



AGENDA
COMBINED BOARD MEETING
Bay County Tourist Development Council
Panama City Beach Convention & Visitors Bureau, Inc.
Panama City Beach
9:00 a.m.

Tuesday, September 12, 2023

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
 - A. Invocation
 - B. Pledge of Allegiance
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
 - A. Approve Employee Handbook Edits to Add Information Systems Policy & Deletion of Health/Dental Benefits to Retirees
 - B. Acknowledge Receipt of the July 2023 Tourist Development Tax Collection Report
- V. ACTION ITEMS**
 - A. Discuss and Consider for Approval, Purchasing Policy Update, Charlene Honnen
 - B. Discuss and Consider for Approval, FY 2024 CVB & PSP Budget Updates, Charlene Honnen & Richard Sanders
 - C. Discuss and Consider for Approval, the FY 2024 Marketing Plan, Jayna Leach, Kelsey Anderson with Luckie Co., Melonie Strum with Watauga, and Gina Stouffer with LHG
- VI. PRESIDENTS REPORT**
- VII. CHAIRMAN'S REPORT**
- VIII. AUDIENCE PARTICIPATION**
- IX. ADJOURNMENT**

INFORMATION SYSTEMS USE

POLICY

The CVB provides employees with access to and use of a variety of Information Systems resources. These resources are provided to employees to allow them to be more efficient, productive, and to have access to information that is necessary to carry out their responsibilities as employees of the CVB. Employees are expected and required to use these Information Technology resources in a manner consistent with their position with the CVB.

DEFINITION

Information Systems means any and all computer, electronic or telephonic communication systems that are available for employees to use in the course of their employment. This includes but is not limited to computers, hardware, software, printers, fax machines, telephones, voice mail, email, and Internet access.

GENERAL

All of the Information Systems shall at all times remain the property of the CVB and are made available by the CVB for use by its employees to be used for job-related purposes. Any use for non-CVB business is subject to this Policy, and such non-CVB use should be incidental, occasional, and kept to a minimum. Any non-CVB use must not interfere with work and must not result in any additional costs to the County.

In order to ensure adequate security, hardware and software may be password protected. In such instances, passwords assigned must be linked to the employee CVB email address and be kept in a secure location.

Management has the right and the duty to control CVB Information Systems and its use.

Consequently, all CVB personnel are advised that the CVB reserves the right to monitor the content of electronic communications such as e-mail and voice mail, and reserves the right for any purpose, including the enforcement of this Policy to access and disclose any and all information contained in its Information Systems. Employees have no right of privacy with respect to any such information. All employees are on notice that system security features, such as passwords and message delete functions, do not take away the CVB's ability to review or archive any information. The CVB reserves the right to access, retrieve, read, and disclose any data, messages, or files stored in the Information Systems for any purposes.

The Information Systems are not to be used in ways that are disruptive or offensive to others. For example, storage, display, or transmission of sexually explicit, suggestive, pornographic, or otherwise offensive images, messages, cartoons, or any other means of communicating such material is strictly prohibited. No messages with derogatory or inflammatory remarks about an individual's race, color, religion, sex, marital status, age, national origin, disability or handicap or any other characteristic protected from discrimination by Federal, State, or local law or regulation shall be transmitted.

All users are personally accountable for messages that they originate or forward using the CVB's Information Systems. Misrepresenting, obscuring, suppressing, or replacing a user's identity on any communication is prohibited.

Violations of this Policy may result in disciplinary action.

COMPUTERS

Employees are strictly prohibited from using an unauthorized access code, accessing computer files that the employee has no right to access, or any dissemination of confidential information. All work products created through the use of Information Systems resources are the property of the CVB. Any material developed, composed, sent, or received using CVB Information Systems shall remain the property of the CVB.

All new purchases of computer and/or related peripheral equipment must be processed through and approved by the IT Department and Division VP to verify validity and compatibility. This does not preclude the purchase of systems approved by the CVB.

Moving of (non-mobile) computer equipment to another location shall first be cleared through Information Technology Division staff. If possible, Information Technology Division staff shall move or supervise moving equipment to ensure the safety of the equipment and correct connections.

Employees shall maintain equipment in good working order by routinely dusting equipment, cleaning monitor screens, and taking care to prevent damage. Employees should take care not to expose computers, keyboards, printers, copiers or other equipment to open beverage containers, food, plants, space heaters or other sources that can cause damage to the equipment.

All software purchases must be approved by the Chief Technology Officer or his/her designee to ensure validity and compatibility. This does not preclude the purchase of software systems which have been approved by the CEO or Division VP.

Employees shall not copy CVB software without previous written permission of the Chief Technology Officer. Employees shall not copy unauthorized software or any personal computer's hard drive. Unauthorized software is any software for which the CVB has not purchased a license and/or any software that has not been approved in writing by the Chief Technology Officer.

To prevent computer viruses from being transmitted through the CVB Internet and e-mail system, there will be no unauthorized downloading of any software. All software downloaded or loaded from a disk onto a computer must be registered to the CVB and may only be downloaded by Information Technology Division staff or with express written permission of Information Technology Division staff. Employees should contact the Information Technology Helpdesk at 248-8004 if they have any questions.

Designated Information Technology Division staff have the authority to audit, without notice, any computer in the CVB for unauthorized software installations and to immediately remove the unauthorized software installations. Such incidents shall be reported by the Chief Technology Officer to the appropriate Division Vice President.

Deliberate attempts to degrade or disrupt system performance will be viewed as criminal activity under applicable State and federal law.

EMAIL

The CVB's email system is provided for the conduct of CVB business; therefore, email shall not be used for:

1. illegal activities or activities prohibited by CVB policies, including sending or receiving copyrighted materials, proprietary information or similar materials without prior legal authorization
2. harassment, threats, or defamation
3. obscene or suggestive messages or offensive graphical images
4. political endorsement
5. commercial activities

Records retention laws apply to email. If a document is prepared in connection with official business of the CVB to perpetuate, communicate, or formalize knowledge, then it is a public record and should be printed and filed in the appropriate file or stored in electronic form. Such records shall be retained in accordance with the CVB's retention schedule in compliance with Public Records Act, Chapter 119 of Florida Statutes, public information requests. E-mails are saved for archival purposes. Employees who use the CVBs email system expressly consent to the CVBs monitoring of messages.

INTERNET

Any information posted on the Internet or sent via the email system must reflect and adhere to all the CVBs standards and policies for such communications.

Internet access is provided for the conduct of CVB business; therefore, the Internet shall not be used for:

1. improper uses listed in the section on email
2. violation of laws
3. downloading programs or files without using virus check software
4. copying commercial software in violation of copyright laws
5. commercial or illegal activity
6. creating a security breach through the introduction of computer viruses or through provision of information which might permit unauthorized access to the system
7. Specific web sites that have no legitimate business purpose will be blocked from access.

An audit trail of access to sites may be maintained by the Information Technology Division to investigate possible violation of CVB Policy or breach of security. Such violations will be reported to the appropriate Chief Executive Officer/Department Heads. Employees waive any right to privacy in anything they create, store, send, or receive on their CVB computer, phone, and/or electronic devices or through the CVBs network, with CVB resources, or on the internet.

CELL PHONE/TABLET USAGE POLICY

This policy regarding cellular phone and tablet usage applies to any device that makes or receives phone calls, leaves messages, sends text messages, browses the Internet, or downloads and allows for the reading of and responding to email whether the device is CVB supplied or personally owned. In the remainder of this policy, these devices are collectively referred to as "handheld devices". All device accounts must be created using CVB email

address and personal accounts should not be used for iTunes or Google Play store. Employees who violate this policy will be subject to disciplinary action, up to and including termination of employment.

HANDHELD DEVICES IN VEHICLES

An employee who uses a CVB-supplied device in a vehicle must use the necessary precautions when using a handheld device while driving and must comply with state law. Such precautions include but are not limited to not using your handheld device to receive or place text messages, surf the Internet, check phone messages, or respond to email while driving.

We recognize that other distractions occur during driving, however curbing the use of handheld devices while driving is one way to minimize the risk of accidents for our employees. Safety must come before all other concerns. Regardless of the circumstances, including slow or stopped traffic, employees are strongly encouraged whenever possible to pull over to the side of the road and safely stop the vehicle when using a handheld device. Under no circumstances are employees allowed to place themselves or anyone else at risk to fulfill business needs or personal needs. Employees who are charged with traffic violations resulting from the use of their handheld devices while driving will be solely responsible for all liabilities that result from such actions.

WORK SITES

DO NOT use handheld devices while operating moving motorized (maintenance/construction type) equipment. Even a hands-free device will not be authorized while operating this type of equipment.

DO NOT use a handheld device while at any work site during which the operation of a handheld device will be a distraction to the user or other employees and/or may create an unsafe work environment. Handheld devices may only be used by an employee while out of harm's way and with prior permission of a supervisor.

TEXT MESSAGING AND PUBLIC RECORDS RETENTION AND AVAILABILITY

In order to comply with the statutory requirements regarding text messaging and public records retention and availability, all employees who use electronic messaging technologies to communicate through a CVB issued cell phone are prohibited from downloading any apps other than the one provided by the CVB for text messaging purposes.

HANDHELD DEVICES AT WORK

The CVB prohibits unauthorized photography and audio or video recording of its employees, citizens, or CVB confidential documents. Employees may not use a handheld device in a manner that violates our Discrimination/Harassment Policy, Equal Employment Opportunity Policy, or other CVB policy.

Other than as used in connection with an employee's job duties, excessive use, as determined by the supervisor or Division Vice President, of handheld devices and personal computers is prohibited. Other than as used in connection of an employee's job duties, employees are directed to use such devices during their lunch breaks unless they receive prior permission from a supervisor.

Excessive use of "personal handheld devices" during the workday can interfere with employee productivity and be distracting to others. Employees are asked to ensure that friends and family members are aware of CVB policy. Flexibility will be provided in circumstances demanding immediate attention. The CVB will not be liable for the loss of personal handheld devices brought into the workplace.

Appropriate cell phone etiquette should be observed at all times and before entering meetings, handheld devices should be silenced if it is necessary to bring your handheld device to a meeting.

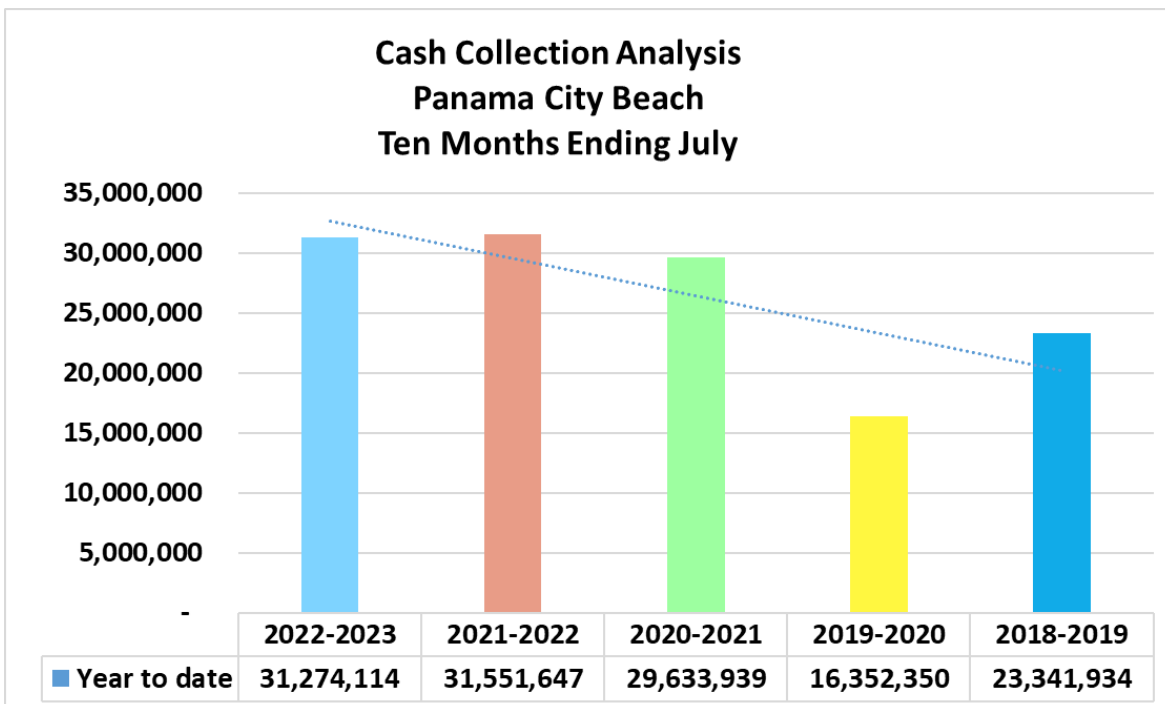
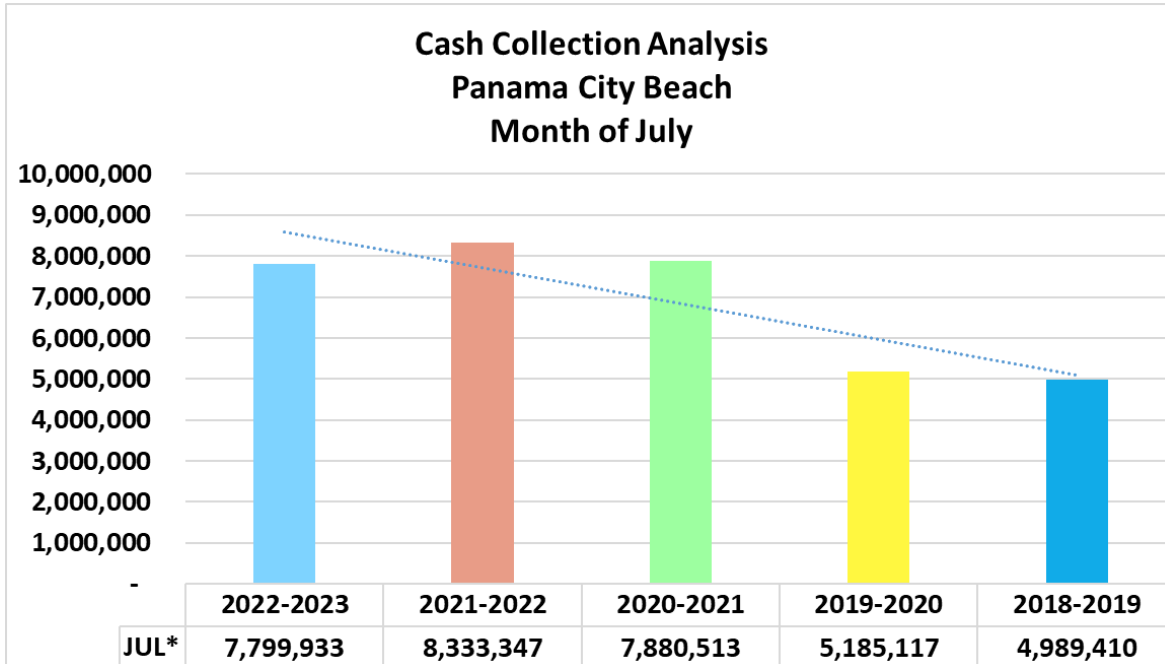
Employees who violate this policy will be subject to disciplinary actions, up to and including employment termination.

GROUP HEALTH & LIFE INSURANCE

Probationary and full-time regular employees are eligible for the group health and life insurance program on the first day of the month following the date of hire. Each employee electing insurance coverage will receive documentation of coverage. The program provides health coverage for the employee and dependents at 90% employer contribution and 10% employee expense. The CVB provides \$50,000 in life insurance for full-time employees at no cost to the employee. Dependent life insurance is available with employees paying 100% of the expense. The CVB provides basic dental insurance to the employee and dependents at no cost to the employee. Group health, life and dental insurance coverage may be continued while an employee is on approved no-pay leave of absence; however, the employee will pay 100% of the expense for all insurance premiums. The CVB's group health, life and dental insurance programs are continued until the last day of the month in which the employee terminates. However, coverage may be converted to individual policies upon termination in accordance with Consolidated Omnibus Budget Reconciliation Act of 1985 (COBRA) regulations. Percentages for payment of insurance coverage and types of coverage may be reviewed from time to time and are subject to change. Employees will be notified at least sixty (60) days prior to any change in the method of shared cost of premiums, or any changes in employee coverage. Other insurance programs may be offered to employees from time to time with the employee paying 100% of the expense (e.g. Flexible Spending Account, HSA Bank, Vision).



Tourist Development Tax, Bay County, Florida



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

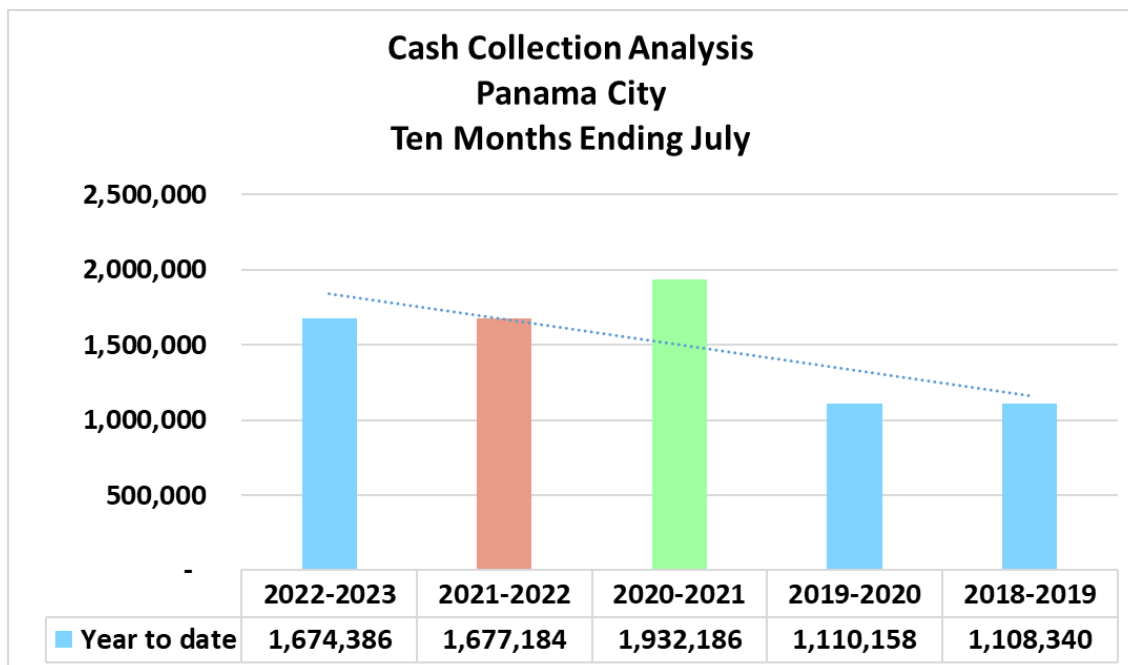
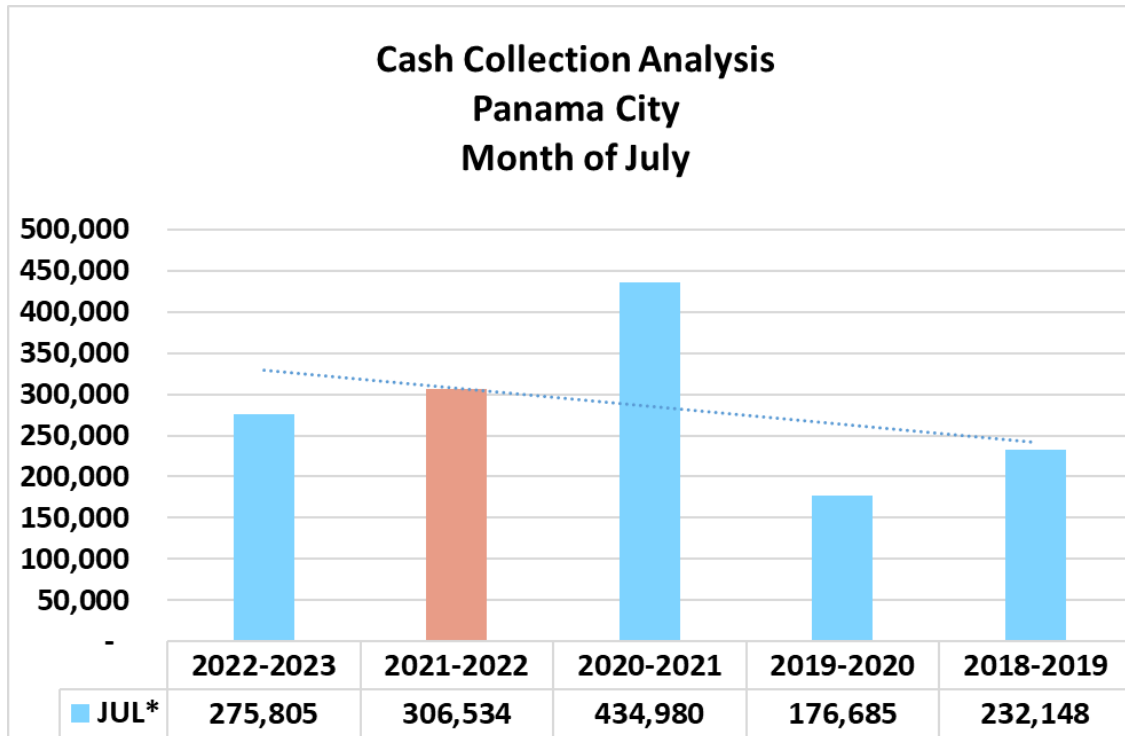
Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401

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

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



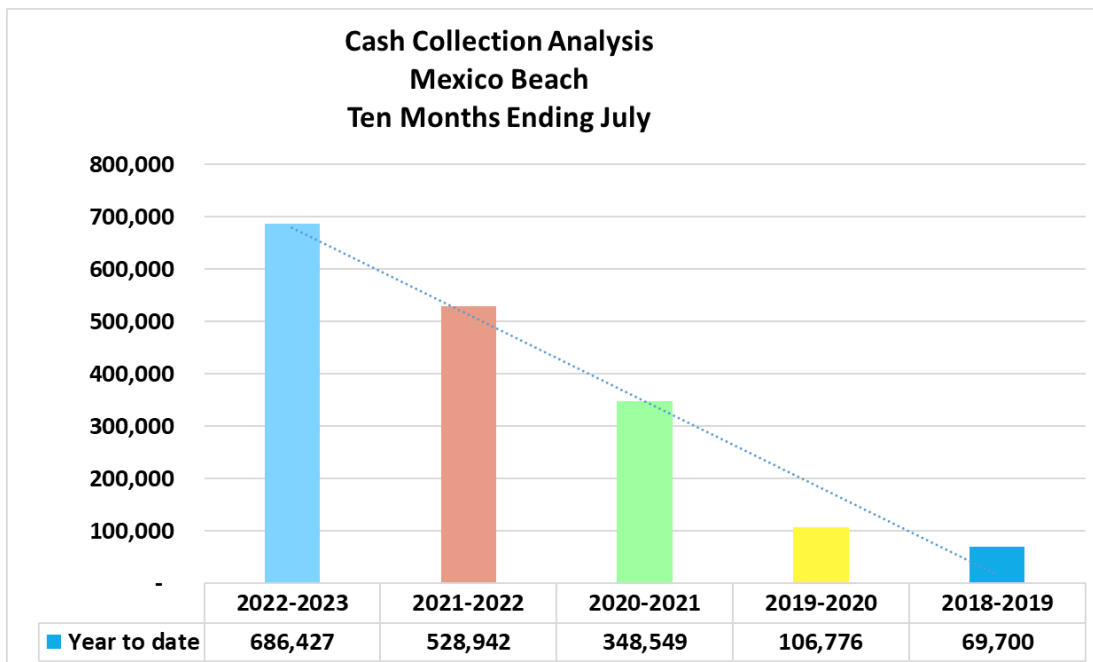
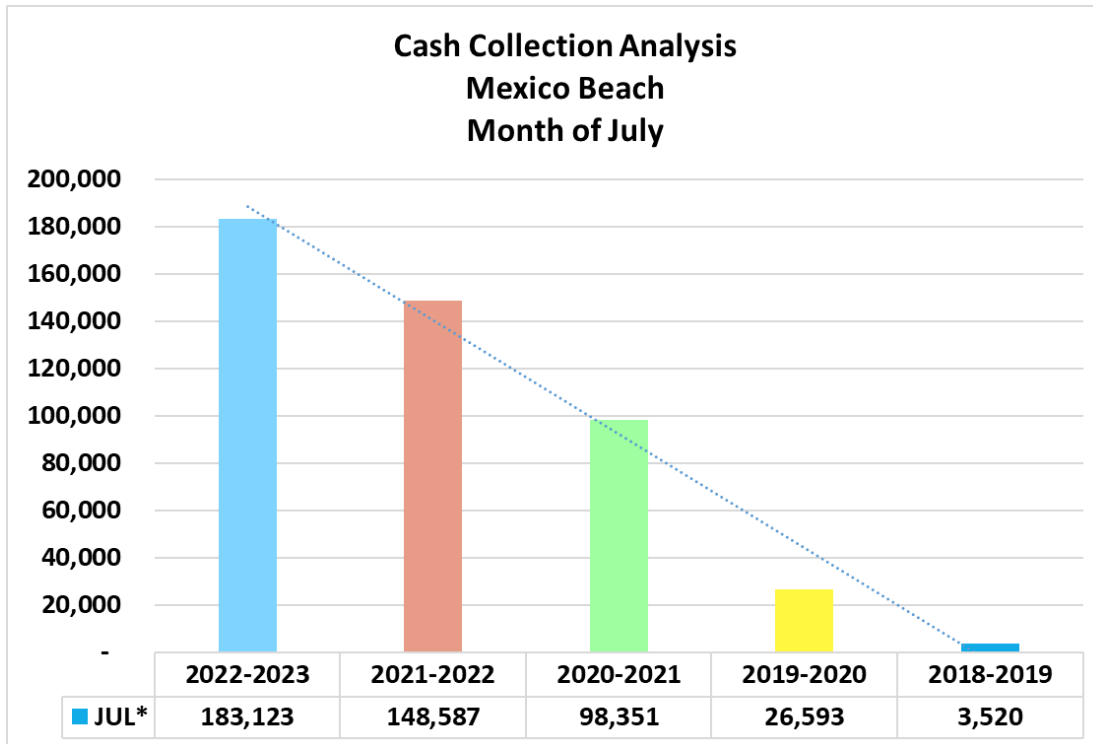
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PURCHASING AND BUDGET EXPENDITURE POLICY AND PROCEDURES

The Panama City Beach Convention and Visitors Bureau (“CVB”) President/CEO shall prepare an annual program of work and budget to execute the program of work, in such detail as the CVB Board of Directors (“Board”), and as provided in the Tourist Development Council’s Practices and Procedures Manual, and as the Bay County Board of County Commissioners shall request. This program of work and annual budget shall be approved by the Board during its routine budget process.

BUDGET EXPENDITURE AUTHORIZATION

Upon approval of the annual budget, CVB management is authorized to expend budgeted CVB resources to support the CVB’s approved program of work, as outlined below.

AUTHORIZATION LEVELS

The following provides a brief summary of purchasing requirements and authority levels.

Authorizing Staff Member:	<u>Budgeted</u>	<u>Unbudgeted</u>
President/CEO + One officer of the CVB/TDC Board (an “Officer”)	Within the Cumulative Amount Budgeted	\$ 50,000
President/CEO	\$100,000	\$ 5,000
Vice Presidents	\$ 50,000	\$ 5,000
Directors	\$ 20,000	N/A
Managers	\$ 10,000	N/A

No purchase or the quantity thereof shall be split for the purpose of avoiding the requirements of this section.

Advance Purchase Documentation Required:	<u>Documentation</u>
\$0 - \$3,500	None
\$3,500 - \$10,000	Purchase Order
\$10,000 - \$25,000	Purchase Order and 3 quotes
\$25,001 & up	RFP/Q and selection memo to file

AUTHORIZATION REQUIRED

Budgeted items: Purchases of goods or services that are included in the approved CVB budget should be authorized as documented above. For items within the cumulative amount budgeted, the signature on a purchase order, vendor estimate, or invoice of the appropriate staff member and, when required, an Officer, is his/her certification that the item is within the cumulative budgeted amount and that they approve its purchase.

Authorization levels may be adjusted for specific positions from time to time by the Board.

Unbudgeted items: The Board recognizes the fluid nature of destination marketing activities and acknowledges there are opportunities that may arise to more effectively promote tourism after the annual budget is approved. In order to take advantage of opportunities to promote tourism that were not contemplated during the budget process, CVB staff is authorized to procure/purchase unbudgeted items if the conditions are met:

- Approval for Unbudgeted expenses is limited to the amounts listed above and the remaining funds available in the appropriate departmental budget.
- Vice President's Authority is limited to those budgets in which they have specific oversight and responsibility.
- The respective Approving Staff Member shall identify and document to the President/CEO, Vice President of Administration and to the CVB Treasurer or other approving Officer the specific line item in which to assign the expense, as well as identify which budgeted expenses will be reduced to accommodate the Unbudgeted expense.
- The President/CEO is authorized to shift funds between departmental budgets to accommodate unbudgeted expenses provided that each unbudgeted expense does not exceed President/CEO's spending authority set forth above and that the total budget amount for the CVB is not exceeded. President/CEO will report any budget amendments to the Board at the next regularly scheduled CVB Board meeting.
- Unbudgeted items that exceed the limits established above require approval of the Board.

PURCHASING AND PROCUREMENT PROCEDURES

AGENCY AND VENDOR SELECTION REQUIREMENTS

The CVB is responsible for making sure that purchases of goods and services are at a competitive rate. Purchases of goods and services over the limit stated above, for which there are alternative sources, must include written documentation of at least three quotes or, where beneficial, competitive bids attached to the purchase order, or must include written documentation of why bids were not obtained and on what basis the vendor selection was made. In addition, if the lowest bid is not the one selected, the reason for the selection must be documented.

AGENCIES OF RECORD

The Board retains the responsibility for selecting all AGENCIES OF RECORD for the CVB.

MEDIA VENDORS

Upon the approval of the annual marketing plan by the Board, the President/CEO is authorized to direct the agencies of record to execute the approved plan. This authorization includes the selection of all media and marketing vendors needed to execute the approved plan.

VENDOR SELECTION PROCESS

The process of selecting Vendors needed to implement the CVB's program or work is based on the amount of the expected expenditure as listed above.

There are situations where the President/CEO may decide a Sole Source Purchase is warranted due to specific business reasons or needs. In these cases, bids may not be obtained. Refer to the Sole Source Purchases section of this policy for further guidance.

PURCHASE ORDERS

Purchase orders serve two key purposes. First, they communicate to our vendors the exact product, price, specifications, terms, etc. that we expect on a purchase of goods or services. Second, purchase orders provide the documentation of the appropriate level of advance authorization for purchases.

A purchase order should be completed in advance for any purchase of goods or services where required by the limit stated above. Items like event registration forms, media insertion orders, or other vendor-provided agreements or quotes can be used in lieu of a purchase order. Excluded from the purchase order requirement are ongoing services billed on a regular basis, such as phone service, power, and rent, and other normal recurring operating expenses, or items already covered by a separate agreement or contract. Approval of purchase orders falls under the authorization requirements described earlier, and must be obtained before a purchase or commitment is made.

At times, vendors may provide proposals, product specifications or other documentation of proposed goods and services. Rather than duplicating this information on a CVB purchase order, it is acceptable to only refer to attached detail.

Purchase order copies should be forwarded to the Vice President of Administration as executed. As invoices are subsequently processed, a copy of the purchase order should be attached. Copies of other documentation in lieu of a purchase order should be attached to invoices or requests for payment.

REQUEST FOR PROPOSAL/QUALIFICATION REQUIREMENTS

The CVB Board of Directors and staff recognize the importance of securing the highest quality at the best price for the products and services procured. Therefore, the CVB shall deploy both Requests for Proposals and Requests for Qualifications, as appropriate.

CVB staff, unless it is determined by the President/CEO that a Sole Source is necessary or directed by the Board to the contrary, will follow the following RFP/Q process to select firms when goods and services provided are estimated to exceed an annual expenditure of \$25,000 or an aggregate expenditure of over \$40,000 in a two-year period.

The RFP/Q should include the following information (sample template at end of this document):

- A brief description of Panama City Beach Convention & Visitors Bureau, its purpose, and its mission statement.
- A brief discussion of Panama City Beach Convention & Visitors Bureau's operations with respect to the goods and services being sought.
- A complete and explicit description of the goods or services being sought. This should include as many specifics as possible, including expectations for level of quality, in order to help ensure that the goods or services proposed meet our needs and that proposals received are as comparable to each other as possible.
- At times, a RFP/Q may be written where some or all of the specifics of the goods or services sought are not specified. While this may allow proposing vendors to provide ideas in their proposal which may enhance the goods or services sought, or may allow proposing vendors to demonstrate a particular expertise or skill, it does make the resulting proposals received more difficult to compare objectively and should only be used in select circumstances.
- Prioritized selection criteria should be included so that potential vendors know specifically what is most important to the CVB. For instance, if price is the over-riding factor, state so. However, if the goods and services being sought are very specialized, and/or a specific level of quality or expertise is important, this should be included as a highly rated criterion.
- When issuing RFQ's the CVB may include a budget range for the project, but may not use price as a determining factor in selecting the vendor.

RFP/Q's should be provided to a minimum of three but preferably at least five vendors. A concerted effort is required to be made to ensure that we have a selection of potential vendors that is diverse in their ownership. In addition, to provide broad distribution, RFP/Q should also be posted to the CVB's Extranet Website.

Submissions received from vendors should be analyzed by staff with the final selection made or approved by the President/CEO. In many cases, the President/CEO will ask a selection team, with specific knowledge of the project to evaluate the submissions to provide a well-rounded analysis of the proposals. Members of the selection team must independently review the submissions and may not discuss the submissions with any other team member, until the process is completed. All individuals reviewing submissions must document their evaluation based on the measurement criteria included in RFP/Q.

For RFP's, the submission with the highest grade responses should be selected. A firm other than the highest ranked firm is selected, the President/CEO must approve the selection and inform the Board Chair of the decision.

For RFQ's, the President/CEO will attempt to negotiate a contract that includes the scope of work and price with the firm determined to be most qualified, as determined by receiving the highest ranking during the review process. If the President/CEO is unable to negotiate acceptable terms and price with the highest rank firm, the President/CEO will terminate negotiations and begin the process with the next highest ranked firm. If negotiations with a firm are terminated, that firm and its proposal may not be reconsidered. The President/CEO may abandon the negotiations at any time and restart the RFQ process from the beginning.

DOCUMENTATION OF RFP/Q PROCESS

The selection process (e.g. how the RFP/Q was distributed, how they were selected, who participated in the evaluation, etc.), and the resulting decision, should be documented in a selection memo. The official copy of the selection memo, a copy of the RFP/Q, responses received, and the respective grading or evaluation of the proposals shall be maintained by the appropriate department. A complete copy of the documentation shall be provided to the Vice President of Administration.

SOLE SOURCE PURCHASES

Goods and services may be sought from a single vendor or from a limited group of vendors, versus being competitively bid, for a number of reasons. A "Sole Source Purchase" is where goods or services are unique and that the vendor, to the best of the requester's knowledge, is the only vendor from whom the goods or services can be obtained. The vendor may be selling a unique or proprietary item not obtainable from any other source. A "unique" good or service is one of a kind in nature where comparable goods or services do not exist. A "Sole Source Brand" means that only a particular brand is acceptable for a particular reason, although the required brand may be obtainable from more than one source.

The President/CEO may deem that an item qualifies as a sole source purchase or brand for several reasons. Many of these reasons overlap:

- Uniqueness: a good or service being obtained can only be requested from one vendor and no other vendors make or provide comparable products or services that will meet your needs.
- Technical: a good that has technical aspects required and necessary for your work and no other vendor can provide those required specifications in a similar or comparable good.
- Standards: standards have been developed in an effort to streamline processes, meet departmental needs, provide a consistent look or reduce costs. An example of an existing standard is the use of Dell computers. Brands of furniture can also be a standard.
- Compatibility: a good that is only compatible with existing equipment. For example, computer operating software enhancements for an existing system.
- Planned Themes: when there are special facilities, program needs or market conditions that result in only one source. An example would be to host a client event at a restaurant that has particular name recognition or a theme that accentuates an event or program theme.
- Timeliness: in the event of emergencies or when there is only one source capable of supplying the item in a timely fashion when seeking competitive quotes would be impractical.

DOCUMENTATION OF SOLE SOURCE PURCHASES, CONTRACT RENEWALS, AND OTHER NON-RFP/Q SITUATIONS

If the President/CEO deems that an RFP/Q is not appropriate (e.g., contract renewal, sole source, or other situation), the related facts and circumstances should be documented in a sole source memo. The official memo and all supporting documentation shall be maintained by the

appropriate department. A copy of the sole source memo and supporting documentation will be provided to the Vice President of Administration. The memo should include:

- General reasoning for not utilizing the standard procurement procedures.
- If renewal, summary evaluation of vendor performance supporting the renewal decision (skip next section)
- Summary memo, to include the following (not applicable for renewals):
 - Description of the service/product acquired.
 - Description of how the list of vendors considered was determined.
 - List participants in evaluation process.
 - List selection/evaluation criteria used.
 - State who was selected and indicate how vendor was selected.

AUTHORIZATION OF PAYMENT

After goods or services have been received and invoices or other requests for payment are received, they may be approved by a Manager, Director or Vice President who can verify that the appropriate goods or services were acceptably provided if the original authorization documentation is attached. Media invoices require affidavits, tear sheets or other proof of performance as verification.

REQUEST FOR FUNDS

For purchases of items that require cash in advance, have no other documentation, or require special handling of the payments, a “request for funds” form should be used. Request for funds forms require advance authorization under the same guidelines as purchase orders above.

BUDGET MANAGEMENT

Each department head will be responsible for managing and maintaining their respective budgets to ensure all funds are handled in an appropriate manner to achieve the approved program of work.

Visit Panama City Beach

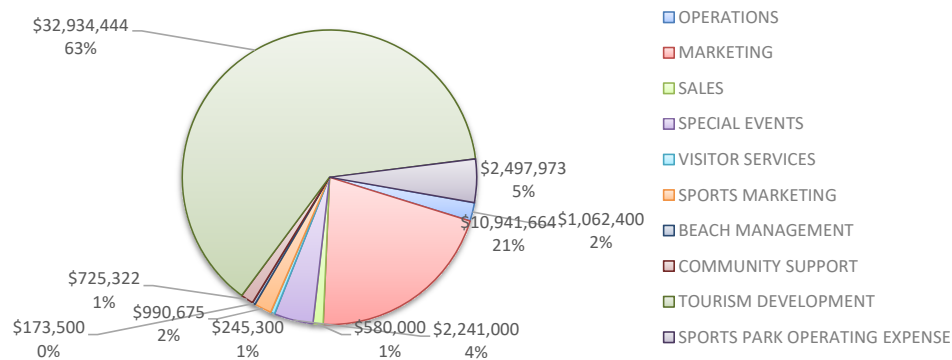
2024 Budget



Revenues	FY 2024 Revised	FINAL FY 2023	% of Budget
Fund 125 Current Year Collections	\$16,343,694	\$22,522,508	29.9%
Fund 127 Current Year Collections	\$175,000	\$175,000	0.3%
Fund 128 Current Year Collections	\$2,205,306	\$3,977,792	4.0%
Contract Funds from prior year	\$23,701,088	\$3,109,949	43.3%
Excess Collections from From Prior Year	\$4,005,271	\$9,320,645	7.3%
Sports Park Revenues (recorded in Fund 124)	\$2,228,076	\$1,781,568	4.1%
Sports Park Operating Subsidies (Fund 128)	\$269,897	\$276,366	0.5%
Sports Park Capital Funding (Fund 128)	\$350,000	\$262,376	0.6%
BCC General Fund-Film Commission	\$30,000	\$30,000	0.1%
Co-Op Income	\$5,000	\$15,000	0.0%
Visitor Guides	\$40,000	\$45,000	0.1%
RFB Store Merch Sales	\$10,000	\$12,000	0.0%
Corporate & Event Sponsorship Income	\$100,000	\$100,000	0.2%
Event Income	\$90,000	\$100,000	0.2%
Winter Resident Program	\$15,000	\$0	0.0%
Interest Income	\$45,000	\$8,800	0.1%
Micellaneous Income	\$5,000	\$5,000	0.0%
Grants	\$72,500	\$7,500	0.1%
CVB Unrestricted Assets (cash)	\$5,044,602	\$4,685,897	9.2%
TOTAL	\$54,735,434	\$46,435,401	100.0%

Expenses		FY 2024 Revised	FINAL FY 2023	% of Budget
OPERATIONS	Dept. 60	\$1,062,400	\$826,100	1.9%
MARKETING	Dept. 61	\$10,941,664	\$10,238,000	20.0%
SALES	Dept. 62	\$580,000	\$472,500	1.1%
SPECIAL EVENTS	Dept. 63	\$2,241,000	\$1,803,000	4.1%
VISITOR SERVICES	Dept. 64	\$245,300	\$245,300	0.4%
SPORTS MARKETING	Dept. 66	\$990,675	\$941,500	1.8%
BEACH MANAGEMENT	Dept. 67	\$173,500	\$175,000	0.3%
COMMUNITY SUPPORT	Dept. 68	\$725,322	\$475,000	1.3%
TOURISM DEVELOPMENT	Dept. 69	\$32,934,444	\$27,005,627	60.2%
PERSONAL SERVICES	Dept. 00	\$2,343,156	\$2,195,440	4.3%
SPORTS PARK OPERATING EXPENSE		\$2,497,973	\$2,057,934	4.6%
TOTAL		\$54,735,434	\$46,435,401	100.0%

Allocation by Department



OPERATIONS - Dept 60

Budget Information

Department Head:	Charlene Honnen
Program of Work Overview:	This budget is for the administrative, bureau-wide and executive office expenses.

Account #	Item	Description	Budget
603101	Professional Services	Professional Services Fees and related expenses	13,000
603105	Legal Services	CVB Legal Services	50,000
603201	Accounting Services	CVB Accounting Service Expense	12,000
603202	Annual Audit	CVB Annual Audit	22,000
603230	Film Commission	Film Commission Expense	47,700
603410	Advertising & Fees	CVB Legal and Job Recruitment Advertising	200
604010	Meetings, Seminars & Travel	Travel & Meeting Expense for Executive Office	40,000
604020	Mileage Reimbursement	Local Mileage Reimbursement - day trips only	13,000
604030	Auto Allowance	Car Allowance for CVB President	6,000
604101	Communication	Internet and conference calling	20,000
604201	Postage & Freight	Postage shipping for CVB Operations and Fulfillment	94,000
604300	Utilities	FPL invoice for CVB office	12,000
604501	Insurance	D&O, celebration tower, etc	10,000
604701	Printing	Non-marketing related printing	1,500
604810	Promotional Items	Budget for Logoed and other Giveaway Items	65,000
604815	Promo Items for Resale	RFB merch to be sold at VC and events	25,000
604820	Repairs and Maintenance	Budget for repairs and maintenance not covered elsewhere	30,000
604870	Surveys & Research	Economic Impact/Profiles, Lodging & Other Studies	250,000
604920	Community & Employee Relations	Community Relations Activities	35,000
604940	Property tax	Pers prop tax on furniture and equip	300
604990	Miscellaneous	Uncategorized Operations Expenses	700
605101	Office Supplies Services	Office Supplies and Equipment for CVB	12,000
605215	Uniforms	Uniforms/Logoed Clothing for CVB Staff	6,000
605225	Volunteer Recognition	Recognition for outgoing Officers/Board Members	1,000
605402	Dues & Subscriptions	Membership Dues, Subscriptions	95,000
605405	Data Processing	Monthly subscriptions for DB mgt	25,000
605510	Training & Development	Continuing Education and Training for Management	6,000
606401	Furnishing and Equip	Furnishings and Equip	10,000
609910	Contingency	Placeholder Budget for unexpected expenses	160,000
	Total		\$1,062,400

Budget Snapshot

Total Budgeted Funds	54,735,434
Operations Budget	1,062,400
% of Budget for Ops	1.9%

MARKETING - Dept 61

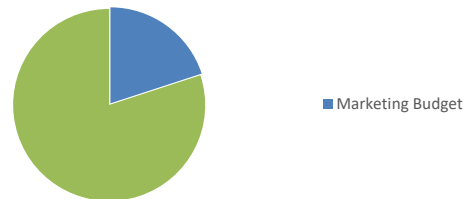
Budget Information

Department Head:	Jayna Leach
Program of Work Overview:	This budget is for the marketing expenses related to promoting Panama City Beach as a tourist destination. The CVB along with our agency of record will continue to grow the REAL.FUN.BEACH. brand by tying the marketing campaigns directly to the brand. Specific emphasis will be place on a 'Digital First" platform that leverages the dynamic nature of story-telling and content curation through social media.

Account #	Item	Description	Budget
613100	Advertising Agency Retainer Fees	Costs of Advertising Agency Retainer	434,664
613105	Marketing Agency Incidental Fees	Costs of Advertising & PR Agency Incidentals	53,000
613430	Advertising	Advertising Expense to promote PCB	7,050,000
613432	Advertising Co-Op Special Events	Advertising Support for Event Organizers	1,006,112
613435	Advertising Co-Op	Cooperative Advertising - Partner Expense Only	50,888
613450	Advertising Production	Costs of Producing Marketing Materials	750,000
613450	In-house Production	In-house Costs of Producing Marketing Materials	75,000
614010	Meetings & Travel	Marketing Department Travel and Seminar Costs	35,000
614520	Interactive Marketing	Website, Social Media, Interactive Marketing	675,000
614701	Printing Cost	Marketing related printing	75,000
614820	Public Relations - Domestic	Public Relations Expenses - Domestic	300,000
614825	Public Relations - International	Public Relations Expenses - International	300,000
614870	Fam Tours	Public Relations Fams - International & Domestic	75,000
615402	Dues & Subscriptions	Marketing Department subscriptions	12,000
619910	Contingency	Placeholder Budget for unexpected expenses	\$50,000
	Total		\$10,941,664

Budget Snapshot

Total Budgeted Funds	54,735,434
Marketing Budget	10,941,664
% of Budget for Marketing	20.0%



SALES - Dept 62

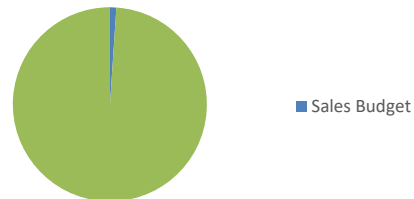
Budget Information

Department Head:	Steve Bailey
Program of Work Overview:	This budget is for the expenses related to the sales efforts in promoting Panama City Beach as a tourist destination. We will focus our sales activities in maintaining our presence with meeting planners, consumer and group travel segments, and reunion organizers, so we will be well positioned to take advantage of opportunities to increase market share.

Account #	Item	Description	Budget
623460	Citywide Convention Expense	Materials expense for Citywide Conventions	\$100,000
623465	Citywide Sports Expense	Expense for Sports Citywide Conventions	\$20,000
623475	Collateral	Printed/Electronic Sales Materials	\$5,000
624001	Tradeshows	Tradeshow expenses for current year	\$100,000
624010	Site Visits	Expense incurred for planners coming to PCB	\$20,000
624010	Travel & Entertainment	Travel costs for Sales Department	\$65,000
624825	International Representation	International Representation for Travel/Trade	\$125,000
624850	Sponsorships	Tradeshow Sponsorships	\$45,000
624870	Fam Tours - Inbound	Fam trips for tour and group organizers	\$25,000
625402	Dues & Subscriptions	Sales Department Membership Dues	\$30,000
626401	Tradeshow Displays	Tradeshow displays	\$20,000
629910	Contingency	Placeholder Budget for unexpected expenses	\$25,000
Total			\$580,000

Budget Snapshot

Total Budgeted Funds	54,735,434
Sales Budget	580,000
% of Budget for Sales	1.1%



SPECIAL EVENTS - Dept 63

Budget Information

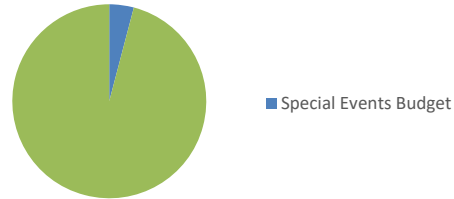
Department Head:	Patrick Stewart
Program of Work Overview:	Supporting and planning events to drive incremental visitation to Panama City Beach. Special Events continue to be a focus area to help increase visitation to Panama City Beach throughout the year, with particular emphasis during the spring and fall. The CVB will collaborate with outside organizations on festivals, concerts and special events that take place throughout the year. The CVB has assumed responsibility for the Beach Ball Drop and is a major sponsor of the Tyndall Airshow taking place along Panama City Beach.

Account #	Item	Description	Budget
634010	Travel & Entertainment	Expenses to attend event related conferences	12,000
634850	Sponsorships	Sponsorship of Events Occuring in PCB	680,000
634905	Festivals & Events	Direct Expenses for CVB Planned Events	1,460,000
635402	Dues & Subscriptions	Event Industry Dues & Subscriptions	9,000
636401	Equipment	Equipment Purchase to Support Events	55,000
639910	Contingency	Placeholder Budget for unexpected expenses	25,000

Budget Snapshot

2,241,000

Total Budgeted Funds	54,735,434
Special Events Budget	2,241,000
% of Budget for Events	4.1%



VISITOR SERVICES - Dept 64

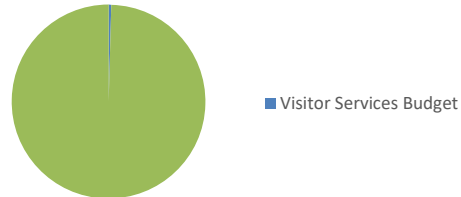
Budget Information

Department Head:	Barrie Ainslie
Program of Work Overview:	This budget is for the operation of the Visitor Centers, implementation of visitor activations, and enhancement of partner participation in CVB activities. The Visitor Services staff will cultivate, support and celebrate a visitor centric ethic that supports quality visitor experiences through attentive customer service.

Account #	Item	Description	Budget
643498	Contract Labor	Temporary Labor as needed to staff Visitor Centers	10,000
644010	Travel	Travel for Director of Visitor Services	5,000
644850	Sponsorships	Sponsorships of Winter Resident Activities	15,000
644905	Visitor Services Events	Visitor Appreciation Events and VIC Activations	190,000
645201	Visitor Center Supplies	Visitor Center Materials, Decorations & Supplies	20,000
645510	Training & Development	Customer Service Training for VIC staff	2,400
649910	Contingency	Placeholder Budget for unexpected expenses	2,900
			\$245,300

Budget Snapshot

Total Budgeted Funds	54,735,434
Visitor Services Budget	245,300
% of Budget for VS	0.4%



SPORTS MARKETING - Dept 66

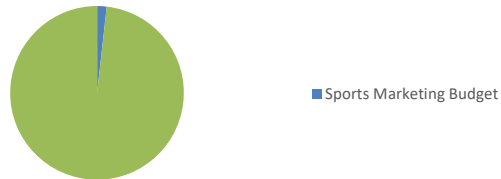
Budget Information

Department Head:	Chris O'Brien
Program of Work Overview:	This budget is for developing and supporting tournaments and sporting events to increase visitation to Panama City Beach. We will continue to target our key sports markets of softball and baseball, as well expand the focus to soccer and lacrosse. We will also continue to foster the emerging markets in both tournaments (flag football, sand volleyball, etc.) and sporting events (½ marathons, adventure races, etc.).

Account #	Item	Description	Budget
663440	Awards/Appreciation	Awards for Event Right Holders	500
664001	Tradeshows	Sports Tradeshow Expenses	26,000
664010	Travel & Entertainment	Travel Expenses for Sports Marketing	34,000
664402	Facility Usage	Facility costs paid on behalf of Event Right Holders	178,250
664830	Signage	Signage for Promotion of PCB Sporting Events	3,000
664835	Sponsorship Tradeshows	Funds spent to promote at tradeshows, meetings	30,000
664850	Sponsorships	Sponsorship of Sporting Events that promote tourism in PCB	203,500
664860	Sporting Bid/Host Fees	Bid/Event Hosting Fees to bring events to PCB	466,000
664870	Fam Tours	In-bound Fam Tours of Tournament Decision Makers	10,000
665402	Dues & Subscriptions	Dues for sports related organizations	9,425
666401	Tradeshow Booth	Tradeshow Booth, banners, etc promoting the new Sports Park	5,000
669910	Contingency	Placeholder Budget for unexpected expenses	25,000
Total			\$990,675

Budget Snapshot

Total Budgeted Funds	54,735,434
Sports Marketing Budget	990,675
% of Budget for Sports	1.8%



BEACH MANAGEMENT - Dept 67

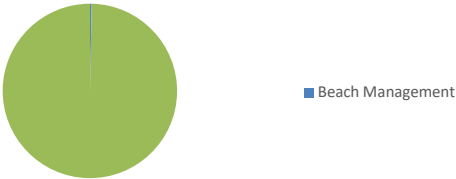
Budget Information

Department Head:	Dan Rowe
Program of Work Overview:	Coordination of Panama City Beach's beach renourishment program

Account #	Item	Description	Budget
673498	Contract Labor	Contract for CVB's Coastal Engineering Consultant	\$132,300
679910	Contingency	Placeholder Budget for unexpected expenses	\$41,200
Total			\$173,500

Budget Snapshot

Total Budgeted Funds	54,735,434
Beach Management	173,500
% of CVB Budget for Beach	0.3%



COMMUNITY SUPPORT - Dept. 68

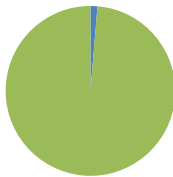
Budget Information

Department Head:	Dan Rowe
Program of Work Overview:	Funds for the Northwest Florida Tourism Council (NWFLTC), the City of Panama City Beach, and other not-for-profit entities that have tourism promotion activities/functions.

Account #	Item	Description	Budget	
683405	Community Support - Development	Support for organizations engaged in tourism development	\$	475,000
684210	Partner Engagement	Partner Engagement	\$	25,000
685801	PARCS - Development	Contribution to Bay County Parks that benefit Tourism	\$	100,000
685805	Bay Way Support	Support for Sunday transportation essential Tourism personnel	\$	125,322
Total				\$725,322

Budget Snapshot

Total Budgeted Funds	54,735,434
Tourism Development Budget	725,322
% of Budget for Future Projects	1.3%



■ Tourism Development Budget

TOURISM DEVELOPMENT PROJECTS - Dept. 69

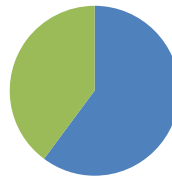
Budget Information

Department Head:	J Michael Brown
Program of Work Overview:	Funds for CVB-owned and/or developed tourism assets, including the proposed indoor sports center, sports park improvements, workforce development initiatives, the Chasin' the Sun TV Program, Visit Panama City Beach Magazine, and other projects.

Account #	Item	Description	Budget
693450	Visit PCB Magazine - Production	Production Costs for Visit PCB Magazine	45,000
693466	Chasin' the Sun TV	Production Costs of Chasin' the Sun TV Program	525,000
694610	Sports Park Improvements	Sports Park Improvements	350,000
694610	Visit PCB Magazine - Printing	Printing Costs for Visit PCB Magazine	85,000
694701	Sports Park Insurance Expense	Liability Ins	15,000
694800	Workforce Development Initiatives	Workforce programs to enhance tourism	400,000
695461	Aaron Bessant Park Improvements	Pavilion Construction & Site Improvements	2,300,000
694910	Celebration Tower	Celebration Tower ball and building repair	175,000
695465	Product Development	Costs for product development projects	9,039,444
695470	SABRE Indoor Event Center	Planning and construction of SABRE Indoor Event Center	20,000,000
Total			\$32,934,444

Budget Snapshot

Total Budgeted Funds	54,735,434
Tourism Development Budget	32,934,444
% of Budget for Future Projects	60.2%



■ Tourism Development Budget

Personal Services

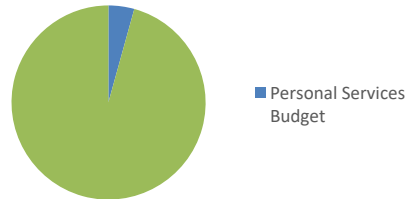
Budget Information

Department Head:	Dan Rowe
Critical Operations:	Salaries, wages and benefits for CVB staff

Account #	Item	Description	Budget
601200	Salaries	Staff salaries, wages & holiday bonus	1,780,800
602100	Payroll Taxes	Payroll Taxes	142,464
602200	401k Program	CVB retirement program expense	106,848
602300	Employee Insurance Costs	CVB expense for staff insurance benefits	308,044
602400	Works Comp Insurance	CVB expense for Workers Comp	5,000
TOTAL			\$2,343,156.00

Budget Snapshot

Total Budgeted Funds	54,735,434
Personal Services Budget	2,343,156
% of Budget for Personnel	4.3%



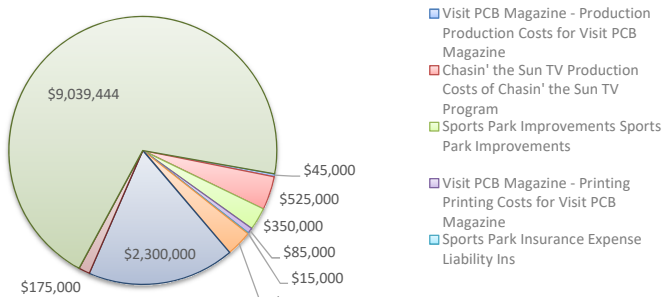
Tourism Development Projects

2024 Departmental Budget



Department - 69	Item	Description	Budget	Allocated	Remaining	% Utilized
693450	Visit PCB Magazine - Production	Production Costs for Visit PCB Magazine	\$45,000	\$0	\$45,000	0.0%
693466	Chasin' the Sun TV	Production Costs of Chasin' the Sun TV Program	\$525,000	\$0	\$525,000	0.0%
694610	Sports Park Improvements	Sports Park Improvements	\$350,000	\$0	\$350,000	0.0%
694701	Visit PCB Magazine - Printing	Printing Costs for Visit PCB Magazine	\$85,000	\$0	\$85,000	0.0%
694800	Sports Park Insurance Expense	Liability Ins	\$15,000	\$0	\$15,000	0.0%
695460	Workforce Development Initiatives	Workforce programs to enhance tourism	\$400,000	\$0	\$400,000	0.0%
695461	Aaron Bessant Park Improvements	Pavilion Construction & Site Improvements	\$2,300,000	\$0	\$2,300,000	0.0%
694910	Celebration Tower	Celebration Tower ball and building repair	\$175,000	\$0	\$175,000	0.0%
695465	Product Development	Costs for product development projects	\$9,039,444	\$0	\$9,039,444	0.0%
695470	SABRE Indoor Event Center	Planning and construction of SABRE Indoor Event Cente	\$20,000,000	\$0	\$20,000,000	0.0%
TOTAL			\$32,934,444	\$0	\$32,934,444	0.0%

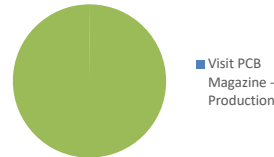
Tourism Development Projects Budget 2024



Budget Information

Project Code	Item	Spent to Date	Encumbered	TOTAL		Running Balance
	Rowland Publishing Costs			\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
				\$0		\$45,000
	TOTAL			\$0.00		\$45,000

Tourism Development Project	32,934,444
Visit PCB Magazine - Product	45,000
% of Department Budget	0.1%
% Allocated	0%



45000
32889444

Sports Park Improvements

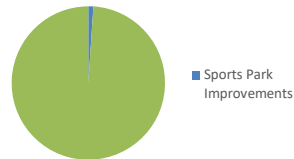
Budget Information

Budget Amount:	\$350,000
Account Number	694610
Description	Sports Park Improvements

Project Code	Item	Spent to Date	Encumbered	TOTAL	Running Balance
	Publix Sports Park Enhancements and Equipment Replacement			\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
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				\$0	\$350,000
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				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
				\$0	\$350,000
	TOTAL			\$0.00	\$350,000

Budget Snapshot

Tourism Development Project	32,934,444
Sports Park Improvements	350,000
% of Department Budget	1.1%
% Allocated	0%

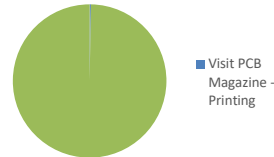


Sports Park Improvements	350000
Tourism Development Project	32584444

Budget Information

[illegible]

Tourism Development Project	32,934,444
Visit PCB Magazine - Printing	85,000
% of Department Budget	0.3%
% Allocated	0%



85000
32849444

Sports Park Insurance Expense

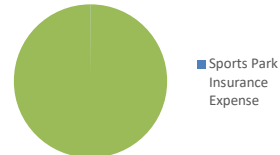
Budget Information

Budget Amount:	\$15,000
Account Number	694800
Description	Liability Ins

[illegible]

Budget Snapshot

Tourism Development Project	32,934,444
Sports Park Insurance Expense	15,000
% of Department Budget	0.0%
% Allocated	0%



Sports Park Insurance Expens	15000
Tourism Development Projec	32919444

Workforce Development Initiatives

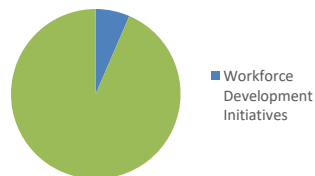
Budget Information

Budget Amount:	\$400,000
Account Number	695460
Description	Workforce programs to enhance tourism

[illegible]

Budget Snapshot

Tourism Development Proj	6,151,424
Workforce Development Ini	400,000
% of Department Budget	6.5%
% Allocated	0%



Workforce Development Init	400000
Tourism Development Project	5751424

400000
5751424

Aaron Bessant Park Improvements

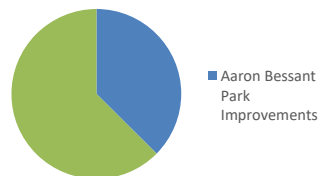
Budget Information

Budget Amount:	\$2,300,000
Account Number	695461
Description	Pavilion Construction & Site Improvements

[illegible]

Budget Snapshot

Tourism Development Proj	6,151,424
Aaron Bessant Park Improve	2,300,000
% of Department Budget	37.4%
% Allocated	0%



Aaron Bessant Park Improvements	2300000
Tourism Development Project	3851424

2300000

3851424

Celebration Tower

Budget Information

Budget Amount:	\$175,000
Account Number	694910
Description	Celebration Tower ball and building repair

[illegible]

Budget Snapshot

Tourism Development Project	6,151,424
Celebration Tower	175,000
% of Department Budget	2.8%
% Allocated	0%



Celebration Tower	175000
Tourism Development Project	5976424

175000
5976424

Product Development

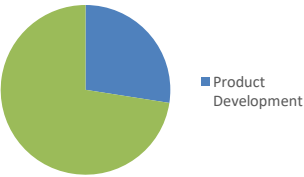
Budget Information

Budget Amount:	\$9,039,444
Account Number	695465
Description	Costs for product development projects

Project Code	Item	Spent to Date	Encumbered	TOTAL	Running Balance
	Costs associated with CVB driven/funded Projects			\$0	\$9,039,444
	Beach Walkover Project - Pilot			\$0	\$9,039,444
	Sink Boat project with Okaloosa cty			\$0	\$9,039,444
				\$0	\$9,039,444
				\$0	
				\$0	
				\$0	
				\$0	
				\$0	
				\$0	
				\$0	
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				\$0	
				\$0	
				\$0	
				\$0	
				\$0	
TOTAL				\$0.00	\$9,039,444

Budget Snapshot

Tourism Development Proje	32,934,444
Product Development	9,039,444
% of Department Budget	27.4%
% Allocated	0%



Product Development
Tourism Development Projec

9039444
23895000

SABRE Indoor Event Center

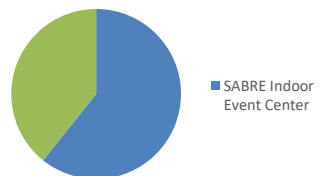
Budget Information

Budget Amount:	\$20,000,000
Account Number	695470
Description	Planning and construction of SABRE Indoor Event Center

[illegible]

Budget Snapshot

Tourism Development Project	32,934,444
SABRE Indoor Event Center	20,000,000
% of Department Budget	60.7%
% Allocated	0%



SABRE Indoor Event Center	20000000
Tourism Development Project	12934444

20000000
12934444

Publix Sports Park

2024 Budget - Snapshot



REVENUES

Tournament Revenues	FY 2024
Soccer	\$55,500
Football	\$13,275
Lacrosse	\$19,850
Baseball	\$385,000
Softball	\$112,700
Rugby	\$1,665
Adult Recreation	\$0
Subtotal	\$587,990

Restatement of Field Revenues by Sport	FY 2024
Soccer	\$144,250
Football	\$17,575
Lacrosse	\$21,005
Baseball	\$409,000
Softball	\$117,150
Rugby	\$1,665
Adult Recreation	\$22,050
Subtotal	\$732,695

Local Programming Revenues	FY 2024
Soccer	\$88,750
Football	\$4,300
Lacrosse	\$1,155
Baseball	\$24,000
Softball	\$4,450
Rugby	\$0
Adult Recreation	\$22,050
Subtotal	\$144,705

Food & Beverage Revenues	FY 2024
Concession Sales	\$1,010,800
Catering/Food Truck Sales	\$56,200
Subtotal	\$1,067,000

Sponsorship Revenues	FY 2024
Sponsorships	\$141,100
Pouring Rights	\$68,000
Subtotal	\$209,100

Other Revenues	FY 2024
Merchandise	\$0
Facility Fee/Ticketing	\$51,485
Vendor Commissions	\$28,365
Trainers	\$67,891
Security	\$19,625
Streaming	\$40,225
Other Miscellaneous Sales	\$8,110
Interest Income	\$1,080
Subtotal	\$216,781

COST OF GOODS SOLD

Cost of Goods Sold	FY 2024	%
Contract Labor	\$302,471	42.6%
Baseball - umpires	\$10,000	2.4%
Adult Recreation	\$15,450	70.1%
Food & Beverage	\$378,450	35.5%
Trainers	\$20,368	30.0%
Security	\$19,298	98.3%
Streaming	\$8,045	20.0%
Sponsorships	\$33,320	15.9%
Other Miscellaneous Sales		0.0%
Total	\$787,402	

EXPENSES

Operating Expenses	FY 2024
Marketing & Business Development	\$29,850
Bank & Service Charges	\$28,012
Business Licenses	\$750
General & Administrative	\$28,850
Insurance	\$38,753
Supplies & Services	\$32,791
Management & Admin Labor	\$537,200
Management Fees	\$186,439
Other Payroll Expenses	\$7,665
Repairs & Maintenance	\$422,985
Utilities	\$262,774
Miscellaneous	\$12,000
TOTAL	\$1,588,070

TOTALS	FY 2024
Revenues	\$2,225,576
Costs of Goods	\$787,402
Operating Expenses	\$1,588,070
Net Income	(\$149,897)

CONTINGENCY	FY 2024
Unexpected Expenses & Repairs	\$120,000

Publix Sports Park

2024 Budget

FIELD REVENUES	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Total
Soccer													
Soccer Tournaments	\$ -	\$ 10,500	\$ -	\$ 2,250	\$ -	\$ 9,000	\$ 5,750	\$ 10,500	\$ 6,000	\$ -	\$ 11,500	\$ -	\$ 55,500
Soccer Local Games/Practices	\$ 7,500	\$ 11,500	\$ 10,000	\$ 9,500	\$ 8,000	\$ 9,500	\$ 9,250	\$ 4,750	\$ 3,000	\$ 3,000	\$ 5,250	\$ 7,500	\$ 88,750
TOTAL SOCCER	\$ 7,500	\$ 22,000	\$ 10,000	\$ 11,750	\$ 8,000	\$ 18,500	\$ 15,000	\$ 15,250	\$ 9,000	\$ 3,000	\$ 16,750	\$ 7,500	\$ 144,250
Football													
Football Tournaments		\$ 2,500	\$ 6,250	\$ -	\$ 2,000	\$ 325	\$ 2,200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,275
Football Youth Leagues	\$ 2,200	\$ 1,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 4,300
TOTAL FOOTBALL	\$ 2,200	\$ 4,100	\$ 6,250	\$ -	\$ 2,000	\$ 325	\$ 2,200	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 17,575
Lacrosse													
Lacrosse Tournaments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,500	\$ 1,500	\$ -	\$ 5,850	\$ -	\$ -	\$ -	\$ 19,850
Lacrosse Youth Leagues	\$ -	\$ -	\$ -	\$ -	\$ 495	\$ 495	\$ 165	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,155
TOTAL LACROSSE	\$ -	\$ -	\$ -	\$ -	\$ 495	\$ 12,995	\$ 1,665	\$ -	\$ 5,850	\$ -	\$ -	\$ -	\$ 21,005
Baseball													
Baseball Tournaments	\$ 7,500	\$ 16,000	\$ 50,000	\$ 24,500	\$ 26,500	\$ 20,250	\$ 7,000	\$ 38,250	\$ 132,250	\$ 45,750	\$ 6,000	\$ 11,000	\$ 385,000
Baseball Youth /Community	\$ 750	\$ 1,000	\$ 500	\$ 3,250	\$ 3,750	\$ 5,250	\$ 4,000	\$ 750	\$ 2,000	\$ 250	\$ 500	\$ 2,000	\$ 24,000
TOTAL BASEBALL	\$ 8,250	\$ 17,000	\$ 50,500	\$ 27,750	\$ 30,250	\$ 25,500	\$ 11,000	\$ 39,000	\$ 134,250	\$ 46,000	\$ 6,500	\$ 13,000	\$ 409,000
Softball													
Softball Tournaments	\$ 18,300	\$ 3,250	\$ 650	\$ 3,500	\$ -	\$ 8,250	\$ 3,250	\$ -	\$ -	\$ 40,000	\$ 14,500	\$ 21,000	\$ 112,700
Softball Youth /Community	\$ 500	\$ 500	\$ -	\$ 500	\$ 350	\$ 350	\$ -	\$ -	\$ -	\$ 1,500	\$ 250	\$ 500	\$ 4,450
TOTAL SOFTBALL	\$ 18,800	\$ 3,750	\$ 650	\$ 4,000	\$ 350	\$ 8,600	\$ 3,250	\$ -	\$ -	\$ 41,500	\$ 14,750	\$ 21,500	\$ 117,150
Rugby													
Rugby Events	\$ 160	\$ 80	\$ 160	\$ 320	\$ 565	\$ 380	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,665
TOTAL RUGBY	\$ 160	\$ 80	\$ 160	\$ 320	\$ 565	\$ 380	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,665
Adult Recreation													
Adult Leagues	\$ -	\$ -	\$ -	\$ -	\$ 4,500	\$ 11,050	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,500	\$ 22,050
TOTAL OTHER FIELD	\$ -	\$ -	\$ -	\$ -	\$ 4,500	\$ 11,050	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,500	\$ 22,050
FIELD REVENUE	\$ 36,910	\$ 46,930	\$ 67,560	\$ 43,820	\$ 46,160	\$ 77,350	\$ 33,115	\$ 54,250	\$ 149,100	\$ 90,500	\$ 38,000	\$ 49,000	\$ 732,695

Publix Sports Park

2024 Budget

OTHER REVENUES	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Total
Food and Beverage													
Concession F&B Sales	\$ 50,000	\$ 36,800	\$ 95,500	\$ 27,500	\$ 45,500	\$ 28,000	\$ 45,500	\$ 77,000	\$ 246,500	\$ 248,000	\$ 42,750	\$ 67,750	\$ 1,010,800
Catering/Food Truck Sales	\$ 1,000	\$ 4,200	\$ 4,000	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ 7,000	\$ 18,000	\$ 17,000	\$ 2,000	\$ 1,000	\$ 56,200
TOTAL F&B	\$ 51,000	\$ 41,000	\$ 99,500	\$ 27,500	\$ 46,500	\$ 28,000	\$ 46,500	\$ 84,000	\$ 264,500	\$ 265,000	\$ 44,750	\$ 68,750	\$ 1,067,000
Merchandise													
Merchandise													\$ -
TOTAL MERCHANDISE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Revenues													
Facility Fee/Ticketing Income	\$ -	\$ 5,000	\$ 5,000	\$ 600	\$ 18,385	\$ 5,500	\$ 2,000	\$ 7,000	\$ -	\$ 2,000	\$ 6,000	\$ -	\$ 51,485
Vendor Commissions	\$ 1,155	\$ 850	\$ 2,712	\$ 1,127	\$ 2,278	\$ 502	\$ 100	\$ 1,750	\$ 4,666	\$ 4,709	\$ 6,797	\$ 1,718	\$ 28,365
Trainers	\$ 4,170	\$ 2,445	\$ 8,130	\$ 1,610	\$ 5,130	\$ 3,088	\$ 2,520	\$ 4,853	\$ 15,660	\$ 13,090	\$ 3,775	\$ 3,420	\$ 67,891
Security	\$ -	\$ 2,000	\$ 6,000	\$ -	\$ 1,500	\$ 1,000	\$ 1,875	\$ -	\$ 250	\$ 3,000	\$ 1,000	\$ 3,000	\$ 19,625
Streaming	\$ 2,490	\$ 600	\$ 6,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 1,000	\$ 3,000	\$ 8,000	\$ 8,000	\$ 2,000	\$ 3,135	\$ 40,225
Other Miscellaneous Sales	\$ 100	\$ 1,100	\$ 510	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,300	\$ 3,200	\$ 100	\$ 1,300	\$ 8,110
Interest Income	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 90	\$ 1,080
TOTAL OTHER REVENUE	\$ 8,005	\$ 12,085	\$ 28,442	\$ 5,527	\$ 29,483	\$ 12,280	\$ 7,685	\$ 16,793	\$ 29,966	\$ 34,089	\$ 19,762	\$ 12,663	\$ 216,781
Sponsorships & Pouring Rights													
Sponsorships	\$ 15,000	\$ 1,500	\$ 2,000	\$ 2,550	\$ 3,000	\$ 5,250	\$ 4,500	\$ 85,000	\$ 6,450	\$ -	\$ 7,000	\$ 8,850	\$ 141,100
Pouring Rights										\$ 68,000			\$ 68,000
TOTAL SPONSORSHIPS	\$ 15,000	\$ 1,500	\$ 2,000	\$ 2,550	\$ 3,000	\$ 5,250	\$ 4,500	\$ 85,000	\$ 6,450	\$ 68,000	\$ 7,000	\$ 8,850	\$ 209,100

Publix Sports Park

2024 Budget

COST OF GOODS SOLD	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Total
Part-Time Contract Labor	\$ 14,387	\$ 15,002	\$ 29,325	\$ 11,527	\$ 18,321	\$ 17,645	\$ 13,095	\$ 23,256	\$ 66,535	\$ 58,438	\$ 15,377	\$ 19,562	\$ 302,471
Baseball - Umpires					\$ 10,000								\$ 10,000
Adult Recreation													
Kickball	1,000					2,000	1,500					1,000	\$ 5,500
Softball	1,000					3,000	2,000					1,250	\$ 7,250
Other					\$ 1,750	\$ 950							\$ 2,700
Total Adult Rec	\$ 2,000	\$ -	\$ -	\$ -	\$ 1,750	\$ 5,950	\$ 3,500	\$ -	\$ -	\$ -	\$ -	\$ 2,250	\$ 15,450
TOTAL COGS FIELDS	\$ 16,387	\$ 15,002	\$ 29,325	\$ 11,527	\$ 30,071	\$ 23,595	\$ 16,595	\$ 23,256	\$ 66,535	\$ 58,438	\$ 15,377	\$ 21,812	\$ 327,921
Food & Beverage COGS													
Food Products	\$ 17,850	\$ 14,350	\$ 34,825	\$ 9,625	\$ 16,275	\$ 9,800	\$ 16,275	\$ 29,400	\$ 92,575	\$ 92,750	\$ 15,663	\$ 24,063	\$ 373,450
Supplies	\$ 2,500	\$ -	\$ -	\$ -	\$ 1,250	\$ -	\$ -	\$ 1,250	\$ -	\$ -	\$ -	\$ -	\$ 5,000
TOTAL COGS F&B	\$ 20,350	\$ 14,350	\$ 34,825	\$ 9,625	\$ 17,525	\$ 9,800	\$ 16,275	\$ 30,650	\$ 92,575	\$ 92,750	\$ 15,663	\$ 24,063	\$ 378,450
Other Revenue COGS													
Trainers	\$ 1,251	\$ 734	\$ 2,439	\$ 483	\$ 1,539	\$ 926	\$ 756	\$ 1,456	\$ 4,698	\$ 3,927	\$ 1,133	\$ 1,026	\$ 20,368
Security	\$ -	\$ 1,967	\$ 5,900	\$ -	\$ 1,475	\$ 983	\$ 1,844	\$ -	\$ 246	\$ 2,950	\$ 983	\$ 2,950	\$ 19,298
Streaming	\$ 498	\$ 120	\$ 1,200	\$ 400	\$ 400	\$ 400	\$ 200	\$ 600	\$ 1,600	\$ 1,600	\$ 400	\$ 627	\$ 8,045
TOTAL COGS OTHER	\$ 498	\$ 2,087	\$ 7,100	\$ 400	\$ 1,875	\$ 1,383	\$ 2,044	\$ 600	\$ 1,846	\$ 4,550	\$ 1,383	\$ 3,577	\$ 27,343
Sponsorship COGS													
Sponsorship Commissions	\$ 3,000	\$ 300	\$ 400	\$ 510	\$ 600	\$ 1,050	\$ 900	\$ 8,500	\$ 1,290	\$ -	\$ 1,400	\$ 1,770	\$ 19,720
Pour Rights Commissions										\$ 13,600			\$ 13,600
TOTAL COGS F&B	\$ 3,000	\$ 300	\$ 400	\$ 510	\$ 600	\$ 1,050	\$ 900	\$ 8,500	\$ 1,290	\$ 13,600	\$ 1,400	\$ 1,770	\$ 33,320

Publix Sports Park

2024 Budget

Operating Expenses	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Total
Bank & Other Service Charges													
Bank Service Fee	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 65	\$ 780
Credit Card Fees	\$ 1,075	\$ 791	\$ 2,053	\$ 591	\$ 978	\$ 602	\$ 978	\$ 1,656	\$ 5,300	\$ 5,332	\$ 919	\$ 1,457	\$ 21,732
Credit Card Fee - reimburse	\$ (500)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (500)
Armored Car & Safe	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
Collection Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Shortage(Overage)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL BANK FEES	\$ 1,140	\$ 1,356	\$ 2,618	\$ 1,156	\$ 1,543	\$ 1,167	\$ 1,543	\$ 2,221	\$ 5,865	\$ 5,897	\$ 1,484	\$ 2,022	\$ 28,012
Business Licenses													
State/County Permits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 750
TOTAL BUSINESS LICENSE FEES	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 750
General & Administrative Expenses													
Office Supplies	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
Postage and Delivery	\$ 100	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ 300
Office Printing & Equip	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750
Copy Costs	\$ 44	\$ 44	\$ 79	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44	\$ 44	\$ 563
Copier Lease	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 115	\$ 1,380
IT (POS/Intercard)	\$ 309	\$ 309	\$ 309	\$ 319	\$ 319	\$ 319	\$ 319	\$ 374	\$ 374	\$ 374	\$ 374	\$ 374	\$ 4,073
Computer/IT Expenses	\$ 425	\$ 425	\$ 230	\$ 230	\$ 230	\$ 230	\$ 230	\$ 230	\$ 230	\$ 240	\$ 240	\$ 240	\$ 3,180
Subscriptions	\$ 450	\$ 450	\$ 1,765	\$ 450	\$ 450	\$ 690	\$ 780	\$ 1,230	\$ 450	\$ 1,000	\$ 450	\$ 450	\$ 8,615
Employee Relations	\$ 50	\$ 50	\$ 550	\$ 50	\$ 50	\$ 50	\$ 250	\$ 250	\$ 50	\$ 550	\$ 50	\$ 50	\$ 2,000
Training & Continuing Ed					\$ 89								\$ 89
Facility Signage	\$ -	\$ -	\$ 200	\$ -	\$ -	\$ 200	\$ -	\$ -	\$ 200	\$ -	\$ -	\$ 200	\$ 800
Travel	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ 500	\$ 1,500	\$ -	\$ 500	\$ -	\$ -	\$ 2,000	\$ 5,000
Meals & Entertainment	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 900
TOTAL G&A Expense	\$ 1,668	\$ 1,568	\$ 3,923	\$ 1,383	\$ 1,572	\$ 3,073	\$ 3,413	\$ 2,418	\$ 2,138	\$ 2,598	\$ 1,448	\$ 3,648	\$ 28,850
Insurance													
General Liability	\$ 27,833												\$ 27,833
Worker's Compensation	\$ 10,920												\$ 10,920
TOTAL INSURANCE	\$ 38,753	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 38,753
Miscellaneous Expense													
Miscellaneous	\$ -											\$ 12,000	\$ 12,000
TOTAL MISCELLANEOUS	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000	\$ 12,000

Publix Sports Park

2024 Budget

Management Expenses	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Total
Management & Admin Labor													
Salaries	\$ 33,264	\$ 32,191	\$ 33,264	\$ 33,264	\$ 30,515	\$ 34,044	\$ 32,946	\$ 34,698	\$ 33,579	\$ 34,927	\$ 34,927	\$ 33,801	\$ 401,421
ER Taxes 7.65%	\$ 3,970	\$ 3,840	\$ 5,209	\$ 3,656	\$ 3,965	\$ 4,260	\$ 3,767	\$ 4,854	\$ 8,156	\$ 7,640	\$ 4,135	\$ 4,426	\$ 57,879
SUI(2.7%)/ FUTA (6%)	\$ 1,300	\$ 1,300	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 17,600
HSA \$250 per FT Jan & July	\$ 50	\$ 50	\$ 50	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 1,500
Health \$500 per FT (8 FT)	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 51,600
Cell \$100 per FT	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 7,200
TOTAL ADMIN LABOR	\$ 43,185	\$ 41,981	\$ 44,623	\$ 43,570	\$ 41,130	\$ 44,954	\$ 43,363	\$ 46,202	\$ 48,385	\$ 49,217	\$ 45,713	\$ 44,877	\$ 537,200
Management Fees & Revenue Incentives													
Management Fees	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 174,000
Revenue Incentives	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,476	\$ 6,963	\$ 12,439
TOTAL MANAGEMENT FEES	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 14,500	\$ 19,976	\$ 21,463	\$ 186,439
Other Payroll Expenses													
Background Checks	\$ 250	\$ -	\$ 75	\$ -	\$ -	\$ 75	\$ 315	\$ 575	\$ 250	\$ -	\$ -	\$ -	\$ 1,540
Other SFM Payroll Admin	\$ 400	\$ 415	\$ 450	\$ 300	\$ 350	\$ 600	\$ 520	\$ 600	\$ 670	\$ 670	\$ 700	\$ 450	\$ 6,125
Payroll Scheduling Software	\$ -												\$ -
TOTAL OTHER PAYROLL EXPENSE	\$ 650	\$ 415	\$ 525	\$ 300	\$ 350	\$ 675	\$ 835	\$ 1,175	\$ 920	\$ 670	\$ 700	\$ 450	\$ 7,665

Publix Sports Park

2024 Budget

Marketing Expenses	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Total
Advertising/Marketing													
Ad Production & Website	\$ 625	\$ 625	\$ 625	\$ 1,000	\$ 625	\$ 625	\$ 625	\$ 750	\$ 750	\$ 1,400	\$ 1,250	\$ 750	\$ 9,650
Advertising - Other	\$ 250	\$ 250	\$ -	\$ 200	\$ 200	\$ -	\$ 100	\$ 100	\$ -	\$ 50	\$ 50	\$ -	\$ 1,200
Facility Marketing	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ -			\$ 1,500	\$ 1,500	\$ 7,000
Business Development	\$ 3,500	\$ -	\$ 1,500	\$ 5,500	\$ -	\$ -	\$ 1,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000
TOTAL MARKETING & BIZ DEV	\$ 5,375	\$ 875	\$ 2,125	\$ 6,700	\$ 2,325	\$ 2,125	\$ 2,225	\$ 850	\$ 750	\$ 1,450	\$ 2,800	\$ 2,250	\$ 29,850

Publix Sports Park

2024 Budget

Repairs & Maint Expenses	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Total
Repairs & Maintenance													
Building Ops. General Maint	\$ 2,530	\$ 2,530	\$ 2,530	\$ 2,530	\$ 2,530	\$ 2,530	\$ 2,530	\$ 2,530	\$ 3,530	\$ 3,530	\$ 2,530	\$ 2,530	\$ 32,360
Building Ops - Reimbursed									\$ (1,000)	\$ (1,000)			\$ (2,000)
PT Facilities Labor	\$ 4,250	\$ 3,000	\$ 5,500	\$ 3,000	\$ 3,000	\$ 4,000	\$ 3,200	\$ 5,500	\$ 6,500	\$ 6,500	\$ 3,750	\$ 4,500	\$ 52,700
Landscaping	\$ 23,735	\$ 23,735	\$ 24,206	\$ 24,206	\$ 24,206	\$ 24,328	\$ 24,328	\$ 24,328	\$ 24,328	\$ 24,328	\$ 24,328	\$ 24,328	\$ 290,387
Sports Equipment Maint	\$ 5,000	\$ 5,000											\$ 10,000
Vehicle Maint & Supplies	\$ 2,057	\$ 849	\$ 1,274	\$ 535	\$ 349	\$ 384	\$ 271	\$ 3,010	\$ 2,300	\$ 3,400	\$ 785	\$ 586	\$ 15,800
Field Maint & Supplies	\$ 3,950	\$ 248		\$ 3,950	\$ 1,200	\$ 1,200	\$ 3,950	\$ 761	\$ 1,500	\$ 4,250	\$ 761	\$ 1,969	\$ 23,738
TOTAL MAINTENANCE	\$ 41,522	\$ 35,362	\$ 33,510	\$ 34,221	\$ 31,285	\$ 32,442	\$ 34,279	\$ 36,129	\$ 37,158	\$ 41,008	\$ 32,154	\$ 33,913	\$ 422,985
Supplies & Services													
Hardware	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Janitorial	\$ 1,005	\$ 740	\$ 1,920	\$ 553	\$ 915	\$ 563	\$ 915	\$ 1,548	\$ 3,400	\$ 3,400	\$ 840	\$ 1,362	\$ 17,158
Janitorial - Skate Park	\$ 200	\$ 100	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 400	\$ 300	\$ 200	\$ 100	\$ 2,500
Safety Supplies								\$ 350			\$ 350		\$ 700
Trash Services	\$ 643	\$ 843	\$ 643	\$ 643	\$ 643	\$ 643	\$ 750	\$ 643	\$ 1,313	\$ 1,313	\$ 1,313	\$ 643	\$ 10,033
Uniforms	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200	\$ 1,200	\$ -	\$ -	\$ -	\$ -	\$ 2,400
TOTAL SUPPLIES	\$ 1,848	\$ 1,683	\$ 2,763	\$ 1,396	\$ 1,758	\$ 1,406	\$ 3,065	\$ 3,941	\$ 5,113	\$ 5,013	\$ 2,703	\$ 2,105	\$ 32,791
Utilities													
Cable & Internet	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 18,000
Electricity	\$ 17,500	\$ 18,940	\$ 17,000	\$ 18,940	\$ 17,000	\$ 18,000	\$ 18,000	\$ 21,120	\$ 19,000	\$ 19,000	\$ 17,500	\$ 17,000	\$ 219,000
Telephone Expense	\$ 533	\$ 533	\$ 533	\$ 533	\$ 533	\$ 587	\$ 587	\$ 587	\$ 587	\$ 587	\$ 587	\$ 587	\$ 6,774
Water	\$ 2,800		\$ 4,000		\$ 2,850		\$ 2,850		\$ 3,750		\$ 2,750		\$ 19,000
TOTAL UTILITIES	\$ 22,333	\$ 20,973	\$ 23,033	\$ 20,973	\$ 21,883	\$ 20,087	\$ 22,937	\$ 23,207	\$ 24,837	\$ 21,087	\$ 22,337	\$ 19,087	\$ 262,774

PUBLIX SPORTS PARK

CAPITAL IMPROVEMENTS/ENHANCEMENT NEEDS

- 6 SETS ATHLETIC SPECTATOR BLEACHERS-FULFILL EVENT RIGHT HOLDERS NEEDS FOR ADDITIONAL SEATING BACK FIELDS & TO ENHANCE F1 CHAMPIONSHIP FIELD WITH BLEACHERS ON OPPOSITE SIDE. WE WILL BE MOVING SCOREBOARD FROM CURRENT LOCATION.
 - REFURBISHING EXISTING FIELD LINE CLEANING MACHINES OR PURCHASING ONE NEW ONE.
 - GATOR MAINTENANCE MACHINES ARE REACHING THEIR HOURLY NEED FOR REPLACEMENT. WE WILL BE PURCHASING ONE NEW ONE.
 - MULTIPURPOSE BOBCAT WITH ATTACHMENTS (BUCKET, FORKS, BUSHHOG) FOR MULTIPLE USES.
 - CHAINLINK FENCING AND SCREENS FOR BACK OF YARD IMPROVEMENTS AND EYE APPEAL.
 - FOOD & BEVERAGE MODIFICATIONS TO BUILDING TO ALLOW BETTER VOLUME OF OPERATION.
-
- SPEAKERS (2) IN NEEDED AREA.
 - TABLE UMBRELLAS
 - UPDATED PARK EMPLOYEE RADIOS
 - PITCHING MOUND STORAGE RACK
 - BASEBALL EQUIPMENT ENHANCEMENT (PITCHING SCREENS)

FY24 PLAN OF WORK

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 Terry Wind • February 16, 2022

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



Shell Island comprises the southern part of the 1,000-acre St. Andrews State Park. Photo by Paul Lee/AFAR

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 sugar-fine sand meets crystal-clear water beach vacation. Ride the [Shell Island Skutts](#), a pontoon-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 [Bella Vita](#) to go fishing or even eat for an overnight boating excursion. Or book an Panama City Beach's manifold beaches in the natural beauty of [St. Andrews State Park](#), where you can sunbathe in the shallows or stroll 1.5 miles of totally undeveloped chalk-white sand lapped by waters the levellest 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 gulf-front vacation rental from [Sumac Luxury Properties](#) with a private pool overlooking your own stretch 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



Asiqell Akingemi 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 Wu • 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 \$185/night), [The City](#) (from \$258/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 comfortably 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 Jimmy 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>

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

02 of 15 **Panama City Beach**



PHOTO: MICHAEL WARREN/GETTY IMAGES


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/40hLIQZ>

New Orleans March 1, 2023
UMV: 78,551

12 Gulf Coast Ways to Get Off The Beaten Path

MARCH 1, 2023 | BY CHERÉ COHEN | 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/3ybllyY>

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, Florida. (Embassy Suites®/Hilton)

Embassy Suites by Hilton Panama City Beach Resort comes to the popular resort destination and brings the Hilton Honors® brand's 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.

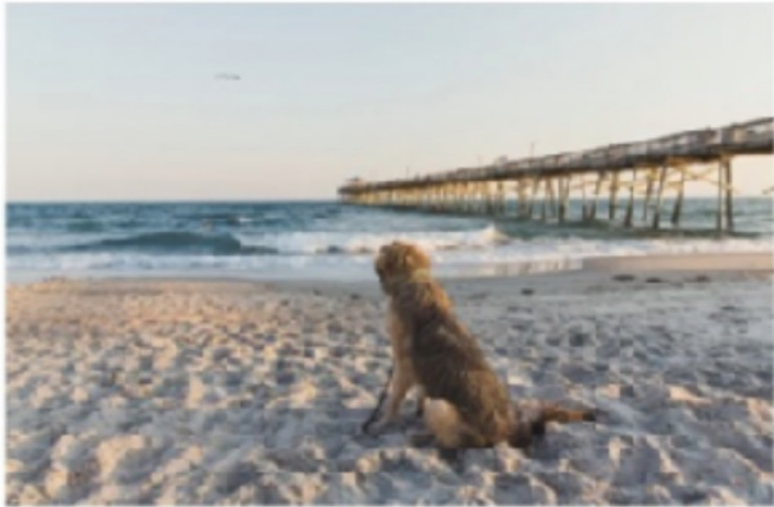
<https://bit.ly/3FE7AvQ>

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

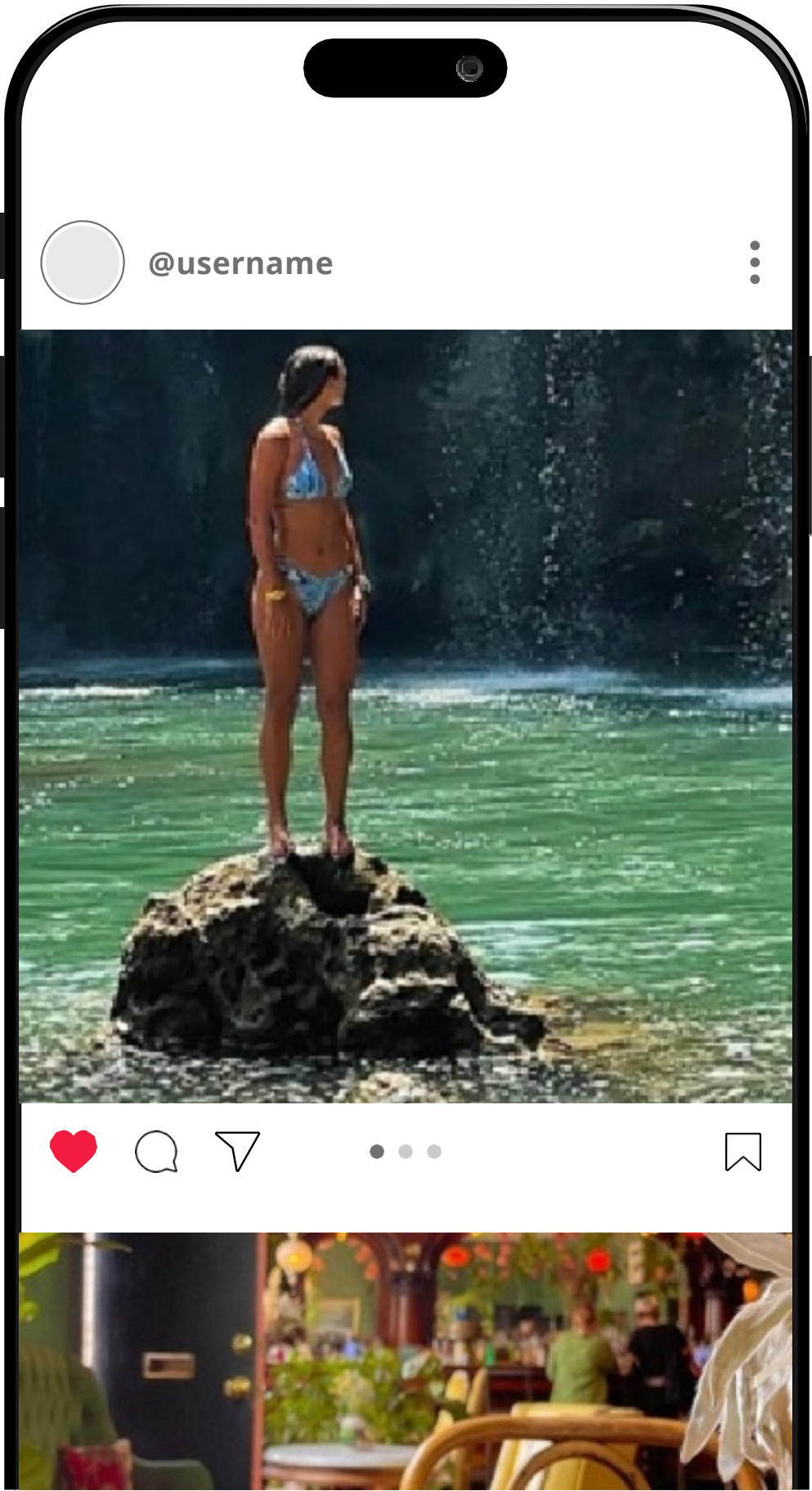
hari mari

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

Atlanta
Columbus
Albany
Macon

Alabama

Birmingham
Dothan
Huntsville
Mobile
Montgomery
Auburn
Tuscaloosa

Other

Tallahassee
Orlando
Dallas
Houston
Chicago
St. Louis
Louisville
Indianapolis
New Orleans

Tennessee

Chattanooga
Nashville
Knoxville

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

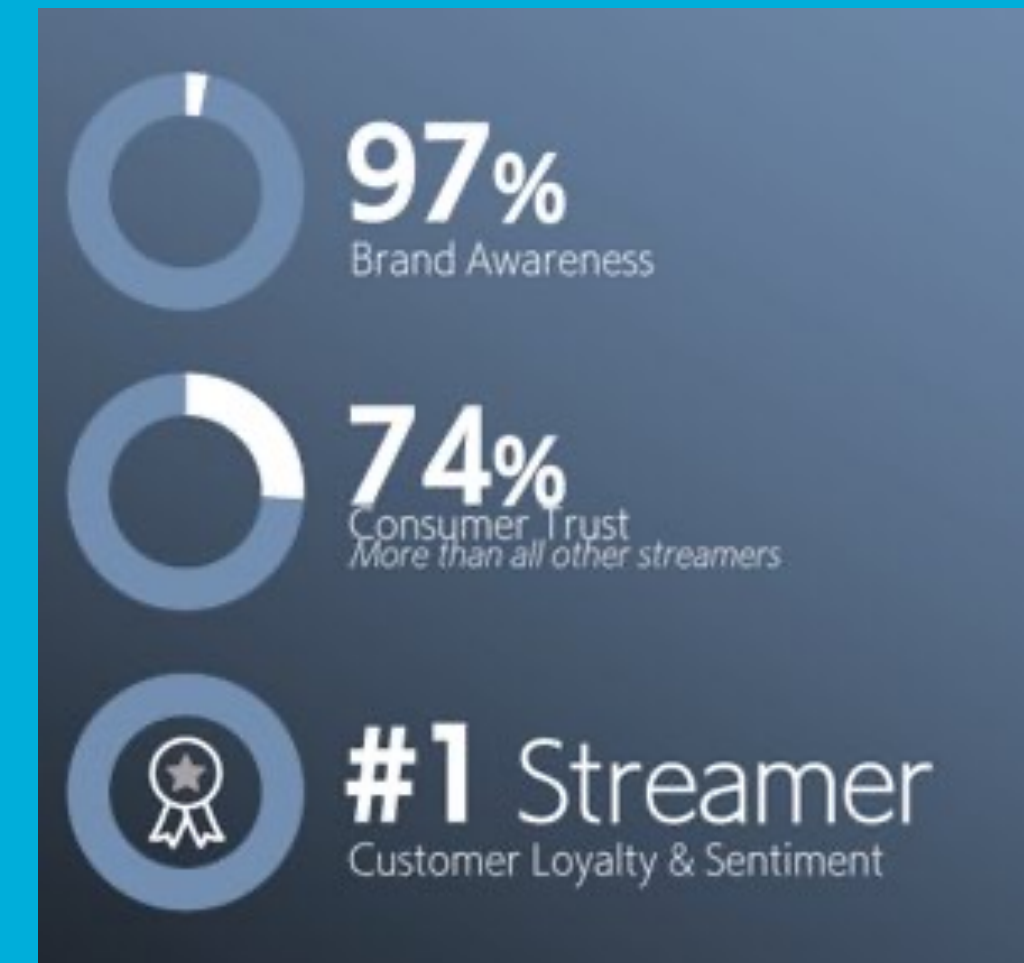
Booking.com



loopMe

DISNEY+ (CTV/OTT)

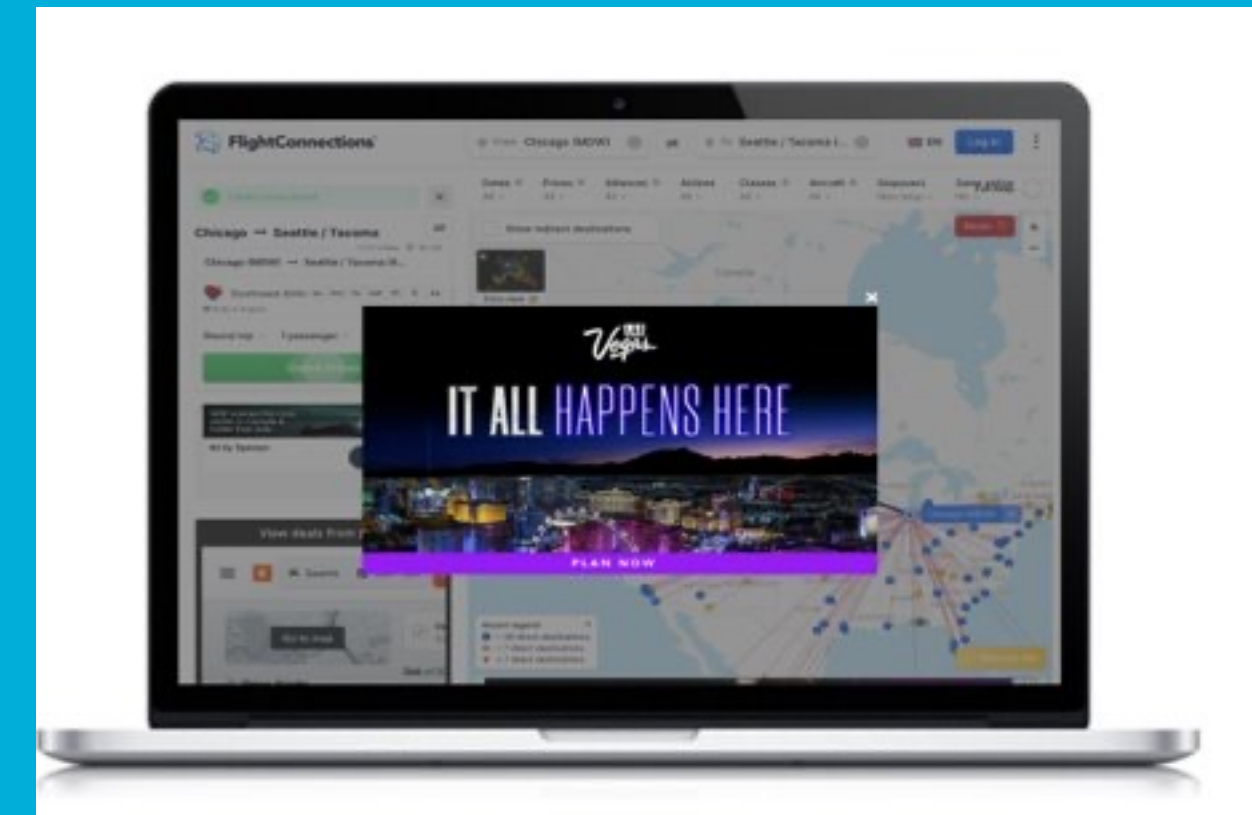
- New opportunity to advertise in Disney+ content through their ad-supported subscription offering
- 76% of viewers view on CTV – big screen presence
- Storytelling excellence from beloved brands
- Unprecedented consumer awareness & broad audience reach



CLICKTRIPZ

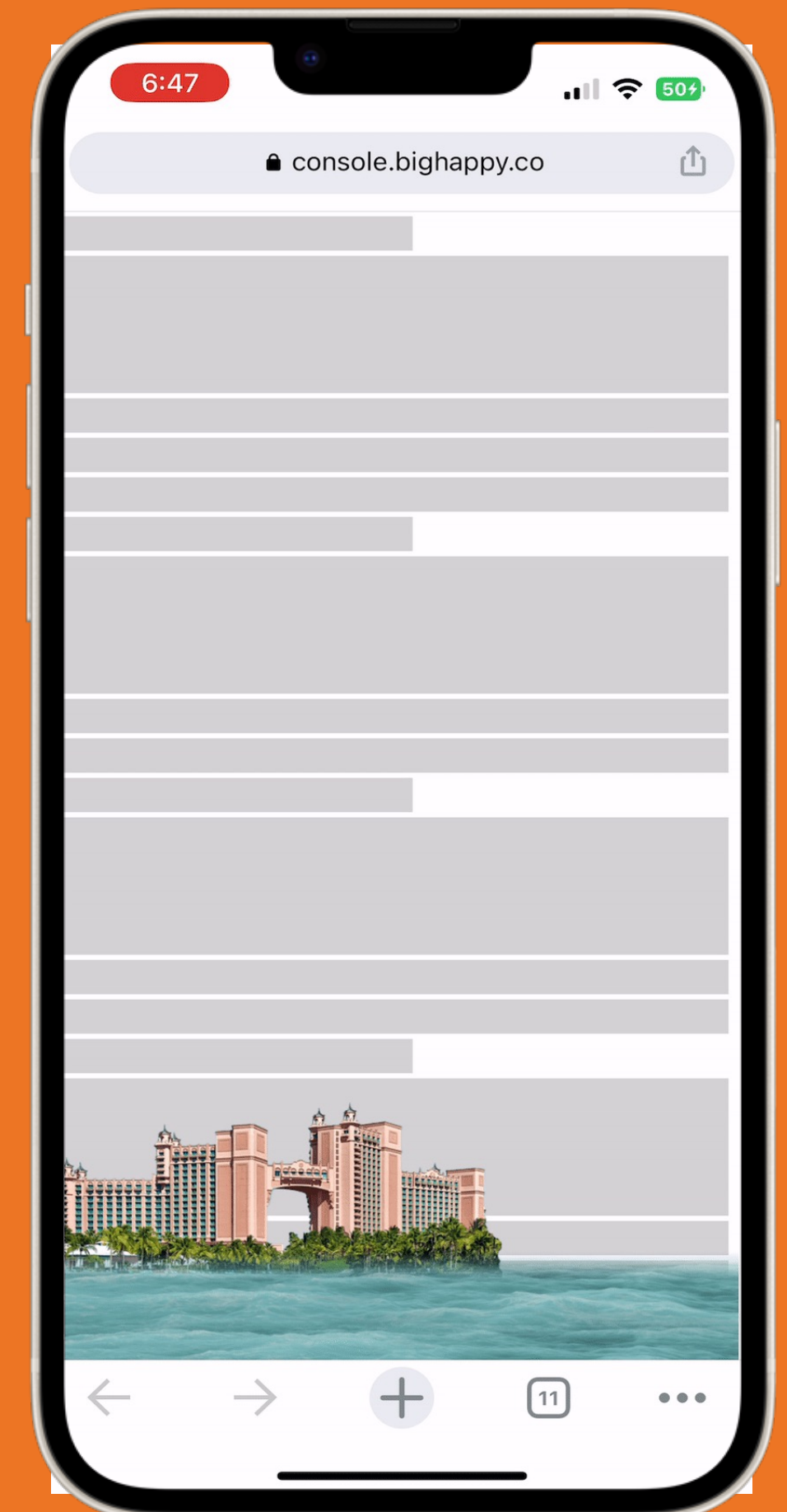
Competitive Conquesting Initiative

- 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

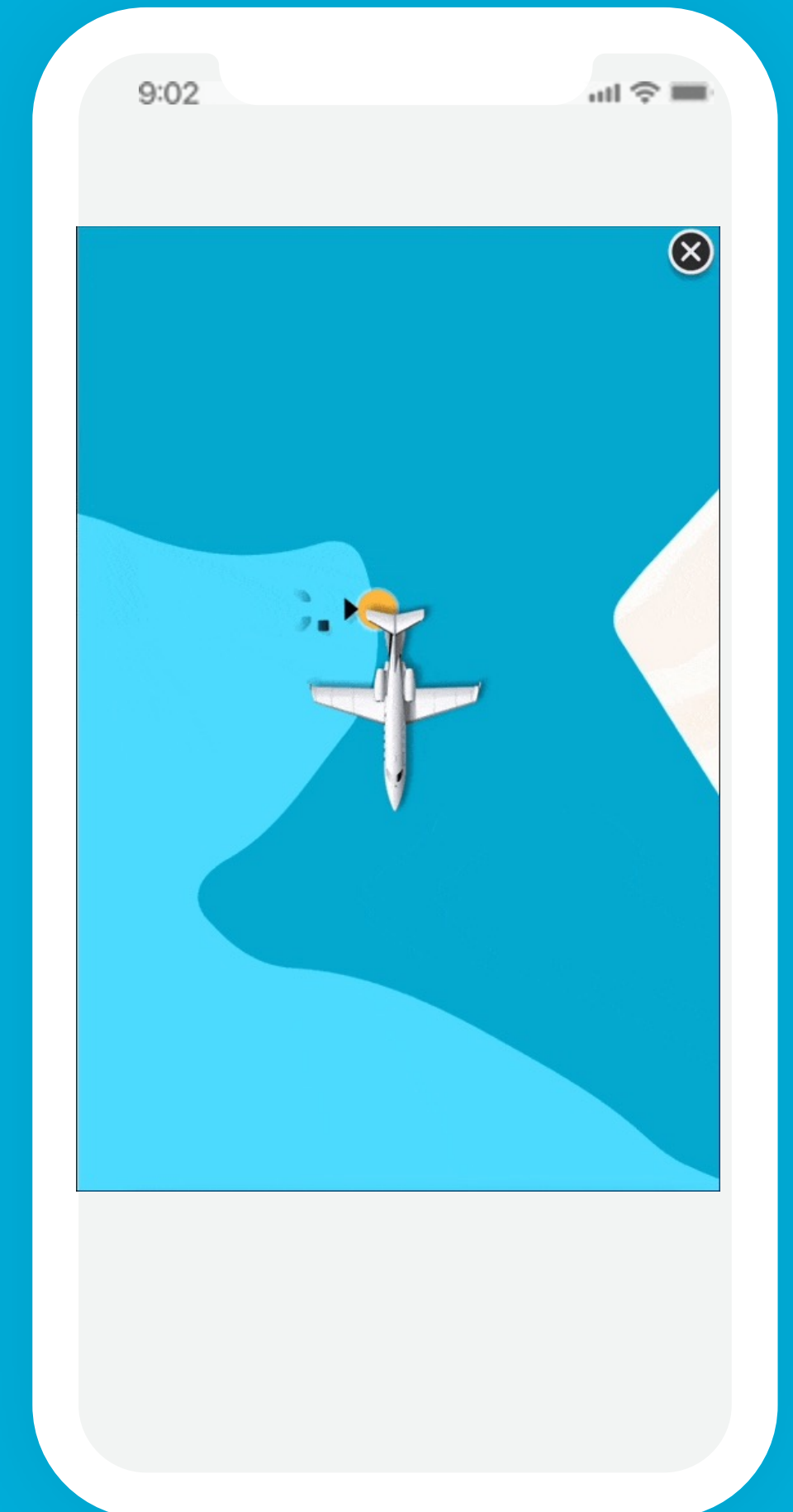
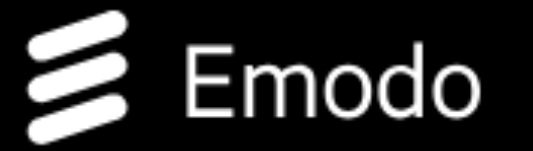
- Big Happy brings the standard display ad to life in an engaging way
- Create impactful ads quickly – using assets we already have!
- High impact, eye-catching animation
- Speed and ease





Direct Flight Initiative

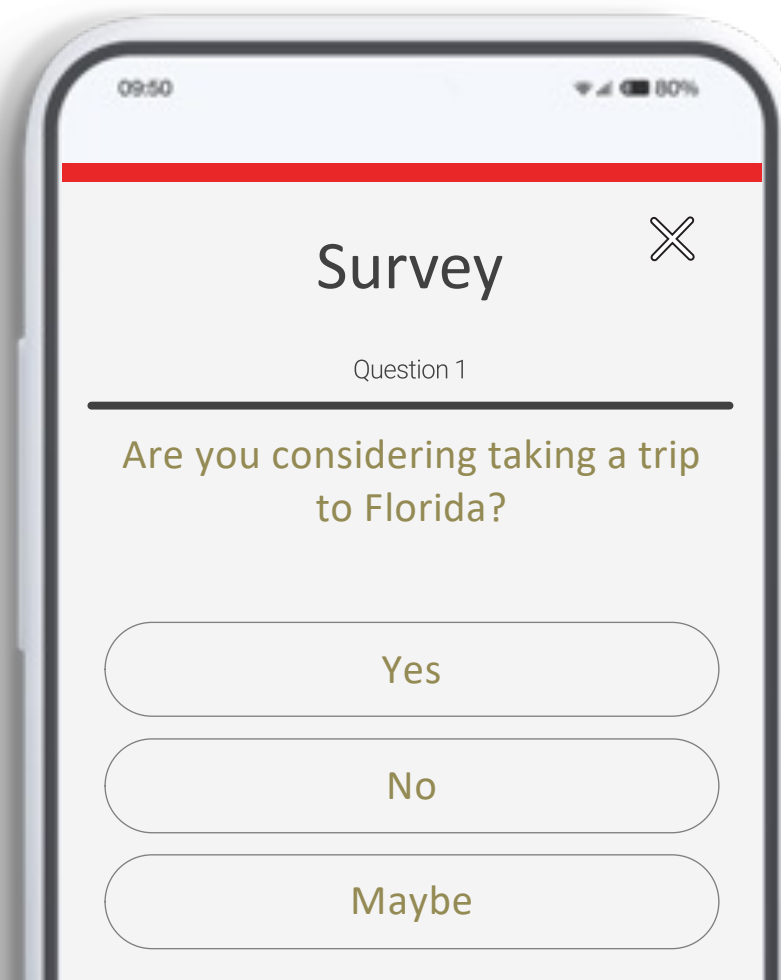
- Location-based animated ads
- Parent company is Ericsson, a leader in communication tech, which leverages carrier and mobile operator data
- That data enables us to reach new, highly targeted audience segments
- Utilize the location-based ad-tech to promote direct flights in two markets (For example: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



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



09:50 80%

Survey

Question 1

Are you considering taking a trip to Florida?

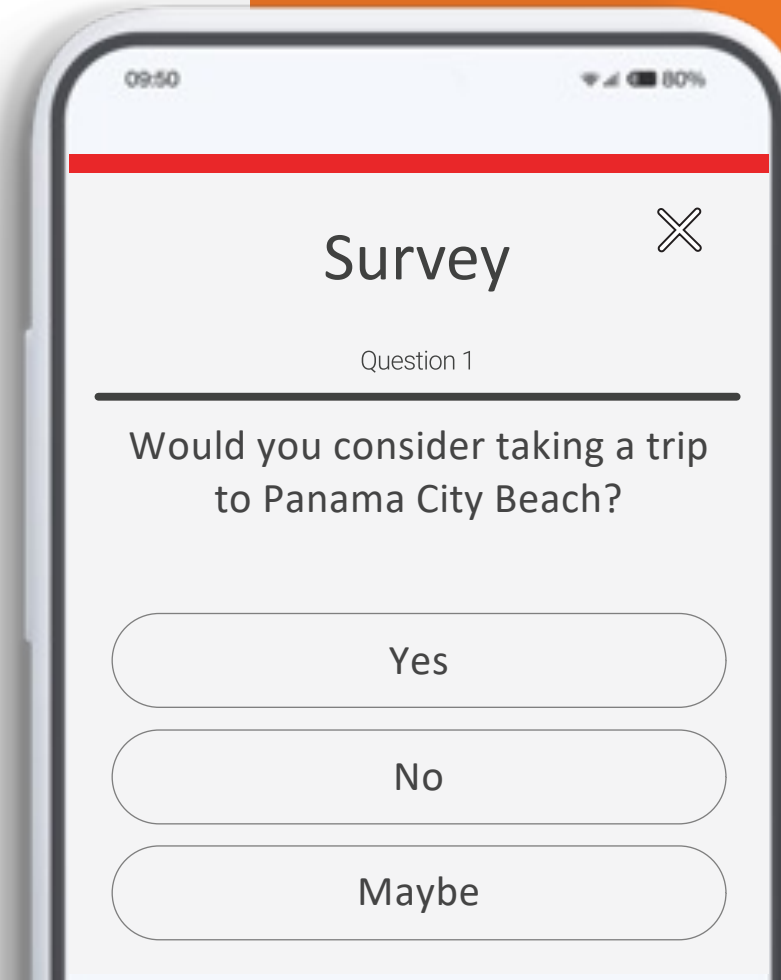
Yes

No

Maybe

Pre-flight

Conquesting



09:50 80%

Survey

Question 1

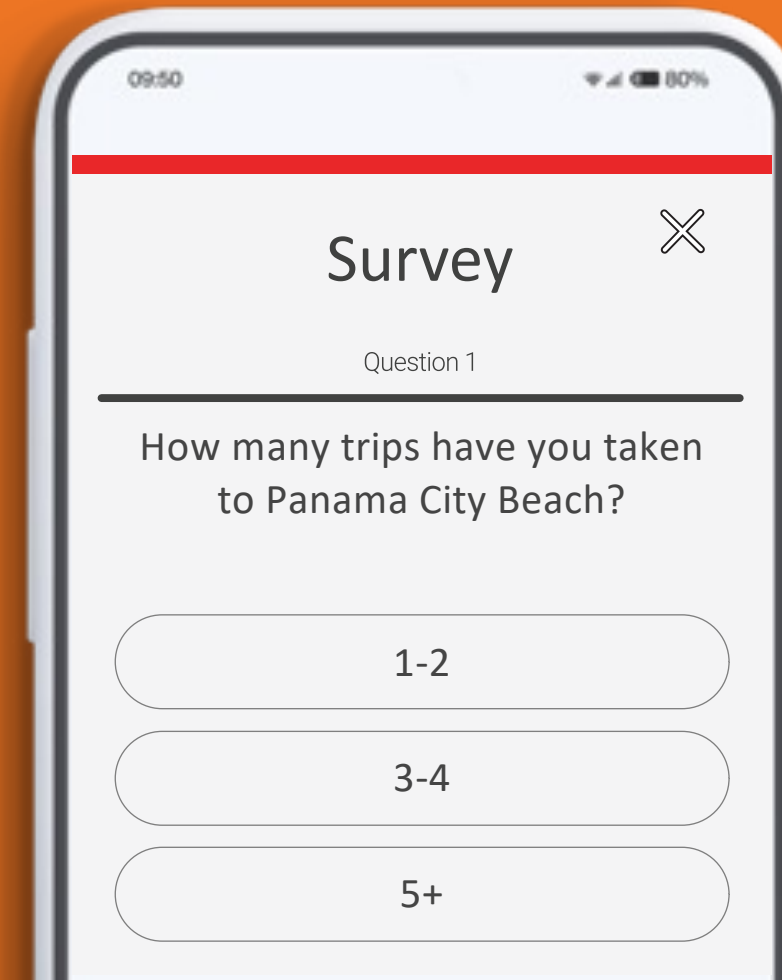
Would you consider taking a trip to Panama City Beach?

Yes

No

Maybe

Behavioral



09:50 80%

Survey

Question 1

How many trips have you taken to Panama City Beach?

1-2

3-4

5+

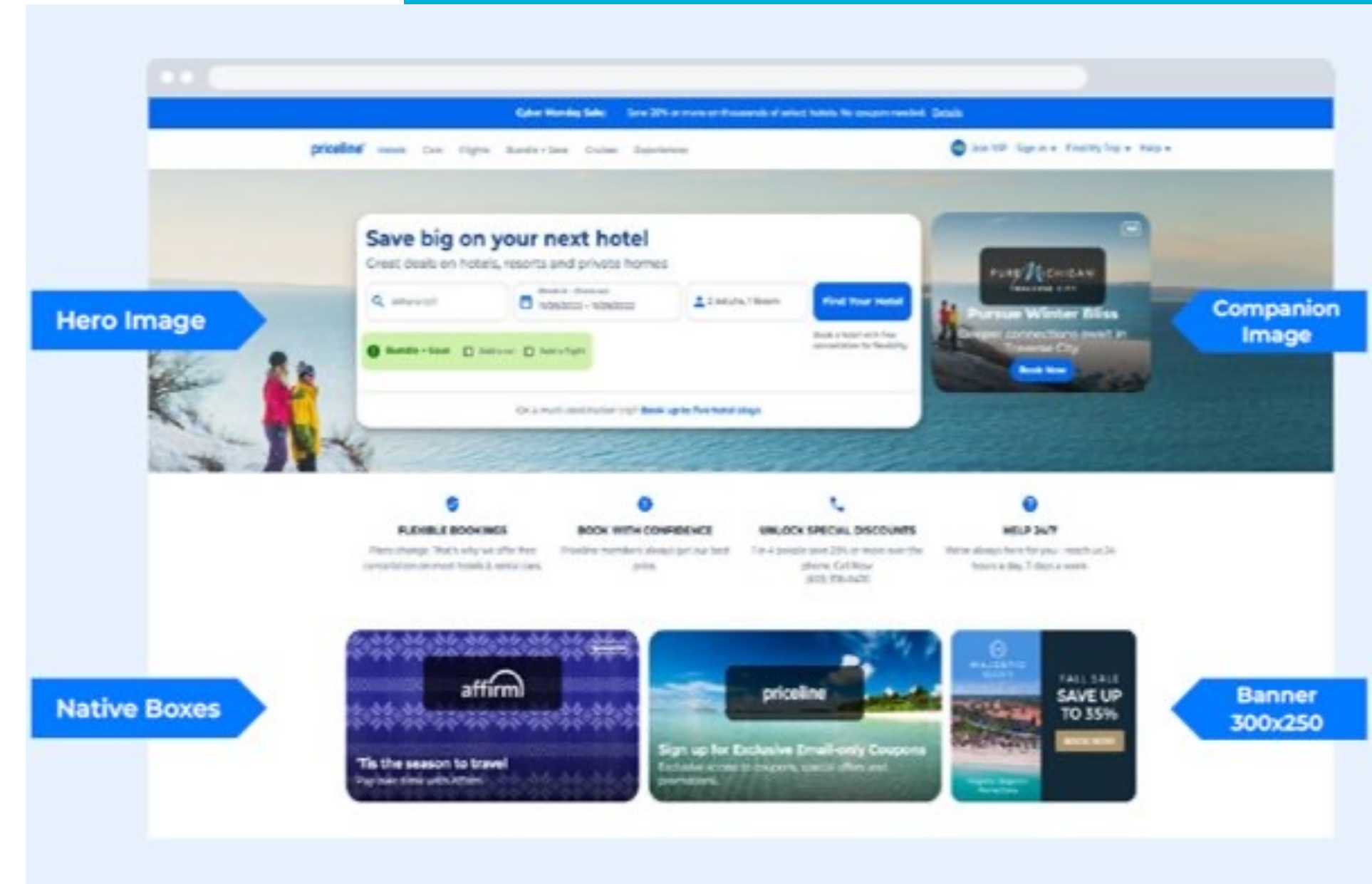
PRICELINE

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

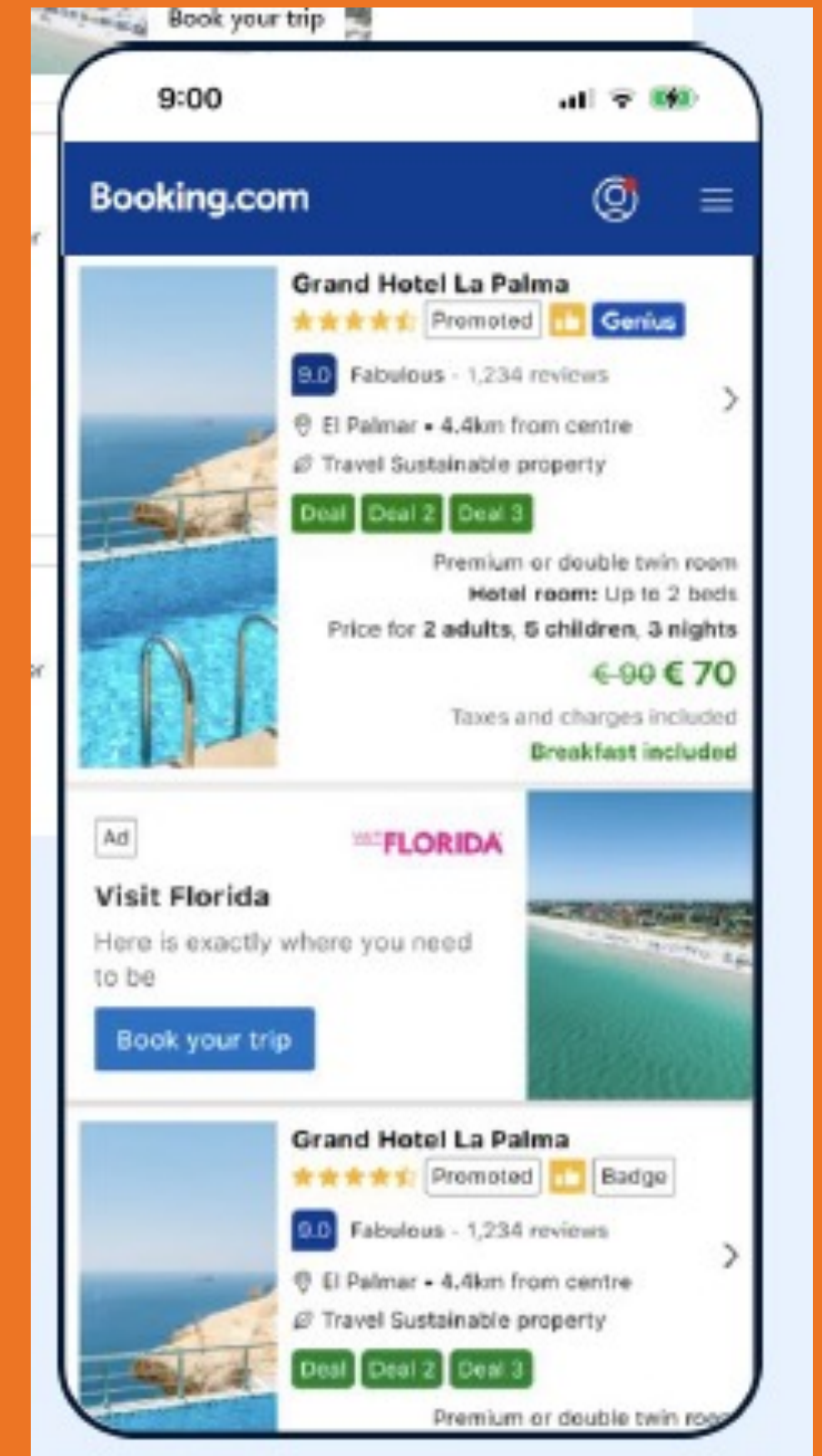
- PCB would be first-to-market with Booking.com's new native search result ad offering
- Only available to DMO's currently (not hotels!)
- Native ad visible in the first ad position on the first page of the search results
- Ad drives to a Custom Booking Page for PCB

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



ALWAYS ON TACTICS



Programmatic Display



Programmatic Native



Programmatic Pre-Roll



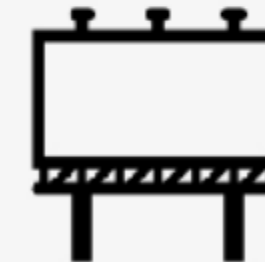
YouTube



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

An instant form overlay on a mobile device screen. The form has a blue header with the 'Visit Panama City Beach' logo and text. The main section is titled 'Request a Magazine' and contains the text: 'The 2023 Real. Fun. Beach. Vacation Guide is here! Get Panama City Beach delivered to your mailbox by requesting a FREE magazine to help...'. Below this is a 'Show more...' link. The next section asks 'How likely are you to visit Panama City Beach in the next 6 months?' and features three radio button options: 'Very Likely', 'Somewhat Likely', and 'Not Likely'. At the bottom is a blue 'Next' button.

SALES AND SPORTS

SPORTS PARTNERS



SPORTS PARTNERS



SPORTS PARTNERS



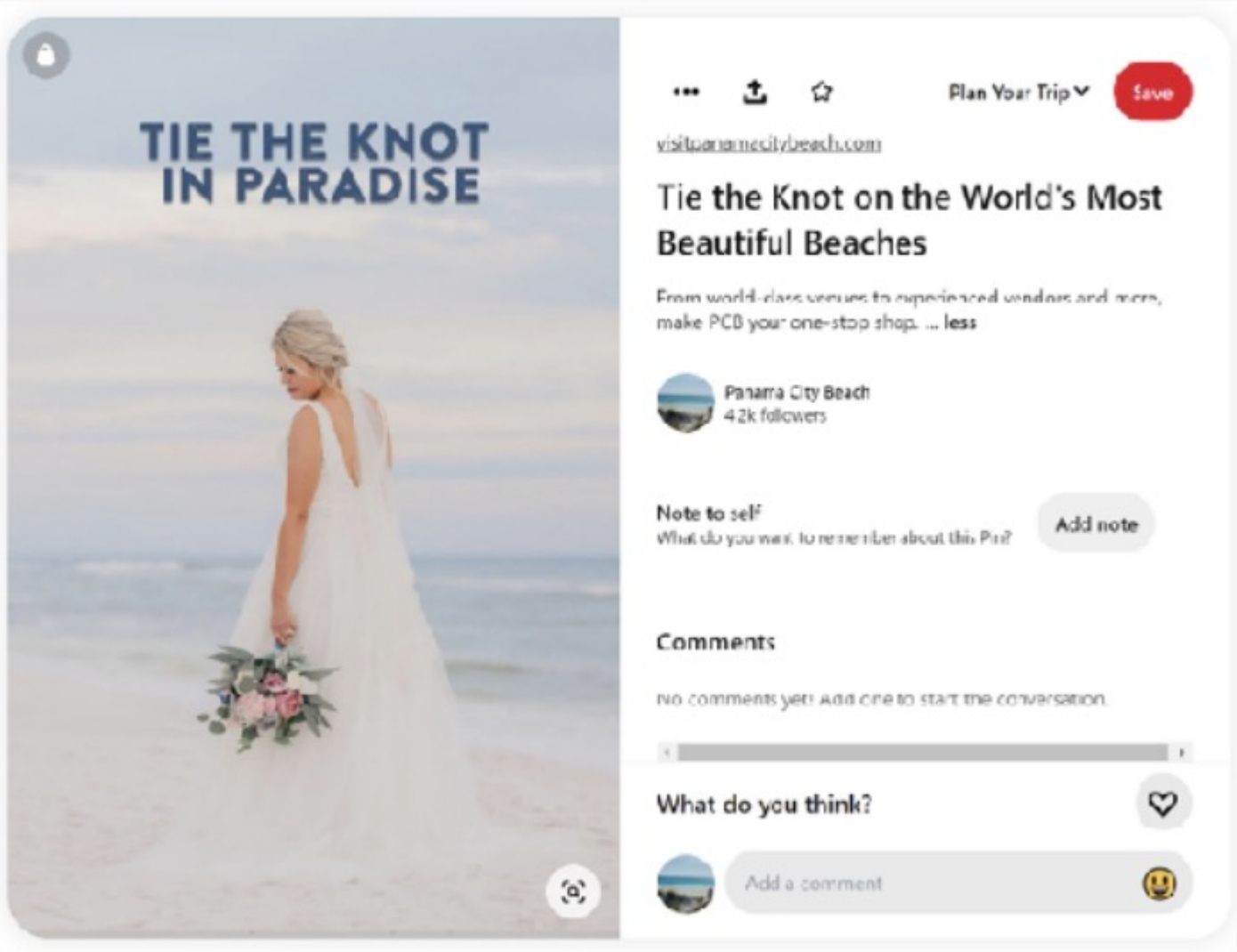
RETURNING SALES PARTNERS



NEW SALES PARTNERS



WEDDINGS

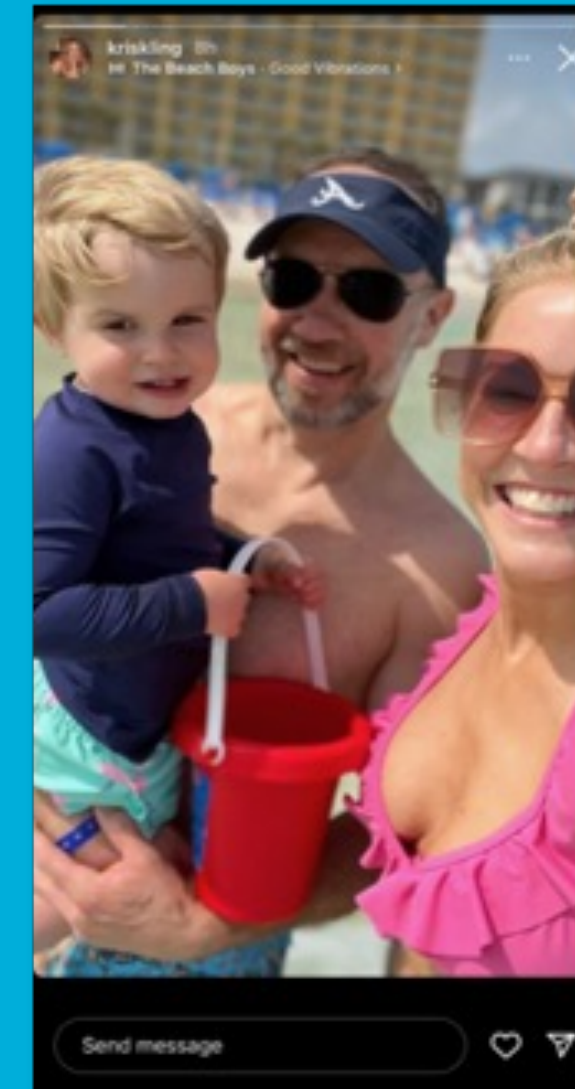


REGIONAL MARKET SUPPORT

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



↳ 2 Replies



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



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, lodging, 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



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



Jeannie Allen

Cheri Finlock 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



Gail Dugan Kutach

It seems to me that many people make a spiritual connect on to this beach.

Like Share 13w



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



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



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



Julia Yuliya

Awesome beaches, great entertainment for all ages, great restaurant choices, amazing Gulf Views.

Like Share 13w



Janet Morgan Smith

The emerald green waters! Puts GS and OB to shame👑

Like Share 13w



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


NATURAL BEAUTY



Panama City Beach

PLAN NOW

BOLD ADVENTURES



Panama City Beach

PLAN NOW

COUPLES WITHOUT KIDS

BEAUTIFUL BEACHES



Panama City Beach

PLAN NOW

EXPERIENCES WORTH SHARING



Panama City Beach

PLAN NOW

EMPTY NESTERS

DIVE INTO SOMETHING NEW



Panama City Beach

PLAN NOW

OR JUST TAKE IN THE VIEW



Panama City Beach

PLAN NOW

LONG WEEKENDERS

DINE BY THE WATER



Panama City Beach

PLAN NOW

OR EXPLORE UNDERNEATH IT



Panama City Beach

PLAN NOW

UNIVERSAL



Panama City Beach

PLAN NOW

CAMPAIGN PAYOFF

FIND A NEW WAY TO MAKE IT YOURS AT PCB.



Panama City Beach

PLAN NOW

SHARE THE FUN. MAKE IT YOURS AT PCB.



Panama City Beach

PLAN NOW

UNWIND. MAKE IT YOURS AT PCB.



Panama City Beach

PLAN NOW

ADVENTURE AWAITS. MAKE IT YOURS AT PCB.



Panama City Beach

PLAN NOW

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

—

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



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.

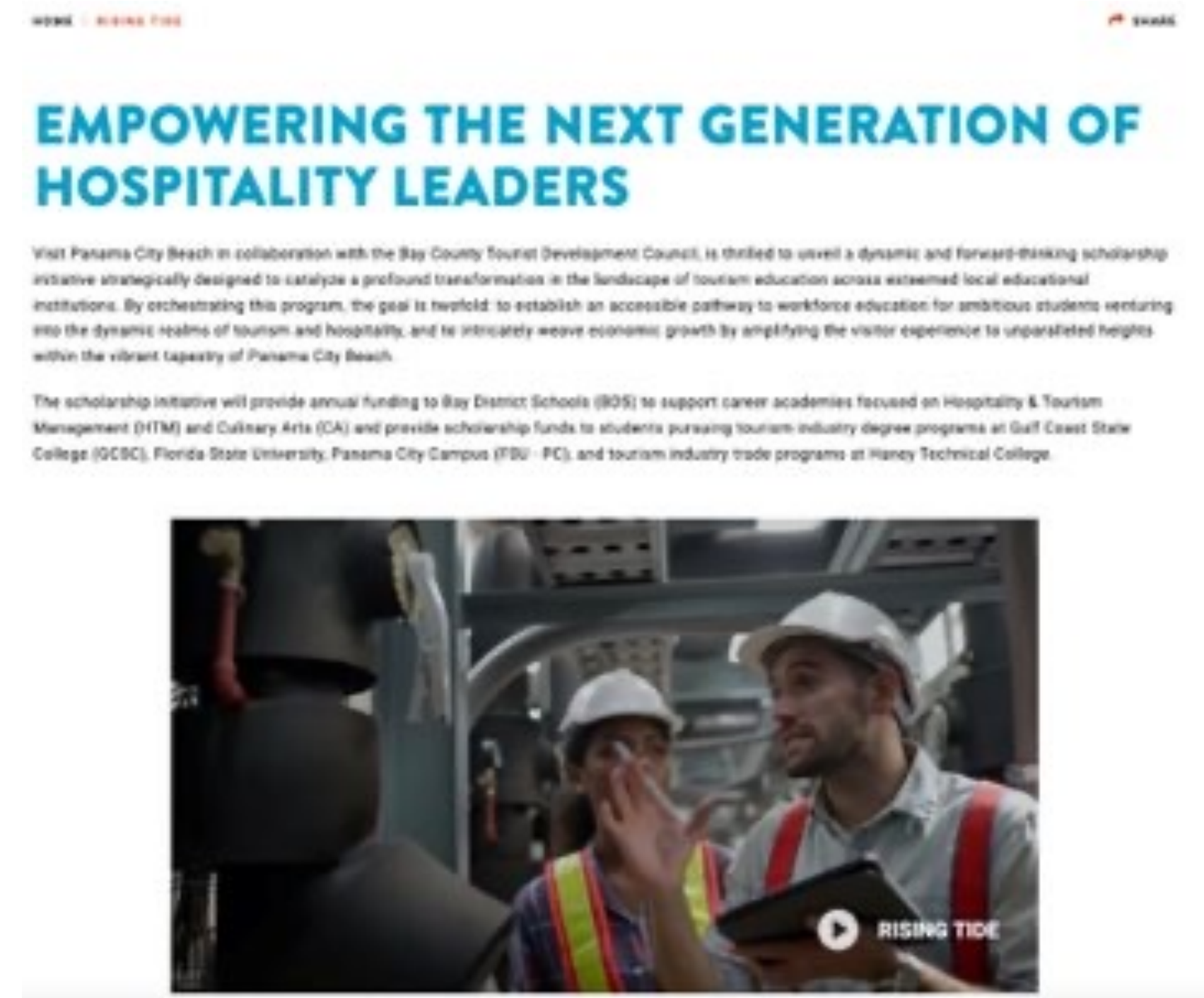


IMPROVING THE DESTINATION EXPERIENCE

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



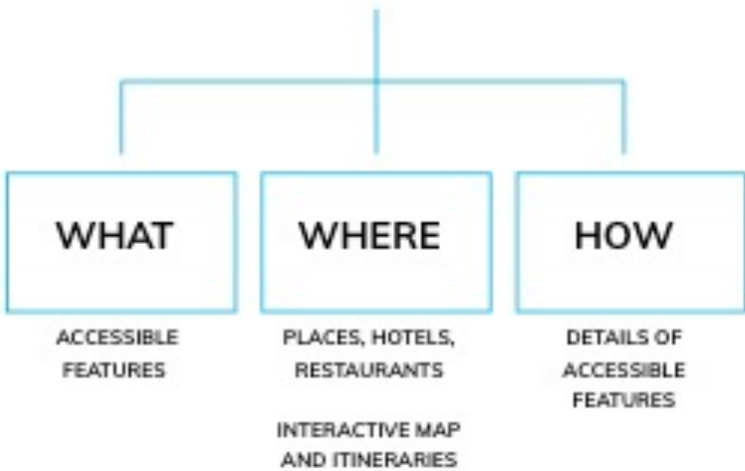
FUN FOR ALL

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.

