



COASTAL RESOURCES STRATEGIC PLAN

Panama City Beach Convention and Visitors Bureau

Goal 1: Enhance and Sustain Coastal and Marine Resources

Objective 1.1

Support marine species across multiple life stages through the strategic planning, design, and management of artificial reefs and other coastal habitat projects.

Objective 1.2

Improve habitat availability and ecological function in areas where natural hardbottom, reef structure, or nearshore habitat is limited or degraded.

Objective 1.3

Reduce pressure on individual reef sites, shorelines, and nearshore habitats by redistributing fishing, diving, and recreational use across a diverse network of managed coastal resources.

Objective 1.4

Integrate artificial reefs and other coastal projects as complementary tools within broader state and federal coastal and fishery management strategies.

Goal 2: Apply Science-Based Planning, Design, and Management

Objective 2.1

Utilize best available scientific research and engineering practices in the planning, design, construction, and placement of coastal resource infrastructure.

Objective 2.2

Incorporate findings from scientific research, monitoring, and performance evaluations into future coastal resource management decisions.

Objective 2.3

Employ adaptive management approaches that allow coastal resource strategies to evolve based on monitoring results, environmental conditions, and user demand.

Goal 3: Implement Long-Term Monitoring and Assessment**Objective 3.1**

Conduct physical monitoring of artificial reefs, including location, stability, vertical relief, structural integrity, and shoreline performance where applicable.

Objective 3.2

Conduct biological and environmental monitoring to document ecological function associated with coastal projects.

Objective 3.3

Use standardized, repeatable monitoring methods to ensure consistency across projects, monitoring events, and time periods.

Objective 3.4

Create, maintain, and manage long-term datasets that support trend analysis, adaptive management, public transparency, and regulatory compliance.

Goal 4: Protect Natural Resources and Avoid Adverse Impacts**Objective 4.1**

Avoid impacts to natural reefs, seagrass beds, hardbottom, nearshore habitats, and other sensitive coastal resources through careful planning and surveying.

Objective 4.2

Use environmentally compatible, durable materials suitable for long-term deployment in the marine and coastal environment.

Objective 4.3

Minimize user conflicts, navigational hazards, and unintended impacts through appropriate design, monitoring, mapping, and public outreach.

Goal 5: Support Economic Benefits**Objective 5.1**

Support recreational fishing, diving, beach use, and marine tourism through strategic investment in coastal resource projects.

Objective 5.2

Provide measurable returns on public investment through long-lived coastal infrastructure, documented ecological performance, and economic benefits.

Objective 5.3

Balance conservation, recreation, and economic objectives to ensure sustainable use of coastal resources.

Goal 6: Promote Interagency Coordination and Partnerships**Objective 6.1**

Serve as the managing authority for Bay County Board of County Commissioners coastal resource related permits, including artificial reef site permits, ensuring compliance, consistency, and coordination.

Objective 6.2

Coordinate coastal resource planning, permitting, construction, and monitoring with relevant federal, state, and local agencies to ensure compatibility, avoid conflicts, and support integrated coastal management objectives.

Objective 6.3

Promote transparency and collaboration through data sharing, information exchange, and cooperative partnerships.

Goal 7: Ensure Regulatory Compliance and Program Accountability**Objective 7.1**

Maintain compliance with all applicable federal, state, and local permitting requirements governing coastal resource projects.

Objective 7.2

Clearly define and document responsibility, ownership, and accountability associated with coastal infrastructure, monitoring, and maintenance.

Goal 8: Engage, Educate, and Inform Stakeholders**Objective 8.1**

Use mapping tools, signage, underwater cameras, and digital platforms to deliver accurate, accessible, and up-to-date information to stakeholders and the public.

Objective 8.2

Promote stewardship and ethical use of coastal and marine resources.

Objective 8.3

Conduct outreach to user groups to increase awareness and understanding of coastal resource programs and projects.

Objective 8.4

Hold regular stakeholder meetings to gather feedback on coastal resource conditions, performance, and future priorities.

Goal 9: Support Beach Renourishment and Shoreline Resilience**Objective 9.1**

Support beach renourishment projects that maintain and enhance shoreline stability, recreational value, and storm resilience.

Objective 9.2

Coordinate with federal, state, and local partners on the planning, permitting, and implementation of beach renourishment projects, including sand sourcing, placement, and timing.

Objective 9.3

Support monitoring and assessment of beach renourishment projects to evaluate shoreline performance and long-term effectiveness.

Objective 9.4

Ensure beach renourishment activities are planned and conducted to avoid or minimize adverse impacts to nearshore habitats, marine resources, and existing artificial reef sites.