



Vice President, Destination Development

Reports to: President & CEO

Organization: Visit Panama City Beach
Bay County Tourist Development Council
Panama City Beach, FL

To apply, E-mail: Careers@VisitPanamaCityBeach.com

Position Summary

The Vice President of Destination Development provides strategic leadership for the growth and long-term sustainability of Panama City Beach as a premier tourism destination. This role is accountable for guiding destination development projects, advancing community stewardship initiatives, and generating sponsorship and grant revenue to strengthen organizational capacity. Working closely with the executive team, the Tourist Development Council (TDC), and community stakeholders, this leader ensures that destination growth aligns with the Real. Fun. Beach. brand promise and balances visitor demand with resident quality of life. The position serves as a senior advisor to the President & CEO.

Key Responsibilities

Destination Development & Product Growth

- Lead strategic planning and execution of destination development initiatives, including infrastructure, public space improvements, and event programming.
- Identify and assess opportunities to enhance the visitor experience and expand the community's tourism product mix.
- Oversee research, feasibility studies, and evaluations that inform development priorities.
- Manage development funds, capital projects, and public-private partnerships that contribute to the long-term vitality of the destination.

Community Stewardship & Engagement

- Champion sustainable tourism practices and stewardship of community resources.

- Build strong relationships with city, county, and state leaders, local businesses, and civic organizations.
- Serve as a visible and trusted advocate for tourism, balancing industry growth with community priorities.
- Support communications, community relations, and policy initiatives that impact tourism.

Sponsorships, Grants & Revenue Diversification

- Design, package, and secure sponsorship opportunities for CVB-managed events, sports programming, and festivals.
- Pursue grants and alternative funding streams to reduce reliance on traditional revenues.
- Create compelling presentations and proposals that demonstrate value to sponsors and funding partners.

Organizational Leadership

- Serve as an integral member of the executive leadership team, contributing to overall organizational strategy and performance.
- Provide direct leadership to staff in tourism development, stewardship, and sponsorship functions.
- Develop and manage budgets, ensuring fiscal responsibility and alignment with organizational goals.
- Provide regular reports, analysis, and recommendations to the President & CEO and Board of Directors.
- Assume additional leadership responsibilities as delegated by the President & CEO.

Qualifications & Experience

- Bachelor's degree required, advanced degree in business, tourism, or related field preferred.
- 10 years of progressively responsible leadership experience in destination marketing, tourism development, economic development, or a related field preferred.
- Demonstrated success in sponsorship development, grant writing, and external revenue generation.
- Proven experience engaging community stakeholders and navigating political/governmental relationships.
- Strong budget management, strategic planning, and project execution skills.
- Excellent communication and presentation abilities; comfortable representing the organization publicly.
- Experience working with boards, councils, or similar governing bodies.

Core Competencies

- Strategic & Analytical Thinking – Ability to evaluate opportunities and challenges and act decisively.
- Collaboration & Partnership-Building – Builds strong, trust-based relationships across sectors.
- Financial Acumen – Skilled at developing and managing budgets, securing sponsorships, and diversifying revenue.
- Community Orientation – Balances tourism development with resident quality of life and stewardship.

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