

PANAMA CITY BEACH PUBLIC INFORMATION CAMPAIGN



MAKE IT YOUR
REALFUN
BEACH

DOUBLE RED FLAG PUBLIC INFORMATION CAMPAIGN

The Bay County TDC provides over \$1 Million a year in support to promote Public Safety. \$970k is provided to Bay County and the City of Panama City Beach for Public Safety initiatives from the Bay County Tourist Development Tax.

VisitPanamaCityBeach.com

Beach Safety information is included as well as information on the text alert system

[Billboard Campaign](#)

Double Red Flag creative is deployed as soon as the notification is received

[Lifeguard Video | Television Spot](#)

Aired locally and deployed through social media

[Visitor Services](#)

Education and flag warning/riptides sticker distributed to visitors

[Public Beach Area](#)

Signage includes information on the flag warning system and riptides

[Accommodations](#)

Required to post the flag warning system in the units

[Banner Plane](#)

The banner plane is activated once the flags are changed to double red flags

[Flag Warning Stickers](#)

Distributed at the Visitor Information Center and to accommodation partners



DOUBLE RED FLAG PUBLIC INFORMATION CAMPAIGN

The Bay County TDC provides over \$1 Million a year in support to promote Public Safety.

Panama City Beach Vacation Guide

Full page ad dedicated to Beach Safety with a description of Florida's Beach Warning Flag Program.

Text Message Alerts

Visitors are encouraged to sign up to receive text alerts when the flags change

Geo Fencing

A geo-fencing campaign is activated to send visitors in the area a notification of the double red flag status

- Served on Mobile only
- Targeting all demos
- Unlimited frequency
- Geo-fenced areas along the beachfront

Flag Warning Stickers

Distributed through Visitor Services to guests as well as the accommodation partners.



SAMPLE CREATIVE



DOUBLE RED FLAG INFORMATION | BILLBOARD CAMPAIGN

Seven digital billboards are activated throughout the destination when two red flags fly to notify visitors.
Three vinyl billboards are rotated throughout Bay County as billboard locations become available through Lamar Advertising



DOUBLE RED FLAG INFORMATION | GEO-FENCING CREATIVE



DOUBLE RED FLAG INFORMATION | VISIT PCB VISITORS GUIDE



BEACH SAFETY

SAFETY FIRST

FLORIDA'S BEACH WARNING FLAG program uses flags in four colors accompanied by interpretive signs along the beach to explain the meaning of each color. Flags are located approximately one mile apart along the beach. Absence of flags does not assure safe waters. Current beach flag conditions can be found on VisitPanamaCityBeach.com.



Sign up to receive alerts for flag changes by texting **FLAG** to **313131**.

-  **GREEN - LOW HAZARD**
Calm conditions, exercise caution
-  **YELLOW - MEDIUM HAZARD**
Moderate surf and/or currents
-  **RED - HIGH HAZARD**
High surf and/or strong currents
-  **RED OVER RED**
Water closed to public
-  **PURPLE**
Dangerous marine life

In Focus | BEACH SAFETY

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DOUBLE RED FLAG INFORMATION | LIFEGUARD VIDEO

Lifeguard Video

Promotes area locations where visitors can swim with Lifeguards on duty.

- Promoted via social media and Beach TV



DOUBLE RED FLAG INFORMATION | STICKERS DISTRIBUTED TO GUESTS AND ACCOMMODATION PARTNERS

Beach Warning Flags

- | | |
|---|--|
|  RED OVER RED Water Closed to Public |  PURPLE Dangerous Marine Life |
|  RED - HIGH HAZARD (High surf and/or strong currents) | Flags are located approximately one mile apart along the beach. |
|  YELLOW - MEDIUM HAZARD (Moderate surf and/or currents) | Absence of flags does not assure safe waters. |
|  GREEN - LOW HAZARD (Calm conditions, exercise caution) | |



Panama City Beach
Please be advised that the **LEAVE ONLY FOOTPRINTS** ordinance is in effect for Panama City Beach. All your personal items including, but not limited to, tents, chairs, toys, umbrellas and coolers will be removed and disposed of if left on the beach between the hours of 7 a.m. and 7 p.m. On public beaches or with the official lifeguard's permission, personal property may be stored overnight at the fee of the surfer at your own risk.

SAY COUNTY ORDINANCE NO. 13-34 AND 72-77 AND CITY OF PANAMA CITY BEACH ORDINANCE NO. 1242

| | |
|--|--|
|  RED OVER RED Water Closed to Public |  PURPLE Dangerous marine life |
|  RED - HIGH HAZARD High surf and/or strong currents | Flags are located approximately one mile apart on the beach. |
|  YELLOW - MEDIUM HAZARD Moderate surf and/or currents | Absence of flags does not assure safe waters. |
|  GREEN - LOW HAZARD Calm conditions, exercise caution | |



BEACH WARNING FLAGS

Banderas de Advertencia en la Playa

| |
|--|
|  Water Closed to Public <small>Water cerrada al Público</small> |
|  High Hazard <small>High Surf and/or Strong Currents</small> <small>Truenos, olas, corrientes más o fuertes olas</small> |
|  Medium Hazard <small>Moderate Surf and/or Currents</small> <small>Olas moderadas, corrientes moderadas o fuertes olas</small> |
|  Low Hazard <small>Calm Conditions, Exercise Caution</small> <small>Condiciones tranquilas, precaución</small> |
|  Dangerous Marine Life <small>Vida Marina Peligrosa</small> |

Approx. 1 mile apart (0.5 miles between flags)
La distancia de banderas es: 1 milla entre banderas

RIP CURRENTS

Break the Grip of the Rip!



IF CAUGHT IN A RIP CURRENT

- Don't fight the current
- Swim out of the current, then to shore
- If you can't escape, float or tread water
- If you need help, call or wave for assistance

SAFETY

- Know how to swim
- Never swim alone
- If in doubt, don't go out

Beach Environment based on National Oceanic and Atmospheric Administration's Beach Safety Program





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