



# Fy24 special EVENTS

VISIT Panama city Beach

# Fy24 Special Events Calendar



**Pirates of the High Seas  
and Renaissance Festival**

October 6th – 8th, 2023



**Beach Home for the  
Holidays**

November 24th – 25th, 2023



**New Year's Eve Beach  
Ball Drop**

December 31st, 2023

# PIRATES & REN FEST

2023 | PANAMA CITY BEACH

Award Winning Radio  
Spot  
"The Henry"

Billboard  
Florida Festivals &  
Events



# media

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Flight August 16 – October 8

- Display
- Native
- E-Blasts
- Paid Social Media and Organic
- Pandora Audio and Video Plus
- Radio
- TV
- Billboards
- Public Relations
  - Press Release Distribution
  - Pre- event Interviews
- Poster Distribution
- Rack Card with Event Schedule
- Blog

# creative

## FRIDAY | OCTOBER 6

- 4:00 pm Festival Village & Kids Zone opens (Aaron Bessant Park)
- 5:00 pm The Pirate Who Learns to Say Please (Masquerade Stage)  
Blue Mermaid Designs (Blue Mermaid Tank)  
The Mead Sisters & Masked Marauders (Pirates' Pub Stage)
- 5:30 pm Krewe of Dominique Youx Kid's Parade (Pier Park Drive)
- 6:15 pm Opening Ceremonies/Treasure Drop (Pier Park)
- 6:30 pm Pirate Crawl (Pier Park Drive)  
Studio by the Sea Dancers (Aaron Bessant Park Main Stage)
- 7:30 pm Tom Mason & the Blue Buccaneers (Aaron Bessant Park Main Stage)  
Captain Davy & the Crossbones (Celebration Circle Stage)
- 8:30 pm Fireworks (City Pier)

## SATURDAY | OCTOBER 7

- 10:00 am Festival Village & Kids Zone opens (Aaron Bessant Park)  
Cirque Adventure (Aaron Bessant Park Main Stage)
- 12:00 pm Captain Davy & the Crossbones (Aaron Bessant Park Main Stage)
- 12:30 pm Fire Circus Performance (Fire Circus Stage)
- 1:00 pm Blue Mermaid Designs (Blue Mermaid Tank)
- 2:00 pm Commodore Mayhem Magic Show (The Masquerade Stage)
- 3:00 pm Pirate Invasion (Aaron Bessant Park Main Stage)
- 3:30 pm Tom Mason & the Blue Buccaneers (Aaron Bessant Park Main Stage)
- 4:00 pm Studio by the Sea Dancers (Celebration Circle Stage)
- 5:00 pm Krewe of Dominique Youx Main Parade (Pier Park Drive)
- 6:30 pm The Mead Sisters & Masked Marauders (Pirates' Pub Stage)
- 7:00 pm Cirque Adventure (Aaron Bessant Park Main Stage)
- 8:00 pm Fireworks (City Pier)

## SUNDAY | OCTOBER 8

- 12:00 pm Festival Village & Kids Zone opens (Aaron Bessant Park)
- 12:30 pm Crossbones Renaissance Music (Pirates' Pub Stage)  
Fire Circus Performance (Fire Circus Stage)
- 1:30 pm Captain Davy & the Crossbones (Aaron Bessant Park Main Stage)
- 2:00 pm Blue Mermaid Designs (Blue Mermaid Tank)
- 3:00 pm Studio by the Sea Dancers (Aaron Bessant Park Main Stage)
- 3:30 pm Commodore Mayhem Magic Show (The Masquerade Stage)
- 4:00 pm Cirque Adventure (Aaron Bessant Park Main Stage)
- 4:15 pm The Mead Sisters & Masked Marauders (Pirates' Pub Stage)
- 4:30 pm Blue Mermaid Designs (Blue Mermaid Tank)  
Fire Circus Performance (Fire Circus Stage)



FOR COMPLETE EVENT INFO VISIT [PCBPiratesFest.com](http://PCBPiratesFest.com)

## THE LEGEND OF THE PIRATES OF THE HIGH SEAS

In the days when pirates ruled the high seas, many were known to ply the waters near Panama City Beach. Though some say they left naught but footprints in the white sandy beaches to tell of their passing, another legend lives on.

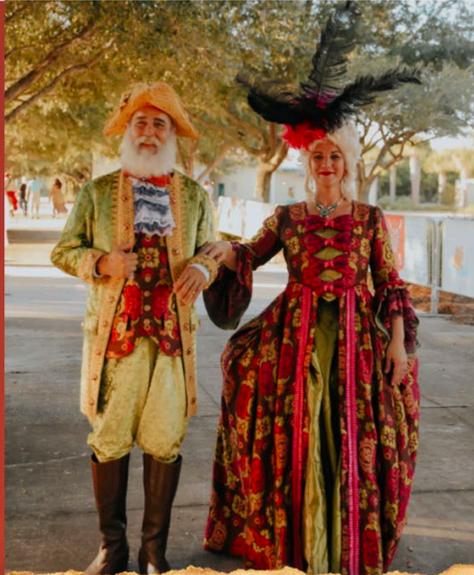
According to the ancient tale, the famous pirate Dominique Youx and his krewe were beloved in Panama City Beach for sharing their plunder. But when invading pirates tried to steal that treasure, it sparked a battle we relive every year over Columbus Day weekend!

Join Dominique Youx and his krewe Friday in Pier Park, where treasure-laden nets will release sparkling jewels into the waiting arms of those below, who are charged with safeguarding them from invading pirates. Once the invading pirates are driven off, a celebration will ensue Saturday with a parade and fireworks.

However, the danger – and fun – won't be finished so quickly. Word has it that on Sunday more pirates will converge on Panama City Beach! We'll need everyone to help by joining the fun and helping to drive off this second wave of invaders...and then enjoy plenty of pirate fun, like live music, magic and fireworks!



**RENAISSANCE VENDORS  
FIREWORKS  
PARADES  
LIVE MUSIC  
MAGIC SHOWS  
LIVE MERMAIDS  
AND MORE!**



**OCTOBER 6-8**  
AARON BESSANT PARK & PIER PARK



## HEAR YE! HEAR YE!

ALL MATEYS & FAIR MAIDENS ARE HEREBY INVITED TO A SWASHBUCKLING GOOD TIME

FIREWORKS  
RENAISSANCE FAIR  
PIRATES PUB

LIVE ENTERTAINMENT  
**PARADES**  
TREASURE DROP

October 6-8 | Aaron Bessant Park & Pier Park

Panama City Beach

[PCBPiratesFest.com](http://PCBPiratesFest.com)

# creative



**PIRATES**  
OF THE  
HIGH SEAS &  
RENAISSANCE  
**FEST**

# October 6-8

[PCBPiratesFest.com](http://PCBPiratesFest.com)



**PIRATES**  
OF THE  
HIGH SEAS &  
RENAISSANCE  
**FEST**

# October 6-8

[PCBPiratesFest.com](http://PCBPiratesFest.com)



**ANCHORS AWEIGH FOR FESTIVE FUN.**  
PANAMA CITY BEACH, OCTOBER 6-8



**PIRATES**  
OF THE  
HIGH SEAS &  
RENAISSANCE  
**FEST**

OCTOBER 6 & 7  
ACTIVITIES AT PIER PARK  
& FIREWORKS AT RUSSELL-FIELDS CITY PIER

OCTOBER 8  
ACTIVITIES AT AARON BESSANT PARK  
& PIRATES PUB

Don't walk the plank when you can head to Pirates Fest instead, matey! Panama City Beach's Pirates of the High Seas and Renaissance Fest is an annual celebration of Dominique Youx and his band of loyal buccaneers, featuring costumes, staged battles, treasure hunts, fireworks, a parade and much more! So travel back with us to a time of Renaissance music, food and fun as we celebrate the days of yore!

Join in the fun with Cirque Adventure! This high-flying show features pirate-themed aerial acts, acrobatics, trampoline feats and other gripping circus skills.



VISIT [VISITPANAMACITYBEACH.COM](http://VISITPANAMACITYBEACH.COM) FOR A LIST OF EVENTS AND TO LEARN MORE ABOUT THE FESTIVAL.

**HAVE A SWASHBUCKLING GOOD TIME.**

**REAL FUN BEACH**

Plan your getaway today.

[f](https://www.facebook.com/RealFunBeach) [i](https://www.instagram.com/RealFunBeach) [t](https://www.tiktok.com/@RealFunBeach)

1-800-PCBEACH (800-722-3264) | [info@VisitPanamaCityBeach.com](mailto:info@VisitPanamaCityBeach.com)  
[VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)



# October 6-8



**Panama City Beach**

# SOCIAL

**Visit Panama City Beach**  
Published by [Stephanie Pieper](#) · October 3

Ahoy, me hearties! Prepare to embark on a thrilling adventure at the Pirates of the High Seas & Renaissance Fest from October 6-8.



**All Hands Ahoy!**  
October 6-8 [Learn more](#)

**Pirate Parades**  
October 6-8 [Learn more](#)

**Renaissance Fest**  
October 6-8 [Learn more](#)

**Visit Panama City Beach**  
Published by [Stephanie Pieper](#) · September 12

Avast, me hearties! Set sail with us at the Pirates of the High Seas & Renaissance Fest from October 6-8. Enjoy live music, renaissance vendors, parades, fireworks & more!



[VISITPANAMACITYBEACH.COM](#)  
**All Hands Ahoy!**  
October 6-8 [Learn more](#)

**Myra B Cox**  
We had a great time!



**Top fan**  
**Samantha Taylor**  
Great event!  
1w Like Reply Hide

**Amanda Warren Rabon**  
Such an Amazing event!

**Top fan**  
**Scott Fernandez**  
Had an amazing time again at this year's event. Me and my family are looking forward to seeing everyone in 2024.



**Beth Stephens**  
It was a wonderful festival! Thanks 😊

# Public relations

**WMBB-TV** shared pre-event coverage on Pirates of the High Seas & Renaissance Fest 2023.

<https://tinyurl.com/49d7w8j7>

**TravelAwaits** highlighted the upcoming Pirates of the High Seas and Renaissance Fest event, in a piece titled “This Town’s Pirates And Renaissance Fest Will Set Sail This Fall — What Swashbucklers Need To Know.”

<https://tinyurl.com/4p7cehsk>

## These Reasons Are Why Panama City Beach Is One Of Florida's Most Popular

Panama City Beach is one of Florida's stunning beach towns along the Gulf of Mexico and a popular spot for tourists. Florida, in general, has always been a popular travel destination for beach-lovers, snowbirds, and families. With so many lovely towns in Florida, what makes Panama City Beach so special?

Panama City Beach boasts the perfect mix of activities and attractions. The city is home to stunning white sand beaches and several state parks. Also family-friendly, Panama City Beach is home to museums, fun parks, and a zoo. The wild nightlife offers fun for adults and spring breakers. This wide range of attractions secures Panama City Beach's popularity among locals and visitors alike.



### Lots Of Fun Festivals

Another popular Panama City Beach fest is the Pirates of the High Seas Festival. Occurring at the beginning of October, this annual fest includes live music, a scavenger hunt, a parade, and fireworks. It is also kid-friendly, drawing in even more visitors.

- **Address:** 600 Pier Park Dr., Panama City Beach, FL 32413

# Onsite Event creative

# Real fun beach store

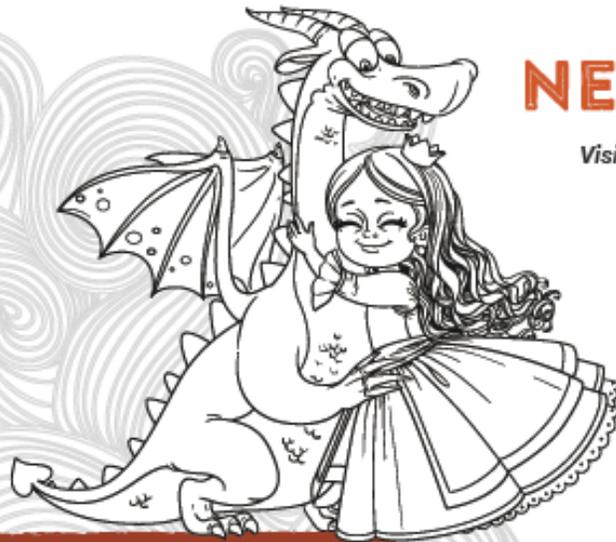


onsite



SEE YOU  
**NEXT YEAR!**

VisitPanamaCityBeach.com  
#RealFunBeach



FUN FILLED  
**PIRATES  
& RENAISSANCE**

**KIDS' ACTIVITY BOOK**

# onsite



## PIRATES PUB STAGE

**FRIDAY | OCTOBER 6**

5:00 pm Music: The Mead Sisters & The Masked Marauders

**SATURDAY | OCTOBER 7**

11:00 am Music: The Mead Sisters & The Masked Marauders

1:15 pm Crossbones Renaissance Music

6:30 pm Music: The Mead Sisters & The Masked Marauders

**SUNDAY | OCTOBER 8**

12:30 pm Crossbones Renaissance Music

2:30 pm Music: The Mead Sisters & The Masked Marauders

3:30 pm Crossbones Renaissance Music

4:15 pm Music: The Mead Sisters & The Masked Marauders



SCAN QR CODE  
FOR THE FULL  
EVENT SCHEDULE



# photography



# Schedule of Events



## Friday, October 6<sup>th</sup>

- 4 PM Gates Open
- 4 PM – 8 PM Live Music & Entertainment
- 5:30 PM – 6 PM Kids' Parade
- 6 PM Opening Ceremony & Treasure Drop
- 6:30 PM Pirate Crawl
- 8:30 PM Fireworks

## Saturday, October 7<sup>th</sup>

- 10 AM Gates Open
- 10 AM – 8 PM Live Music & Entertainment
- 5 PM – 5:30 PM Main Parade
- 8:00 PM Fireworks

## Sunday, October 8<sup>th</sup>

- Noon Gates Open
- Noon – 5 PM Live Music & Entertainment
- 5 PM End of Event

# Event Goals



Use innovative event themes to support and extend the Real. Fun. Beach brand and create additional awareness and demand for Panama City Beach

Foster community engagement by partnering with local vendors and local volunteer groups

Gather media attention by cultivating unique storylines and interactive narratives

Sustain our family-friendly beach by continually investing in activities centered around young families like the kid zone and the Krewe of Dominique Youx parades

# ANNUAL Comparison



## 2022

- 10 Retail & Craft Vendors
- 4 Food Vendors
- 3 Pirate Camps
  
- Estimated Attendance: 25,000

## 2023

- 28 Retail & Craft Vendors
- 11 Food Vendors
- 5 Pirate Camps
  
- Estimated Attendance: 30,000

## Fun facts

We had the highest beverage sales by far and our signature mugs sold out.

We added living statues/fountains, falconry, sword fighting, acrobatics, and a juggling jester which were all huge hits with attendees.

Vendor participation nearly tripled

We had 68 Rolling Units for floats, that's 15 more than last year!



# Pirates of the High Seas and Renaissance Fest

Social Media Response

It was amazing to attend



Always a fun festival with great vendors, entertainment and meeting fabulous folks, until next year "Rrrrr"

We will be there all day tomorrow!! We're so excited!!!!



Such a fun event!

There were so many new floats this year. Great job to the organizers!



# Best Captured moments



# Best Captured moments



# BEACH HOME FOR THE HOLIDAYS

2023 | PANAMA CITY BEACH



# media



Flight October 16 – November 26

- Display
- E-Blasts
- Paid Social Media
- Radio
- TV
- Billboards
- Public Relations
  - Press Release Distribution
  - Pre- event Interviews
- Poster Distribution
- Blog

# DIGITAL creative



# Creative



**BEACH HOME FOR the Holidays**  
Panama City Beach, FL

**DON'T GET ON THE NAUGHTY LIST  
PLEASE STAY OFF THE DECORATIONS**

SCAN ME



PCRHOLIDAYS.COM



**BEACH HOME FOR the Holidays**  
Panama City Beach, FL

**SANTA CLAUS MEET & GREET'S**

**FRIDAY & SATURDAY**  
3:30 - 5:30  
6:00 - 7:30

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PCRHOLIDAYS.COM



**BEACH HOME FOR the Holidays**  
Panama City Beach, FL

**EVENT SCHEDULE**

| FRIDAY   | SATURDAY  |
|--|---|
| 3:30 Campfires, S'mores, & Santa's Village Opens | 3:30 Campfires, S'mores, & Santa's Village Opens                  |
| 3:30 Holiday Movie: Frozen                       | 4:15 Holiday Movie: Beauty And The Beast: The Enchanted Christmas |
| 5:15 The Nutcracker by The Panama City Ballet    | 6:00 Panama City Symphony Orchestra                               |
| 5:55 Christmas Tree Lighting                     | 7:15 Fireworks  |
| 6:00 Headliner: Home Free                        |   |
| 7:30 Fireworks                                   |   |

SCAN ME



PCRHOLIDAYS.COM



**BEACH HOME FOR the Holidays**

**CAMPFIRES  
CHRISTMAS CAROLERS  
FIREWORKS  
TREE LIGHTING  
SANTA CLAUS  
S'MORES**

**THANKSGIVING WEEKEND**  
NOVEMBER 24-25  
AARON BESSANT PARK

Join us on Thanksgiving weekend as we set the stage for the most magical month of the year! Beach Home For The Holidays waves goodbye to Fall and sets the stage for the most magical month of the year.

**A CAPPELLA GROUP  
HOME FREE  
HEADLINES  
BEACH HOME FOR THE HOLIDAYS**

SCAN ME



 Panama City Beach  
FLORIDA BEACH

# SOCIAL

**Visit Panama City Beach**   Sponsored · 

Make unforgettable memories this Thanksgiving weekend in Panama City Beach! Beach Home for the Holidays presents headliner Home Free, a tree lighting, Santa and Mrs. Claus, s'mores, campfires, fireworks, and more festive fun.



[Learn more](#) **Mr. & Mrs. Claus** Plan Your Holiday Week... [Learn more](#) **S'mores &** Plan Your Ho

**Visit Panama City Beach**   Sponsored · 

This Thanksgiving weekend, experience the holiday magic at Beach Home for the Holidays! This festive event features headliner Home Free, a tree lighting, Santa and Mrs. Claus, s'mores campfires, fireworks, and more.



**FRI, NOV 24**  
**Beach Home for the Holidays**  
Aaron Bessant Park  
Laurie, Ashley and 46 friends [Going](#) 

**Visit Panama City Beach**   Sponsored · 

Panama City Beach invites you to kick off the holiday season this Thanksgiving weekend at Beach Home for the Holidays! Enjoy headliner Home Free, a tree lighting, Santa and Mrs. Claus, s'mores, campfires, fireworks, and much more.



[VISITPANAMACITYBEACH.COM](https://www.visitpanamacitybeach.com)  
**November 24-25**  
Plan Your Holiday Weekend [Learn more](#)

# Public relations

**WMBB-TV** shared pre-event coverage of Panama City Beach's annual Beach Home for the Holidays event.

<https://tinyurl.com/yx8keedr>

**WJHG-TV** reported on Panama City Beach's annual Beach Home for the Holidays event.

<https://tinyurl.com/yck8jjyy>

**Trips To Discover** included Beach Home for the Holidays in a roundup article titled "The Best Florida Christmas Events."

<https://tinyurl.com/25sd9yh6>

**Travel Daily News International** reported on Panama City Beach's eighth annual Beach Home for the Holidays event.

<https://tinyurl.com/3tzsdvyj>



# Onsite Event creative

# Real fun beach store



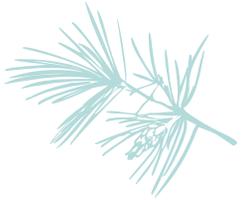
# Santa hats & S'mores oh my!



Everybody gets one!



# Schedule of Events



## Friday, Nov 24th

- 3:30 PM Gates Open, Movie: Frozen
- 4:15 PM PC Ballet
- 5:55 PM Mayor & Dan's Speech, Award Presentation to John Wallace, Tree Lighting
- 6:00 PM Live Music: Home Free
- 7:30 PM Fireworks

## Saturday, Nov 25th

- 3:30 PM Gates Open
- 4:15 PM Movie: Beauty & The Beast  
Enchanted Christmas
- 6:00 PM Live Concert: PC Symphony Orchestra
- 7:15 PM Fireworks

# EVENT GOALS



Utilize holiday event themes to support and extend the Real. Fun. Beach brand and create additional awareness and demand for Panama City Beach

Foster community engagement by partnering with local vendors and local volunteer groups

Gather media attention by introducing unique entertainment coupled with local orchestra and ballet acts

Sustain our family-friendly beach by continually investing in activities centered around families like the crafts, Santa meet & greet, and holiday children's movies



# Annual Comparison

- 2022
  - o 10 food vendors
  - o 12 retail/craft vendors
- 2023
  - o 11 food vendors
  - o 19 retail/craft vendors
  - o Coca-Cola in-kind sponsorship, passing out free Coke products and polar bear meet & greet
  - o PC Ballet addition featuring the Nutcracker and more
  - o Frozen Ice Queen meet & greet
  - o 26 tree lights strung within the corridor and vendor village and stage lights



# Estimated Attendance

- Friday, November 24th
  - 6,000
- Saturday, November 25th
  - 3,000



# Home Free

kick starting their tour – home for the holidays



# Beach Home for the Holidays

Social Media Response

Beach Home for the Holidays was the perfect kickoff to the Christmas Season! We love this life we live and the friends we get to share it with

It was so fun with the kids yesterday

Home Free was amazing!!!! Hope yall bring them back next year!!!

That tree is beautiful

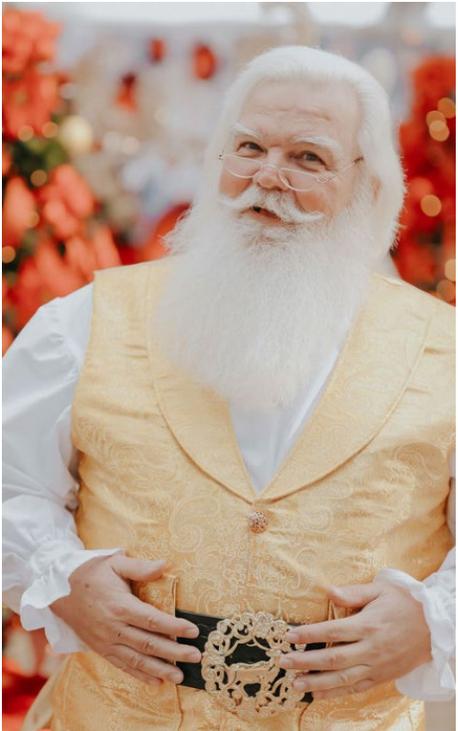
The music and food was wonderful. The some mores were delicious. We even saw the Grinch and Santa!

A great show tonight. Home Free put on a GREAT performance. Would love to see them again!

It was fantastic! Best event of the season. Thank you!



# Event Photos



# Event Photos



Thank you



# NYE BEACHBALL DROP

2024 | PANAMA CITY BEACH



# media

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Flight November 27 – December 31

- Display
- E-Blasts
- Paid Social Media and Organic
- Radio
- TV
- Billboards
- Public Relations
  - Press Release Distribution
  - Pre- event Interviews
- Poster Distribution
- Blog

# creative



PRESENTED BY COCA-COLA  
FREE LIVE ENTERTAINMENT.  
KID'S ZONE. FIREWORKS.  
**2024**  
*New Year's Eve*  
**BEACH BALL DROP**  
PANAMA CITY BEACH, FL  
- *at Pier Park* -  
VisitPanamaCityBeach.com



**2024**  
*New Year's Eve*  
**BEACH BALL DROP**  
PANAMA CITY BEACH, FL  
*Live Music, Kids Zone,  
Fireworks, Entertainment*  
Panama City Beach **PLAN NOW**



FREE LIVE MUSIC. ENTERTAINMENT. KIDS' ZONE. FIREWORKS.  
**2024**  
*New Year's Eve*  
**BEACH BALL DROP**  
PANAMA CITY BEACH, FL  
- *at Pier Park* -  
**8 PM**  
KIDS' BEACH BALL DROP & FIREWORKS  
**MIDNIGHT**  
BEACH BALL DROP COUNTDOWN FROM THE CELEBRATION TOWER & FIREWORKS  
**REAL FUN** EVENTS  
PANAMA CITY BEACH  
NYEinPCB.com  
SCAN ME

# SOCIAL

**Visit Panama City Beach**  Sponsored · 

The countdown to 2024 begins at the New Year's Eve Beach Ball Drop presented by Coca-Cola! Join us for a night of live music, fireworks, a kids' beach ball drop, and more. 🎉 🎆



[VISITPANAMACITYBEACH.COM](http://VISITPANAMACITYBEACH.COM)  
**Plan Your Trip Today**  
Real. Fun. Beach. [Learn more](#)

**Visit Panama City Beach**  Sponsored · 

2024, here we come! 🎉 Join us for the New Year's Eve Beach Ball Drop presented by Coca-Cola at Pier Park for live music, fireworks, a beach ball drop & more!



**SUN, DEC 31 AT 5:30 PM**  
**New Year's Eve Beach Ball Drop presented by Coca-Cola** Going   
Pier Park  
Jayna, Helen and 22 friends

  880 56  1 

 Like  Comment  Share

**Visit Panama City Beach**  Sponsored · 

Ring in 2024 with us at the New Year's Eve Beach Ball Drop presented by Coca-Cola with live music, fireworks, kids' beach ball drop & more! 🎉 🎆



**Plan Your Trip Today**  
Real. Fun. Beach. [Learn more](#)

**Plan Your Trip Today**  
Real. Fun. Beach.

 Like  Comment  Share

# Public relations

**Families Love Travel** blog mentioned New Year's Eve Beach Ball Drop in a post titled "20 Best Destinations to Celebrate New Year's Around the World with Kids."

<https://tinyurl.com/4jh6czwp>

**Garden & Gun** included New Year's Eve Beach Ball Drop in an article titled "Eight Weird and Wonderful Holiday Events Around the South."

<https://tinyurl.com/3h5nj479>

\*Big PR announcement on December 15th

## Eight Weird and Wonderful Holiday Events Around the South

Surfing Santas, possum drops, and more singular events

By SADIE CHAFE



A classic holiday setting is always magical, and plenty of Southern towns have postcard-worthy charm to spare come December. But every festive to-do list needs a dose of the unexpected, and these one-of-a-kind events deliver:

### New Year's Eve Beach Ball Drop

*December 31, Panama City Beach, Florida*



This New Year's Eve event includes two countdowns (one at 8:00 p.m. and another at midnight), fantastic fireworks displays, and live music performances. Immediately after the first countdown, ten thousand inflated beach balls rain down on attendees. During the midnight celebration, a giant beach ball ten feet in diameter is slowly lowered from the top of Celebration Tower.

<https://tinyurl.com/3h5nj479>

# Schedule of events

## Sunday, December 31<sup>st</sup>

- 8 AM NYE 5K/ Fun Run
- 4 PM Distribution of NYE Hats to Attendees
- 5:30 PM Vendor Village Opens (SIMON)
- 5:30 PM – 7:20 PM Saved by the 90s (Opener)



## Sunday, December 31<sup>st</sup>

- 8 PM Beach Ball Drop & Fireworks
- 8:20 PM – 9:45 PM The Will Thompson Band
- 10 PM – 11:55 PM Life Atlantic (Headliner)
- 11:57 PM Countdown Begins
- Midnight Fireworks
- 12:15 PM Headliner Concludes

# Saved by the 90s



NYE Beach Ball Drop 24'

# Will Thompson Band



# Life Atlantic





Thank you.