexibility with digital marketing. She then introduced Ms. Anderson who then gave a summary of the creative work in the marketing plan. Then Ms. Leach introduced Ms. Strom from Watagua group who also discussed the marketing plan. She discussed brand awareness and competitive conquering as a strategy as well as keeping visitors coming back. She stated that one part of the plan is reaching new online audiences and monitoring online activity. She also discussed the markets that are targeted and how the marketing is driven based on the change in activity in those markets. Each market has a dedicated plan of action and modification of the marketing can be done accordingly. She reviewed the brand partners that will be used in the digital as well as print plan.

Ms. Strom discussed our PCB Pandora radio station as well as Spotify and the refreshment of those stations. She also reviewed TV advertising targeting. She also discussed the sports and events partners in digital and print in the plan. Also discussed was quarterly reporting and monitoring of the success of each component of the marketing plan across all media platforms.

Ms. Leach then summarized the budget and the line items of most importance as related in support of the overall marketing plan for FY2022. The board made comments regarding years passed and how technology has become the driver in marketing. Mr. Wilkes asked if other destinations did as well as PCB or was there overspill as a result of competitor's being full. Mr. Rowe stated that most Florida destinations did very well and the marketing plan is moving forward very strongly to pull visitors away from them. He said that KeyData provides that competitor booking information that is then used to reposition and retarget marketing as needed.

The Board had a discussion of the market in general then focused on the cruise market. Mr. Rowe stated how our marketing plan being flexible and adaptable has driven the success during the pandemic and resurgence of the variants.

Mr. Wilkes moved; seconded by Mr. Griffiths to approve the Action Item A.

Motion passed with unanimous vote.

VI. PRESIDENT'S REPORT

Mr. Rowe discussed three items; The beach renourishment project began on the west end of the beach, the Visitor's Center/Admin building has had a new roof completed, and an hourly increase given to legal counsel provided the Board does not object. He stated it had been more than five years since Mr. Sale was given an increase. The Board did not object.

VII. CHAIRMAN'S REPORT

NONE

VIII. AUDIENCE PARTICIPATION

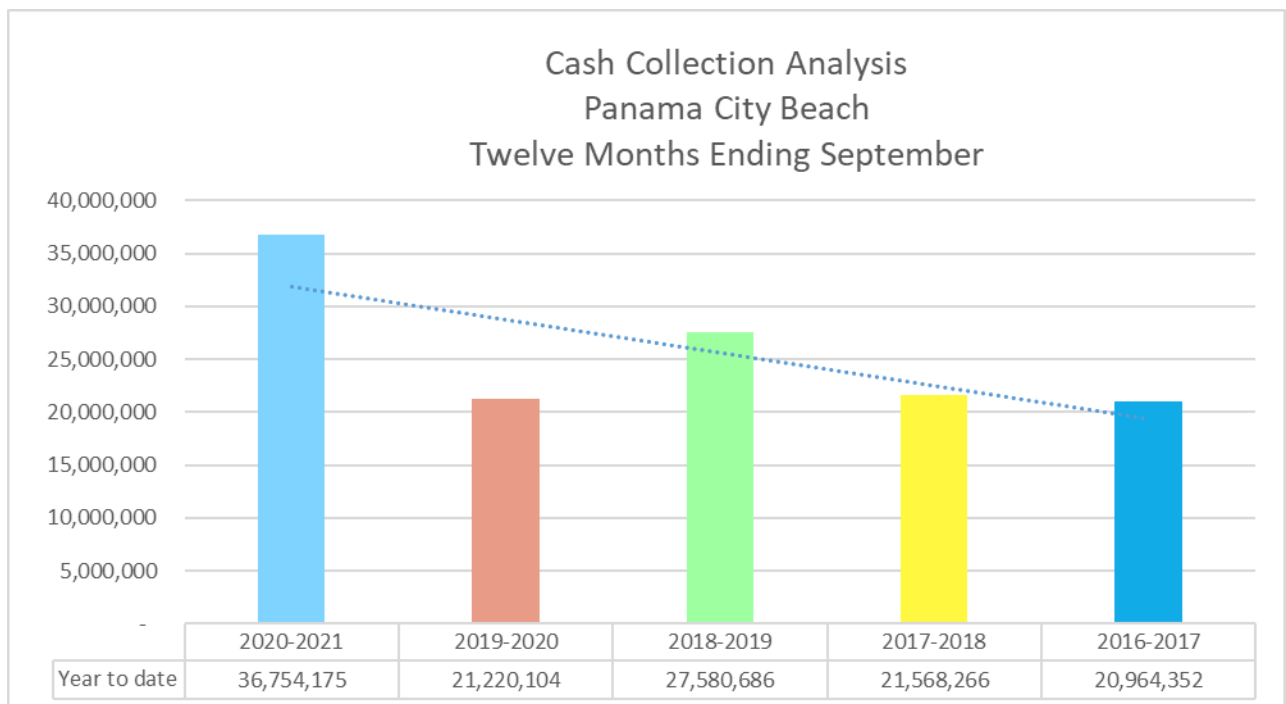
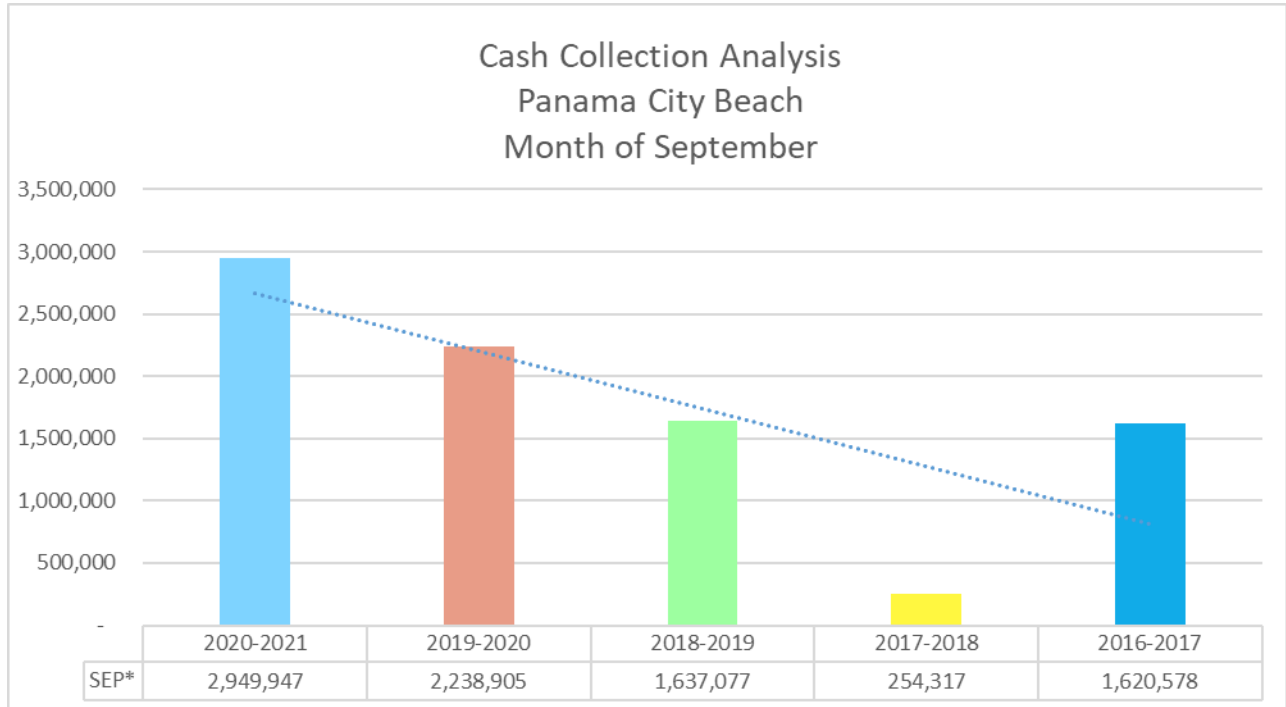
NONE

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary



Tourist Development Tax, Bay County, Florida



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

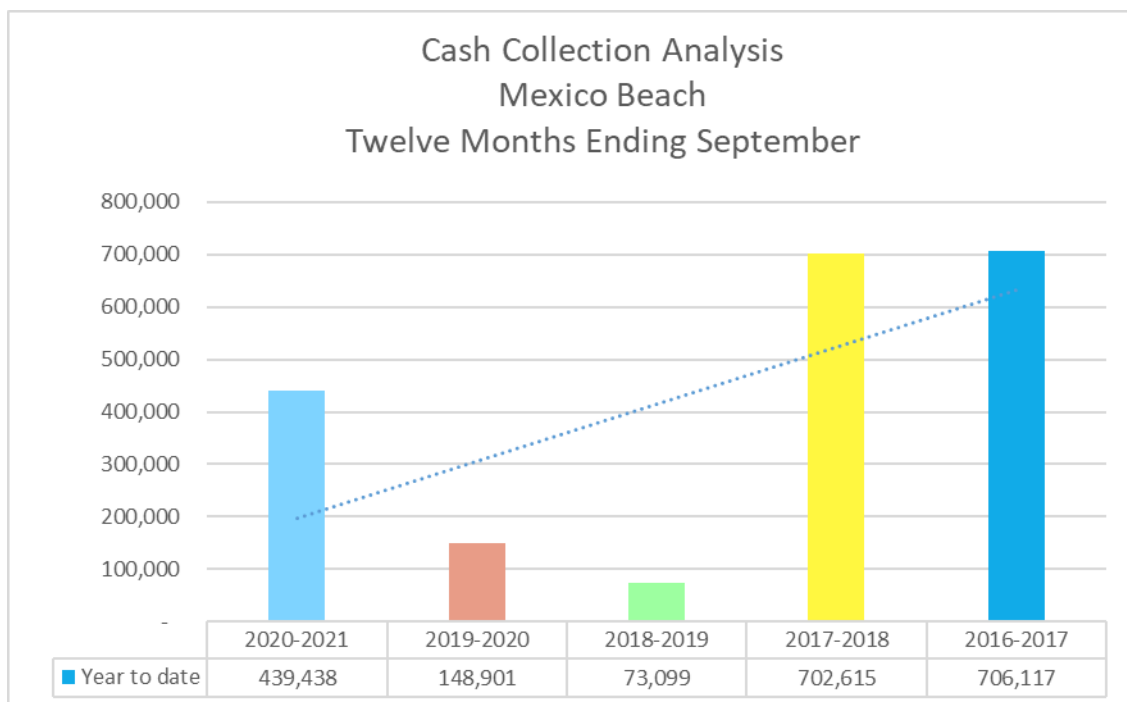
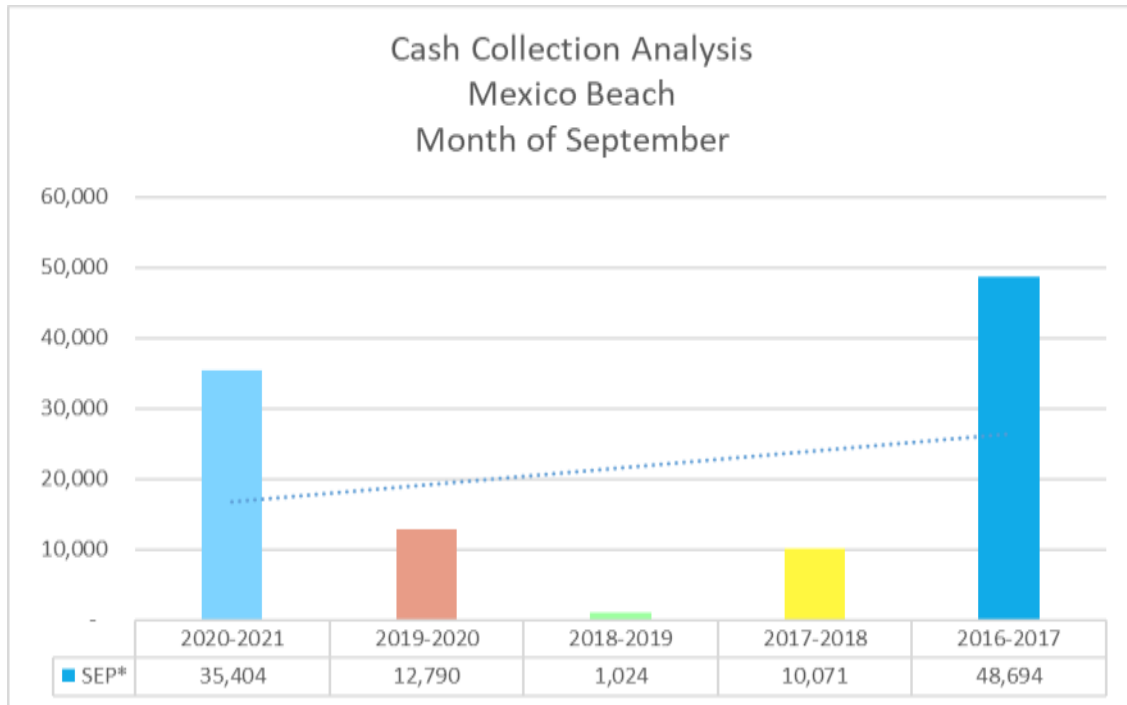
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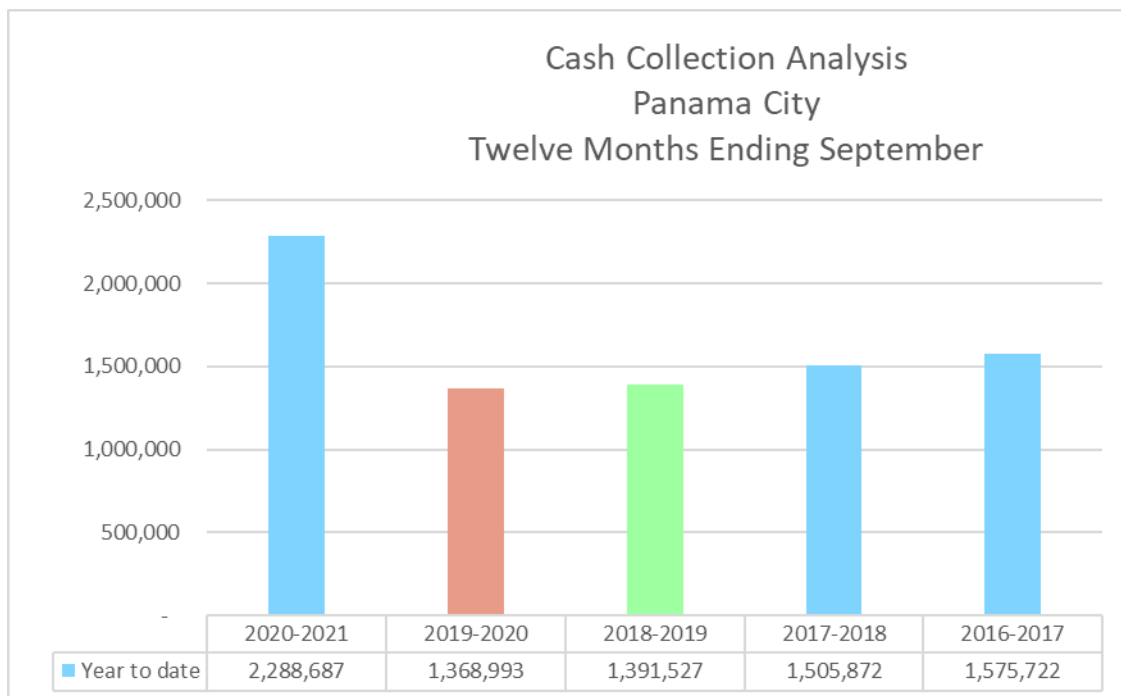
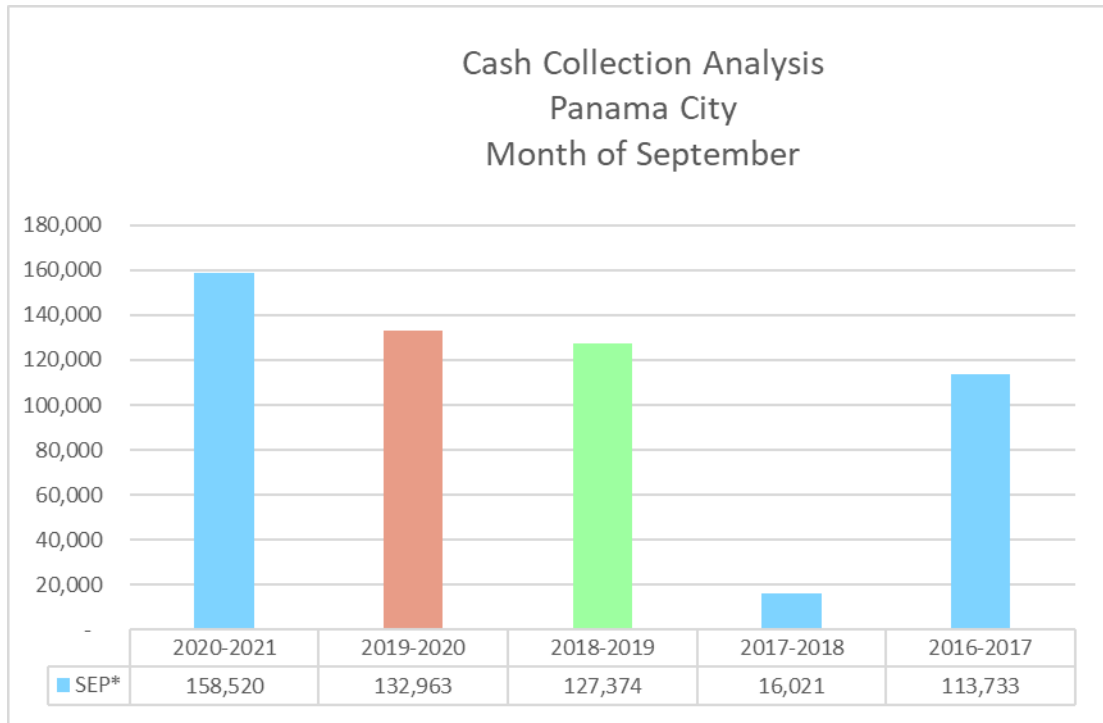
Tourist Development Tax, Bay County, Florida



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US EDA GRANT OPPORTUNITY

PANAMA CITY BEACH SPORTS PARK



Panama City Beach Sports Park | Skills Building

US EDA GRANT – ARPA

- The American Rescue Plan Act provides \$750 Million in funding for Tourism Development Projects.
- \$510 Million will be allocated directly to the States, which can be used for marketing. Florida will receive \$14 Million to develop co-op marketing programs with the state's DMO Partners
- \$240 Million will be allocated for competitive grants to local organizations for bricks & mortar projects that enhance tourism. The Southeast Region of the US has been allocated \$24 Million.
- Historically the average US EDA Development Grant is from \$1.0 – 2.0 Million
- The grants require a minimum of a 20% local match. Applications with a greater match percentage will be seen as more competitive

Panama City Beach Sports Park | Skills Building

SKILLS BUILDING – Located between Championship Baseball & Soccer Fields (6,000 sq ft)

- Four team Locker Rooms
- New Concessions Area
- Retail/Vendor Space
- Expanded Press Box/Media Area
- Training Rooms
- Additional Restroom Facilities

The expansion will add another dimension for hosting collegiate and amateur championship events, elite combines/camps and increase current tournament offerings.

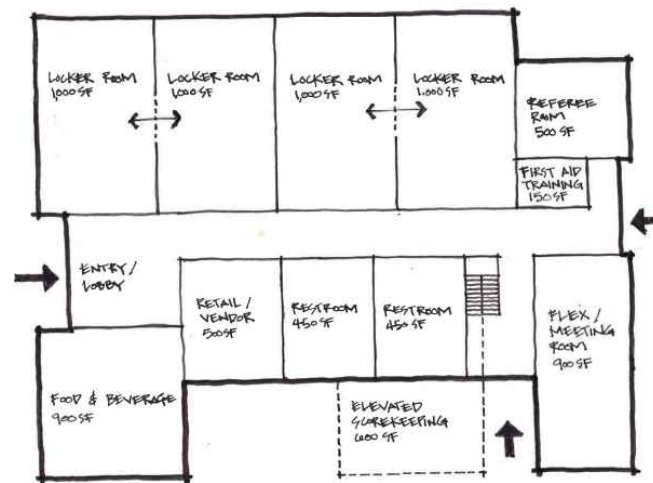
SKATEPARK (potential grant add-on)

The construction of the skate park will allow the Sports Park to attract professional and amateur championship skateboarding events.

PANAMA CITY BEACH SPORTS PARK – field layout



SABRE Center – Blue Sky Layout



FLOOR PLAN
1/16" = 1'-0"

US EDA GRANT – Skate Park Layout



BAY COUNTY SKATEPARK DESIGN CONCEPT



