

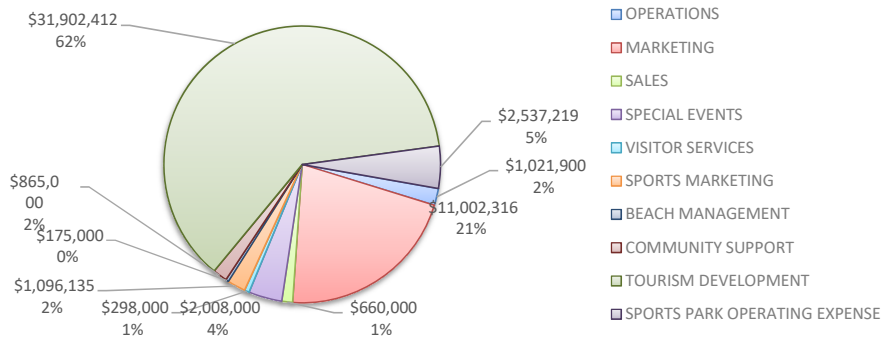
# Visit Panama City Beach 2025 Budget



Revenues	FY 2025	FINAL FY 2024	% of Budget
Current Year Collections			
- Fund 125	\$ 16,318,768	\$ 16,343,694	30.1%
- Fund 127	\$ 2,326,675	\$ 175,000	4.3%
- Fund 128	\$ 2,055,839	\$ 2,555,306	3.8%
Excess Collections from FY 2024			
- Fund 125	\$ 2,182,500	\$ 3,003,953	4.0%
- Fund 128	\$ 727,500	\$ 1,001,318	1.3%
Contract Funds from prior years			
- Fund 125	\$ 10,422,347	\$ 17,379,339	19.2%
- Fund 127	\$ 5,249,590	\$ -	9.7%
- Fund 128	\$ 6,494,819	\$ 7,595,099	12.0%
Sports Park Revenues (recorded in Fund 124)	\$ 2,367,258	\$ 2,225,576	4.4%
Sports Park Operating Subsidies (Fund 128)	\$ 169,961	\$ 269,897	0.3%
BCC General Fund-Film Commission	\$ 30,000	\$ 30,000	0.1%
Co-Op Income	\$ 12,500	\$ 11,350	0.0%
Visitor Guides	\$ 40,000	\$ 39,000	0.1%
RFB Store Merch Sales	\$ 8,000	\$ 6,213	0.0%
Corporate & Event Sponsorship Income	\$ 125,000	\$ 120,000	0.2%
Event Income	\$ 150,000	\$ 146,000	0.3%
Winter Resident Program	\$ 32,000	\$ 31,400	0.1%
Interest Income	\$ 108,000	\$ 105,600	0.2%
Micellaneous Income	\$ 500	\$ 200	0.0%
Grants	\$ 72,500	\$ 72,500	0.1%
CVB Unrestricted Assets (cash)	\$ 5,367,269	\$ 5,044,602	9.9%
<b>TOTAL</b>	<b>\$ 54,261,026</b>	<b>\$ 56,156,047</b>	<b>100.0%</b>

Expenses		FY 2025	FINAL FY 2024	% of Budget
OPERATIONS	Dept. 60	\$ 1,021,900	\$ 826,100	1.9%
MARKETING	Dept. 61	\$ 11,002,316	\$ 10,238,000	20.3%
SALES	Dept. 62	\$ 660,000	\$ 472,500	1.2%
SPECIAL EVENTS	Dept. 63	\$ 2,008,000	\$ 1,803,000	3.7%
VISITOR SERVICES	Dept. 64	\$ 298,000	\$ 245,300	0.5%
SPORTS MARKETING	Dept. 66	\$ 1,096,135	\$ 941,500	2.0%
BEACH MANAGEMENT	Dept. 67	\$ 175,000	\$ 175,000	0.3%
COMMUNITY SUPPORT	Dept. 68	\$ 865,000	\$ 475,000	1.6%
TOURISM DEVELOPMENT	Dept. 69	\$ 31,902,412	\$ 36,716,273	58.8%
PERSONAL SERVICES	Dept. 00	\$ 2,695,044	\$ 2,195,440	5.0%
SPORTS PARK OPERATING EXPENSE		\$ 2,537,219	\$ 2,057,934	4.7%
<b>TOTAL</b>		<b>\$ 54,261,026</b>	<b>\$ 56,146,047</b>	<b>100.0%</b>

## Allocation by Department



## OPERATIONS - Dept 60

### Budget Information

Department Head: Aaron Lee

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, Cell phones and conference calling	\$ 20,000
604201	Postage & Freight	Postage shipping for CVB Operations, Fulfillment and Visitor Guides	\$ 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, letter head, business cards, etc	\$ 1,500
604810	Promotional Items	Budget for Logoed and other Giveaway Items, includes RFB merch	\$ 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, cleaning s	\$ 30,000
604870	Surveys & Research	Economic Impact/Profiles, Lodging & Other Studies	\$ 250,000
604920	Community & Employee Relations	Community Relations Activities and employee recognition	\$ 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	\$ 18,000
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	\$ 60,000
608210	Donations	Support for the Destinations International Foundation	\$ 7,500
609910	Contingency	Placeholder Budget for unexpected expenses	\$ 50,000
<b>Total</b>			<b>\$1,021,900</b>

### Budget Snapshot

**Total Budgeted Fun 54,261,026**

**Operations Budget 1,021,900**

**% of Budget for Ops 1.9%**

## MARKETING - Dept 61

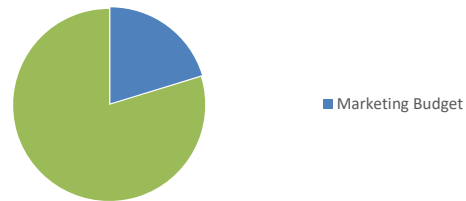
### Budget Information

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	\$ 447,704
613105	Marketing Agency Incidental Fees	Costs of Advertising & PR Agency Incidentals	\$ 53,000
613430	Advertising	Advertising Expense to promote PCB	\$ 7,120,000
613432	Advertising Co-Op Special Events	Advertising Support for Event Organizers	\$ 1,006,112
613435	Advertising Co-Op	Cooperative Advertising - Partner Expense Only	\$ 134,500
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	\$ 475,000
614701	Printing Cost	Marketing related printing	\$ 160,000
614820	Public Relations - Domestic	Public Relations Expenses - Domestic	\$ 309,000
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
	<b>Total</b>		<b>\$11,002,316</b>

### Budget Snapshot

Total Budgeted Funds	54,261,026
Marketing Budget	11,002,316
% of Budget for Marketing	20.3%



## SALES - Dept 62

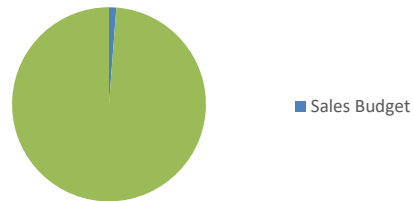
### Budget Information

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	Expenses for Citywide Conventions	\$175,000
623465	Citywide Sports Expense	Expenses for hosting conferences attended by sporting event	\$15,000
623475	Collateral	Printed/Electronic Sales Materials	\$5,000
624001	Tradeshows	Tradeshow expenses for current year	\$100,000
624015	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	\$150,000
624850	Sponsorships	Tradeshow Sponsorships	\$40,000
624870	Fam Tours - Inbound	Fam trips for tour and group organizers	\$30,000
625402	Dues & Subscriptions	Sales Department Membership Dues	\$15,000
626401	Tradeshow Displays	Tradeshow displays	\$20,000
629910	Contingency	Placeholder Budget for unexpected expenses	\$25,000
<b>Total</b>			<b>\$660,000</b>

### Budget Snapshot

Total Budgeted Funds	54,261,026
Sales Budget	660,000
% of Budget for Sales	1.2%



## SPECIAL EVENTS - Dept 63

### Budget Information

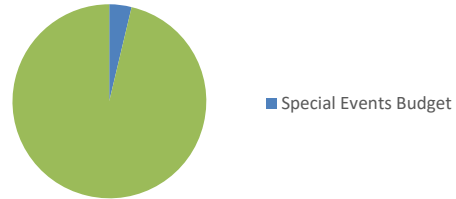
Department Head:	Patrick Stewart
Program of Work Overview:	Supporting and planning events to drive incremental visitation to Panama City Beach. Special Events continue to be a focus area to help increase visitation to Panama City Beach throughout the year, with particular emphasis during the spring and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

Account #	Item	Description	Budget
634010	Travel & Entertainment	Expenses to attend event related conferences	12,000
634850	Sponsorships	Sponsorship of Events Occuring in PCB	437,000
634905	Festivals & Events	Direct Expenses for CVB Planned Events	1,475,000
635402	Dues & Subscriptions	Event Industry Dues & Subscriptions	9,000
636401	Equipment	Equipment Purchase to Support Events	50,000
639910	Contingency	Placeholder Budget for unexpected expenses	25,000

### Budget Snapshot

\$2,008,000

<b>Total Budgeted Funds</b>	<b>54,261,026</b>
<b>Special Events Budget</b>	<b>2,008,000</b>
<b>% of Budget for Events</b>	<b>3.7%</b>



## VISITOR SERVICES - Dept 64

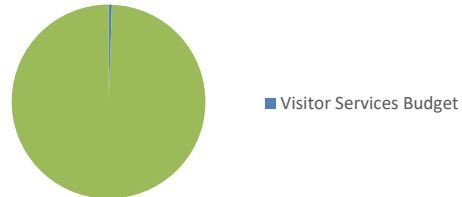
### Budget Information

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	15,000
644010	Travel	Travel for Director of Visitor Services	5,000
644850	Sponsorships	Sponsorships of Winter Resident Activities	20,000
644905	Visitor Services Events	Visitor Appreciation Events and VIC Activations	240,000
645201	Visitor Center Supplies	Visitor Center Materials, Decorations & Supplies	15,000
645510	Training & Development	Customer Service Training for VIC staff	1,000
649910	Contingency	Placeholder Budget for unexpected expenses	2,000
			\$298,000

### Budget Snapshot

Total Budgeted Funds	54,261,026
Visitor Services Budget	298,000
% of Budget for VS	0.5%



**SPORTS MARKETING - Dept 66**

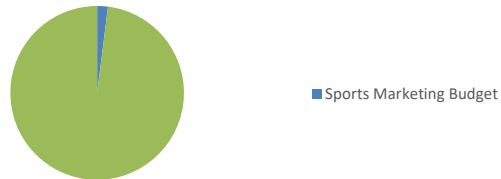
**Budget Information**

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	Tradeshow Registration	Sports Tradeshow Registration/ Mktg Materials	23,390
664010	Travel & Entertainment	Travel Costs,local meetings and entertainment	29,295
664402	Facility Usage	Facility costs paid on behalf of Event Right Holders	230,700
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	214,750
664860	Sporting Bid/Host Fees	Bid Fees/Event Hosting Assistance	489,500
664870	Fam Tours	In-bound Fam Tours of Tournament Decision Makers	7,500
665402	Dues & Subscriptions	Dues for sports related organizations	7,500
666401	Equipment Tournaments	Equipment for Tournaments	50,000
669910	Contingency	Placeholder Budget for unexpected expenses	10,000
<b>Total</b>			<b>\$1,096,135</b>

**Budget Snapshot**

<b>Total Budgeted Funds</b>	<b>54,261,026</b>
<b>Sports Marketing Budget</b>	<b>1,096,135</b>
<b>% of Budget for Sports</b>	<b>2.0%</b>



## BEACH MANAGEMENT - Dept 67

### Budget Information

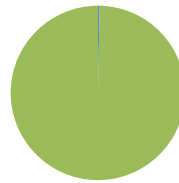
Department Head: Dan Rowe

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	\$140,000
679910	Contingency	Placeholder Budget for unexpected expenses	\$35,000
	Total		\$175,000

### Budget Snapshot

Total Budgeted Funds	54,261,026
Beach Management	175,000
% of CVB Budget for Beach	0.3%



■ Beach Management



**COMMUNITY SUPPORT - Dept. 68**

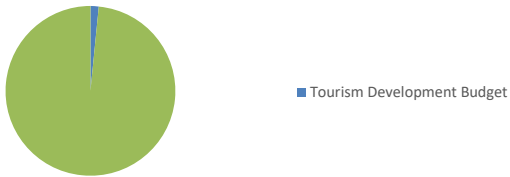
**Budget Information**

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 orgs. engaged in tourism development	\$ 475,000
684210	Beach Ambassador Program	Partner Engagement	\$375,000
685801	PARCS - Development	Contribution to Bay County Parks that benefit Tourism	\$15,000
685805	Bay Way Support	Support for Sunday transportation essential Tourism personnel	\$0
Total			\$865,000

**Budget Snapshot**

Total Budgeted Funds	54,261,026
Tourism Development Budget	865,000
% of Budget for Future Projects	1.6%



**TOURISM DEVELOPMENT PROJECTS - Dept. 69**

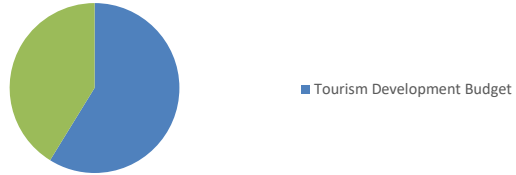
**Budget Information**

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
693466	Chasin' the Sun TV	Production Costs of Chasin' the Sun TV Program	\$485,000
694610	Sports Park Improvements	Sports Park Improvements	\$350,000
694800	Sports Park Insurance Expense	Liability Ins	\$15,000
695461	Aaron Bessant Park Improvements	Pavilion Construction & Site Improvements	\$2,300,000
694910	Celebration Tower	Celebration Tower ball and building repair	\$25,000
695465	Product Development	Costs for product development projects	\$6,227,412
695470	Coca-Cola Event Center	Planning and construction of SABRE Indoor Event Center	\$22,500,000
Total			\$31,902,412

**Budget Snapshot**

Total Budgeted Funds	54,261,026
Tourism Development Budget	31,902,412
% of Budget for Future Projects	58.8%



## 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	2,090,000
602100	Payroll Taxes	Payroll Taxes	167,000
602200	401k Program	CVB retirement program expense	125,000
602300	Employee Insurance Costs	CVB expense for staff insurance benefits	308,044
602400	Works Comp Insurance	CVB expense for Workers Comp	5,000
TOTAL			\$2,695,044

### Budget Snapshot

Total Budgeted Funds	54,261,026
Personal Services Budget	2,695,044
% of Budget for Personnel	5.0%

