

AUGUST TDC MEETING

AUGUST 13TH 2024



ANNUAL REPORT

FY 2024



EXECUTIVE SUMMARY

In recent years, the destination faced some of the most challenging periods in its history, with the Great Recession, Deepwater Horizon oil spill, Hurricane Michael, COVID-19 pandemic and other changes in the market. Though its resiliency was tested, Panama City Beach demonstrated its strength as a tourist destination by posting record-breaking numbers in each subsequent year.

The community's ability to rise to each of these challenges highlights the strong foundation on which Panama City Beach's tourism industry is built. Coming out of the COVID-19 pandemic, tourist development tax collections have increased by 50%. With increased financial resources, the CVB has the ability to maintain and grow its destination marketing activities in order to sustain visitation from our core market segments, as well as make strategic investments to develop new market segments and increase economic resiliency.

Through the lens of destination stewardship, and in collaboration with public, private and community partners, this plan is to continue to build on the strength of Panama City Beach as a dynamic beach town. The CVB will drive incremental visitor demand through tourism marketing, encourage repeat visitation throughout the year, develop new public venues and address unmet community needs that have a nexus with strengthening and diversifying Panama City Beach's tourism economy.



DAN ROWE

President & CEO
Visit Panama City Beach

Executive Director
Bay County Tourist Development Council

MISSION STATEMENT

The Panama City Beach Convention and Visitors Bureau and the Bay County Tourist Development Council will promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the entire tourism community.

VISION STATEMENT

Panama City Beach is the Gulf Coast's premier, year-round, fun beach destination whose future business success is centered on maintaining that leadership position.





BRAND POSITIONING

The brand position for Panama City Beach is Real. FUN. Beach. This brand highlights the attributes that differentiate PCB from other destinations. It's the quintessential all-American beach community built on fun and home to the "World's Most Beautiful Beaches." The brand also demonstrates that Panama City Beach appeals to a variety of audiences, all looking to have fun on a beach vacation.

REAL FUN BEACH
PANAMA CITY BEACH

REEL FUN FISHING
PANAMA CITY BEACH

REAL FUN WEDDINGS
PANAMA CITY BEACH

REAL FUN MEETINGS
PANAMA CITY BEACH

REAL FUN FOODIE
PANAMA CITY BEACH

REAL FUN SPORTS
PANAMA CITY BEACH



BOARD MEMBERS

The Tourist Development Council (TDC) is comprised of nine members who are responsible for administering the Tourist Development Tax on behalf of the Bay County Board of County Commissioners, as well as managing the County's beach maintenance and beach renourishment projects. The President/CEO of Visit Panama City Beach also serves as the Executive Director of the TDC.

Clair Pease - Chair
Bay County Commission
Elected Official - County

Andy Phillips - Vice Chair
Inspire Vacation Properties
Collector - 9th Member

Mike Jarman
Panama City Beach City Council
Elected Official - City

Yonnie Patronis - Treasurer
Capt. Anderson's Restaurant
Non-Collector - County

Mike Jansen
Watersound Club
Collector - City

Gary Walsingham
Wonderworks
Non-Collector - City

Jeff DiBenedictis
Cadence Bank
Non-Collector - County

Reggie Johns
Book That Condo
Collector - County

Ethan Register
Panama City Beach City Council
Elected Official - City



REAL FUN FACTS

Top Origin Markets

- 1 Georgia
- 2 Alabama
- 3 Tennessee
- 4 Florida
- 5 Kentucky
- 6 Indiana
- 7 Texas
- 8 Mississippi
- 9 Louisiana
- 10 Ohio

Total Visitor Spending

\$3.09 Billion

Accommodations

20K

Total Visitor Days

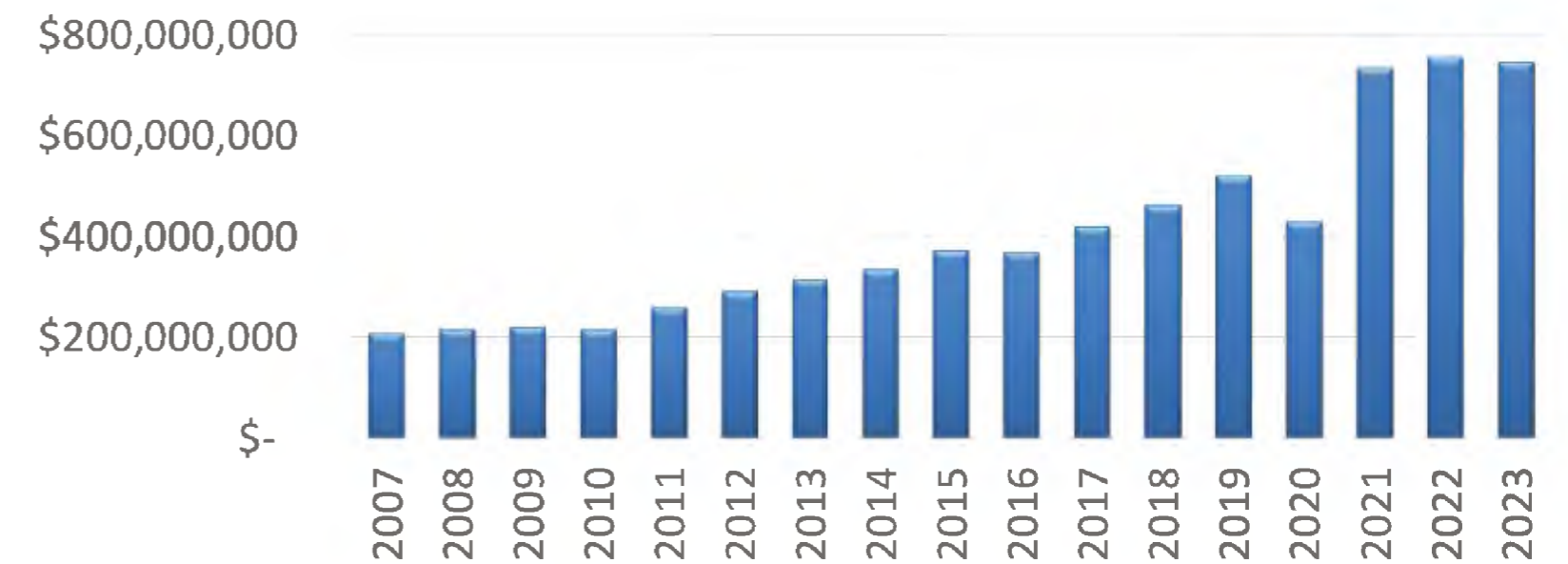
19,999,844

Overnight Unique Visitors

3,463,532

LODGING REVENUE ON PCB

By Fiscal Year 2007 to 2023



KEY DATES

- 2008 – Great Recession visitation
- 2009 – TDT Rate to 5%
- 2009 - Special Events to build year-round
- 2010 – Deepwater Horizon Oil Spill
- 2016 – Pivot away from College Spring Break
- 2019 – Aftermath of Hurricane Michael
- 2020 – COVID Pandemic

CORE VALUES

Acknowledge that a great place to visit is also a great place to live and work.

Promote a fun yet safe place for visitors and residents to enjoy a Florida Gulf Coast experience.

Deliver the highest accountability and ROI on funding with a research based program of work. Market research and analytics guide all programs.

Leverage tourist development tax revenues to help address community needs that have a nexus with visitation to Panama City Beach.

Live up to the brands “Real. FUN. Beach.” and “World’s Most Beautiful Beaches.”

Protect the image of Panama City Beach as a family-friendly, diverse destination.

Foster a healthy, sustainable and diverse travel and tourism economy within a livable community.

Stimulate local understanding and appreciation for the direct and indirect impact and overall importance of tourism for the area.



MARKETING

Overview

Marketing Panama City Beach as a visitor destination is the primary activity of the TDC, accounting for 40% of the entire budget.

The Visit Panama City Beach Marketing Department is responsible for driving incremental visitor demand through tourism marketing for new visitors as well as repeat visitors to maintain market share.

The department oversees the brand position and standards of the Real. FUN. Beach. brand for Panama City Beach and integrates the brand into marketing, sales, sports, special events and visitors services as well as public relations campaigns.

Public Relations

National, regional and local positive PR will be achieved through press release distribution, press visits with media and influencers, brand partnerships, and Deskside Media Missions.

Public Relations will lead with crisis communication, education and public awareness campaigns (beach flags, Leave No Trace etc.).

In 2023, Visit Panama City Beach had **2,697,070,120 PR Impressions**.

8.8 MILLION

Website sessions

1.7 MILLION

Television Impressions

75,000

Real. FUN. Beach. Vacation Guides distributed in 2023

1.1 MILLION

Facebook followers

Up 11.2% vs 2022. Facebook remains the top performing social media channel.

\$6,900

Total sales for the Real. FUN. Beach. Store.

244K LIKES

Along with 33K followers on the new Visit Panama City Beach Tiktok account.



PUBLIC RELATIONS

Article features:

- Best Things to Do
- Shopping
 - Décor By The Shore Trail
- Dining
- Scuba Diving
- St. Andrews State Park
- Shell Island

This Florida Town Is Perfect for Retirees and Families — With 300+ Days of Sunshine a Year and Some of the World's Most Beautiful Beaches

Panama City Beach is home to the world's largest population of bottlenose dolphins, a shipwreck trail for scuba divers, and, of course, beautiful beaches. Here's how to plan the perfect trip.

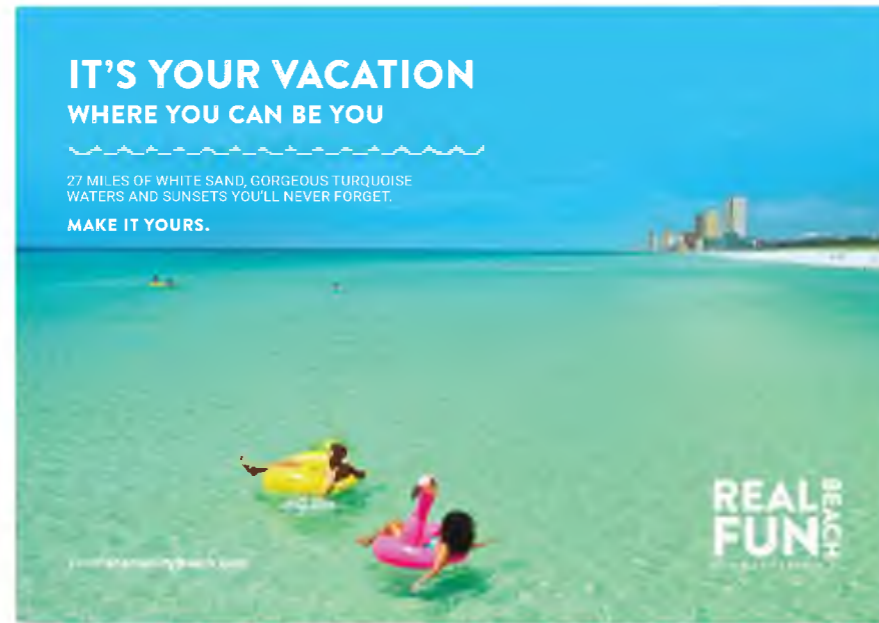
With 320 days of sunshine each year, kid-friendly activities, and some of the world's most beautiful beaches, Panama City Beach (PCB) makes for an excellent [family vacation in Florida](#). Located on the Florida Panhandle, retirees also flock to this affordable community for its temperate weather, powdery white sand that never gets hot, and opportunities for outdoor recreation (think: fishing, scuba diving, paddling, and dolphin-watching). The state parks, biking and hiking trails, and beaches are the perfect outlet for adventure. And that's to say nothing of the fresh Gulf seafood on offer.

Used as an industrial center during World War II, and now home to the largest diving facility in the world — the Naval Diving and Salvage Training Center — Panama City Beach is known as the Wreck Capital of the South because of the sheer number of intact shipwrecks waiting to be explored.

But for Jayna Leach, Visit Panama City Beach's senior vice president and chief marketing officer, childhood vacations lured her to live here full-time. "When you come once, you'll keep returning to walk on the 27 miles of pristine white sand and look out over the crystal-clear water. We have more than 100 beach access points where you can find a quiet spot and read a book, or if you're an adventure seeker, rent a Jet Ski or paddleboard. With all the miniature golf courses, water parks, and attractions, you can customize your experience to whatever type of vacation you're seeking," she shared with *Travel + Leisure*.

Eric Pierce, senior test director at Panama City Naval Base and active member of the local [scuba diving club](#), grew up in Key West, but has lived in PCB for 22 years. He told T+L it's the small-town feel PCB has retained that keeps him here. "Despite all the growth, it still has a very close-knit community. We have easy access to St. Andrews State Park with a protected water area. There are beautiful springs, spots for fishing, and gorgeous beach sunsets," he added.

2023 CREATIVE



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	HUMANAGE	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 ownable moments for people to experience in PCB that emphasize the natural beauty of the destination.	



SPECIAL EVENTS

Overview

Special events are an important part of our year around visitation strategy in Panama City Beach. Research has shown that our visitors will increase the frequency of their visits when given a compelling reason to do so. Outside of the peak summer season, festivals and special events help spur this type of travel.

Special events create intangible benefits by spurring interest in the destination even if the potential visitor is unable to attend a specific event. The positive PR, word of mouth and social media content are important to our mission.

As the home for many of the special events that the TDC owns, operates or sponsors, further development of Aaron Bessant Park and other special event venues will be a priority. We will continue the partnership with the City of Panama City Beach to ensure the festival and events venues are kept up to date and maintain adequate inventory to host special events throughout the year.

We will continue to foster, and advise, relationships with organizations throughout the destination to create and assist with special events that have the potential to drive demand for Panama City Beach as a tourist destination.

NEW VISIT PCB PRODUCED EVENTS

New Year's Eve Beach Ball Drop

Gulf Coast Salute Air Show - Spring 2024

Mardi Gras & Music Festival

This event combines the excitement of an authentic Mardi Gras celebration with the spectacular views of our emerald green water and sugar-white sand.

UNwineD Presented by Publix

Created to showcase Panama City Beach as a sophisticated destination to visit during the spring travel season.

Pirates of the High Seas & Renaissance Fest

Taking place Columbus Day weekend, this event has grown over the years and now features a Renaissance theme.

Beach Home for the Holidays

Kicks off the holiday season in Panama City Beach. This festival features fireworks, carolers, concerts, s'mores, Santa and fireworks.



SPORTS MARKETING

Overview

The sports marketing department has a 25 year history of hosting and developing successful sports events. Utilizing assets like Frank Brown Park, Publix Sports Park and other venues, a typical year attracts 100,000+ visitors and results in direct spending of more than \$85 million and 120,000 room nights.

Attracting, fostering and hosting tournaments and sporting events requires a multifaceted approach that includes acting as a liaison and partnering with the events right holders. We also work with key individuals and organizations that can bring athletes and their families to the market. Events are often developed over several years and partners include rights holders and local organizations in addition to governments for the coordination and use of athletic facilities, accommodations and attractions.

We seek to secure national, regional, state and large-scale events in Panama City Beach and Bay County. When this happens, our local businesses, as well as local governmental partners, benefit by having increased revenues from out-of-town visitors attending the events. In a competitive sports industry landscape, financial assistance in terms of sponsorships, bid fees, site costs and host fees are often required to secure quality impactful events.

2023 Key Accomplishments

- 3,125 teams
- \$86 Million direct spending
- 116,000 visitors
- 400,000+ visitor days
- 150,000 room nights
- 80+ events
- USFA: 650+ teams & 11 events
- Grand Slam: 338 teams
- SNAP Soccer: 256 teams



MAKE SUNSHINE THE FIRST ORDER OF BUSINESS

OUR WHITE SANDS, TURQUOISE WATERS AND SUNNY DISPOSITION PUT YOUR ATTENDEES AT EASE. OUR EXPERIENCED MEETING COORDINATORS, THOUGHTFUL ITINERARIES AND VARIETY OF ACCOMMODATIONS DO THE SAME FOR YOU.



PLAN YOUR MEETING IN PANAMA CITY BEACH
VisitPanamaCityBeach.com

**REAL
FUN** BEACH
PANAMA CITY BEACH

SALES

Overview

The Visit Panama City Beach Sales Team focuses on small meetings, reunions, recreational activity bookings (e.g. diving), military bookings, weddings, corporate incentive and leisure travel. The destination is constantly evolving and the department adapts strategies and tactics to create value and awareness for our local tourism-related businesses, meeting planners, and travel-trade partners.

Through continued trade show attendance, participation in industry organization committees and accreditations, and enhanced community engagement, the TDC will be poised to earn its share of future small meeting, conference, corporate incentive and leisure bookings.

16,058

Group room nights booked

98%

of target goal met

3 INTERNATIONAL

Leisure travel shows targeting
UK and German markets

\$14 MILLION

Economic impact revenue

22 TRADE SHOWS

Total attended in 2023

9 TRADE SHOWS

With meeting planners, covering
the association, corporate, and
SMERF markets

TOURISM DEVELOPMENT

Overview

Initiatives to expand the channels available to market Panama City Beach as a tourist destination in order to attract new and diverse audiences; enrich the visitor experience; support local businesses; grow, strengthen and diversify Panama City Beach's tourism economy; foster workforce development; and, enhance response and recovery assets to address natural disasters or public health crises.

Tactics to Achieve Success

- Design and construct the new Coca-Cola Event Center at the Panama City Beach Sports Complex to expand sports tourism and address unmet community needs.
- Position Visit Panama City Beach as an investment opportunity for brands to increase awareness and generate sales by reaching millions of visitors through sponsorship.
- Leverage sponsor relationships by integrating brands/services into the visitor experience via promotions, special offers and unique activations.
- Partner with local educational institutions to implement initiatives that attract and maintain a trained, qualified hospitality industry workforce.
- Source and apply for grants offered by public agencies, foundations or other entities to fund tourism-related activities.
- Invest in beautification efforts along Chip Seal Parkway and the Thomas Drive corridor to promote positive impressions in high-traffic areas of Panama City Beach.
- Expand distribution channels and create engaging content for "Chasin' The Sun," the bureau's award-winning fishing and coastal lifestyle television show.

100TH EPISODE

Chasin' The Sun's 100th episode aired in 2023 and featured segments on Beach Home For the Holidays, Duplin Winery, and Paddleboard Safety



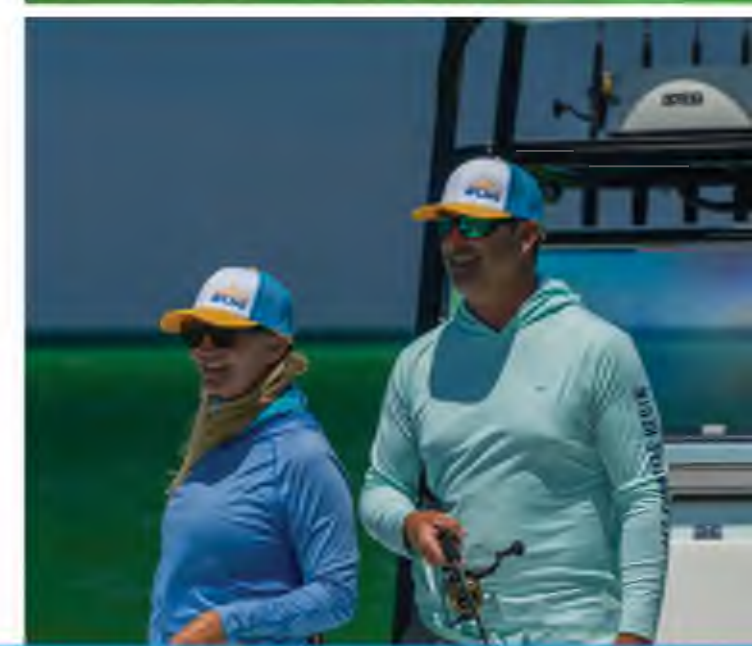
1.7 MILLION HH

Chasin' The Sun total households viewing on Discovery Channel



4.6 MILLION VIEWS

Chasin' The Sun views on Waypoint TV



19.6 MILLION MINUTES

of Chasin' The Sun watched on Waypoint TV

VISITOR SERVICES

Overview

The Visitor Services staff will focus on providing a welcoming, courteous, approachable experience and be the first point of contact for our visitors. They are knowledgeable, friendly, and confidently engaging while encouraging visitors to utilize CVB resources such as Visitors Magazine, website, etc. as the preferred sources of information throughout their stay in Panama City Beach.

Key Goals

Ensure visitors are aware of flag warning system & Leave No Trace ordinance.

Continue familiarization (FAM) tours of local businesses, attractions, and restaurants.

Work with Sales Department in training our volunteers for events and to assist in lobby during peak season.

Maintain bulk mail database in the CRM to fulfill Visitor Guide magazine subscriptions.

Continue partnership with Visit Florida Welcome Centers at I-10 and Tallahassee.

Assist visitors in creating memorable visits to Panama City Beach.

15K+

Visitors to the lobby

6 EVENTS

Hosted for Winter Residents



COMMUNITY INVOLVEMENT

Double Red Flag Billboards



Keep PCB Beautiful



Carvertise



DOUBLE RED FLAGS

STAY OUT OF THE WATER

\$500 FINE
FOR SWIMMING DURING DOUBLE RED CONDITIONS

BEACH WARNING FLAG SYSTEM

- DOUBLE RED**
Water closed to the public \$500 fine for entering the water
- SINGLE RED**
High surf and/or strong currents
- YELLOW**
Medium Hazard Moderate surf and/or currents
- GREEN**
Low Hazard Calm conditions, exercise caution
- PURPLE**
Dangerous Marine Life

FOR TEXT ALERTS SEND "PCBFLAGS" TO 888777

Stay PCB Current

STAY PCB CURRENT

BEACH SAFETY FLAGS

- RED OVER RED** Water Closed to Public
- RED - HIGH HAZARD** High surf and/or strong currents
- YELLOW - MEDIUM HAZARD** Moderate surf and/or currents
- GREEN - LOW HAZARD** Calm conditions, exercise caution
- PURPLE** Dangerous Marine Life

Flags are located approximately one mile apart along the beach. Absence of flags does not assure safe waters

SEA TURTLES

NESTING SEASON IS MAY- OCTOBER
Hatchlings emerge at night and must quickly reach the water to survive but beachfront lighting can draw them in the wrong direction.

YOU CAN HELP

- Keep flashlights off the beach
- Close the blinds at sunset
- Turn off balcony lights
- Call PCB Police if you see nesting or hatching turtles. 850-233-5000

LEAVE NO TRACE
LEAVE ONLY FOOTPRINTS - KEEP PCB BEAUTIFUL
Items left on the beach between 7:00 pm and 7:00 am will be disposed of. Items may be kept overnight at the foot of the dune at your own risk.
Bay County Ordinance No. 12-14, 12-37 and Panama City Beach Ordinance No. 1242

RIP CURRENTS
KNOW HOW TO SWIM, NEVER SWIM ALONE, IF IN DOUBT, DON'T GO OUT

- Don't fight the current
- Swim out of the current, then to shore
- If you can't escape, float or tread water
- If you need help, call or wave for assistance

REAL FUN PANAMA CITY BEACH

For info on beach safety flags, text alerts, lifeguards, the Leave Only Footprints ordinance, and frequently asked questions, visit: VISITPANAMACITYBEACH.COM/STAYPCBCURRENT

STAY PCB CURRENT

KEEP PCB BEAUTIFUL
Help preserve the beauty of the Gulf of Mexico and the beaches of Panama City Beach by not littering. Trash receptacles are in place along the entire length of the beach.

LEAVE ONLY FOOTPRINTS
The Leave Only Footprints Ordinance is in effect for Panama City Beach. All your personal items including, but not limited to: **TENTS, CHAIRS, COOLERS, and UMBRELLAS** will be removed and disposed of if left on the beach between the hours of 7pm and 7am. On public beaches or with the upland landowner's permission, personal property may be stored overnight at the toe of the dune at your own risk.

BEACH WARNING FLAGS
Double Red: \$500 Fine for Entering the Water

Sign up to receive alerts for flag changes by texting PCBFLAGS to 888777

- GREEN - LOW HAZARD** Calm conditions, exercise caution
- YELLOW - MEDIUM HAZARD** Moderate surf and/or currents
- RED - HIGH HAZARD** High surf and/or strong currents
- RED OVER RED** Water closed to public
- PURPLE** Dangerous marine life

VISITPANAMACITYBEACH.COM/STAYPCBCURRENT

AWARDS & RECOGNITION



Visit Florida “Henry” Flagler

Visit Panama City Beach was the recipient of two distinguished Visit Florida Flagler awards, both “Henry” awards, which are the top awards given to the highest scoring entry in a category. Visit PCB was awarded the “Henry” in the Radio category for the Pirates of the High Seas Fest creative and the Internet Advertising category for the Chicago Flight campaign, “Get to the Real FUN Beach, Real Fast.” The Flagler Awards are presented by Visit Florida to honor individuals and organizations in the state that position Florida as the #1 travel destination in the world.

Accolades

- National Complex of the Year (Publix Sports Park) - USSSA, 2023
- #1 New Year’s Eve Ball Drop (New Year’s Eve Beach Ball Drop) - USA Today 10 Best, 2023
- Reader’s Choice Award, “Best Meeting Site in the South” - Convention South, 2023
- #5 “Top 10 U.S. Summer Destinations” - Airbnb, 2023
- #18 “Top 25 Beaches in the United States” - Tripadvisor, 2023

Florida Festivals & Events Association (FFEA) Awards

First Place

- TikTok - Pirates of the High Seas & Renaissance Fest
- Billboard & Signage - Pirates of the High Seas & Renaissance Fest
- Public Relations & Media Campaign - UNwineD Presented by Publix
- Radio Ad - Pirates of the High Seas & Renaissance Fest

Second Place

- Photo - Beach Home for the Holidays

Third Place

- Social Media Ad Campaign - Mardi Gras and Music Festival
- Promotional Item - UNwineD Presented by Publix

HSMAI Adrian Awards

First Place

- Corporate Social Responsibility for FUN For ALL Accessibility Initiative

International Festivals & Events Association Awards

First Place

- Radio Promotion - Pirates of the High Seas & Renaissance Fest

Second Place

- Best Street Banner - Pirates of the High Seas & Renaissance

Third Place

- Photograph - Beach Home for the Holidays
- On-Site Decor - UNwineD Presented by Publix



MEET THE TEAM



Dan Rowe
President & CEO



Jayna Leach
Senior VP &
Chief Marketing Officer



Richard Sanders
Vice President of
Special Projects



Steve Bailey
Vice President of
Sales



J. Michael Brown
Vice President of
Tourism Development



Aaron Lee
Vice President of
Administration



Sharon Cook
Director of
Administration & HR



Michaelaean Stewart
Director of
Interactive Marketing



Patrick Stewart
Director of
Special Events



Chris O'Brien
Director of
Sports Marketing



Helen Adam
Director of
Destination Sales



Barrie Ainslie
Director of
Visitor Services



Harrison Moon
Marketing Operations
Manager



Sydney Clifton
Communications &
Social Media Manager



Justin Kelley
Sports Marketing
Operations Manager



Morgan Simo
Special Events
Operations Manager



Kristen Krasinskas
Sports Business
Development Manager



Julie Gordon
Film Commissioner



Stephanie Howard
Sales Coordinator



Traci Smith
Visitor Information
Specialist



Bill Poteet
Visitor Information
Specialist

STRATEGIC PLAN

FY 2025



STRATEGIC PLAN

ECONOMIC VITALITY

Grow, strengthen and diversify Panama City Beach's tourism economy; and hasten response and recovery in the event of a disaster or economic challenge.

ENVIRONMENTAL RESILIENCY

Initiatives to maintain, protect and enhance our natural resources, as well as enhance community resiliency in the face of a storm event.

COMMUNITY VIBRANCY

Initiatives to extend our brand, enhance the quality of life for all – residents & visitors alike.

INDUSTRY LEADERSHIP

Initiatives that demonstrate the TDC is a dynamic, innovative, forward-facing organization that operates in an ethical, transparent manner, is a good steward of its resources and is worthy of the public's trust.



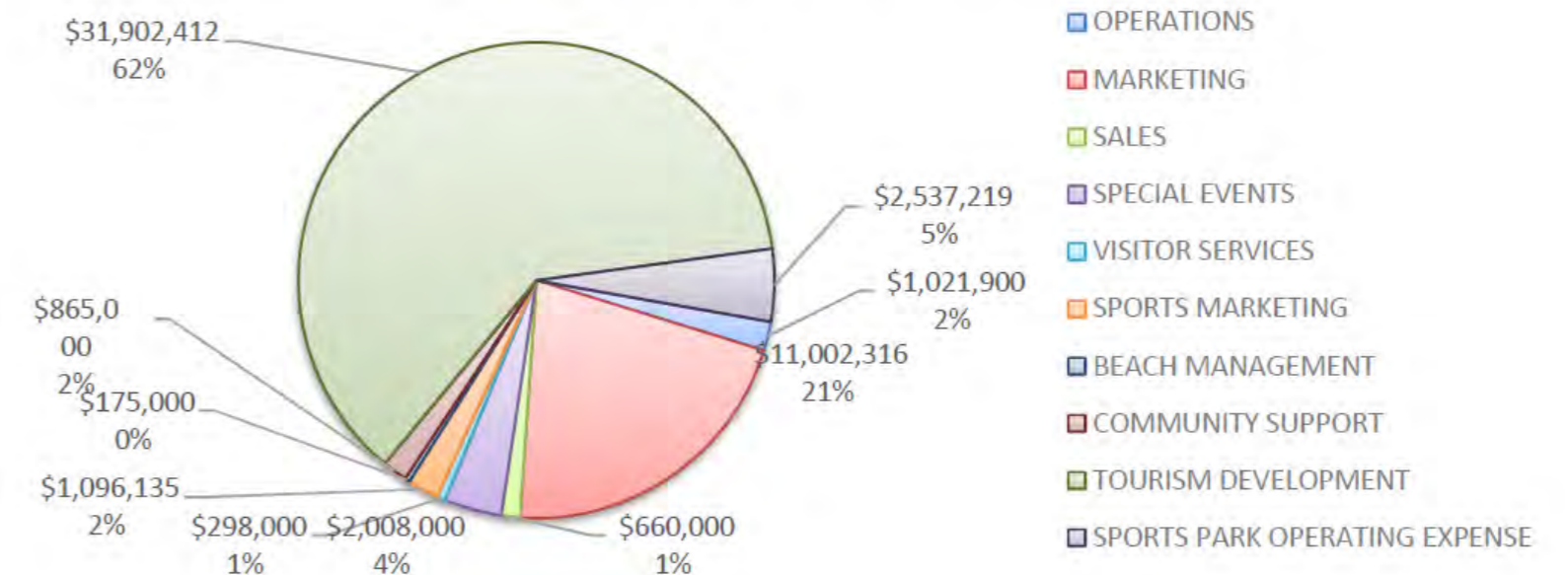
REAL FUN
BEACH
PANAMA CITY BEACH

CVB FY '24 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%
TOTAL	\$ 54,261,026	\$ 56,156,047	100.0%

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%
TOTAL		\$ 54,261,026	\$ 56,146,047	100.0%

Allocation by Department



OPERATIONS

AARON LEE

In addition to the functional departments that direct the destination marketing activities of promoting Panama City Beach as a tourist destination, the TDC Operations Department is responsible for overseeing beach renourishment, beach maintenance, landscaping select areas within the tourist corridor, as well as ensuring available resources are used in accordance with established policies, procedures and are accounted for properly.

To increase departmental efficiency and accountability, expenditures that span multiple departments or expenditures that fall under the direction of the President's Office are maintained within the Operations Department. These include all accounting, administrative functions, payroll, research, share supplies, etc.

The TDC takes its responsibility for managing and expending tourist development tax funds very seriously. We have implemented polices, practices and procedures that guarantee the checks and balances are in place to ensure funds are used in an appropriate manner.



MARKETING

JAYNA LEACH

Marketing Panama City Beach as a visitor destination is the primary activity of the TDC accounting for 40% of the entire budget.

The Visit Panama City Beach Marketing Department is responsible for driving incremental visitor demand through tourism marketing for new visitors as well as repeat visitors to maintain market share.

The department oversees the brand position and standards of the Real Fun Beach Brand for Panama City Beach and integrates the brand into marketing, sales, sports, special events and visitors services as well as public relations campaigns.



SALES

STEVE BAILEY

FY 2025 brings a qualified and targeted mission for the sales team, focusing on small meetings, reunions, recreational activity bookings (e.g. diving), military bookings, weddings, corporate incentive and leisure travel due to the dynamic changes seen in the destination over the past year. The department will adapt strategies and tactics to create value and awareness for our local tourism-related businesses, meeting planners, and travel-trade partners.

Through continued tradeshow attendance, participation in industry organization committees and accreditations, and enhanced community engagement the TDC will be poised to continued development of market share for future small meetings, conferences, corporate incentive and leisure bookings.



SPECIAL EVENTS

PATRICK STEWART

Special events are an important part of our year around visitation strategy in Panama City Beach. Research has shown that our visitors will increase the frequency of their visits when given a compelling reason to do so. Outside of the peak summer season, festivals and special events help spur this type of travel.

Special events create intangible benefits by encouraging interest in the destination even if the potential visitor is unable to attend a specific event. The positive PR, word of mouth and social media content are important to our mission.

As the home for many of the special events that the TDC owns, operates or sponsors, further development of the special event venues are a priority for the TDC. We will continue the partnership with the City of Panama City Beach to ensure the festival and events venues are kept up to date and maintain adequate inventory to host special events throughout the year.

We will continue to foster, and advise, relationships with organizations throughout the destination to create and assist with special events that have the potential to drive demand for Panama City Beach as a tourist destination.



VISITOR SERVICES

BARRIE AINSLIE

The Visitor Services staff will focus on providing a welcoming, courteous, approachable service and be the first point of contact for our visitors. They are knowledgeable, friendly, and confidently engaging while encouraging visitors to utilize CVB resources – Visitors Magazine, website, etc. – as the preferred source of information throughout their stay in Panama City Beach.



SPORTS MARKETING

CHRIS O'BRIEN

The sports marketing department has a 25-year history of hosting and developing successful sports events. Utilizing assets like Frank Brown Park, Publix Sports Complex and other venues, a typical year attracts 3,000+ teams, 125,000+ visitors and results in direct spending of over \$95 million and 150,000 room nights.

Attracting, fostering and hosting tournaments and sporting events requires a multifaceted approach that includes acting as a liaison for events and partnering with event right holders. Business development may take several years growing events with National governing bodies, local and regional partners, and rights holders. We strive to have a positive impact for the community by working with local governments for the coordination and use of athletic facilities, and incremental business for the hospitality industry.

We seek to secure national, regional, state and large-scale events in Panama City Beach and Bay County; when this happens our local businesses, as well as local governmental partners benefit by having increased revenues from out of town visitors attending the events. In a competitive sports industry landscape, financial assistance in terms of sponsorships, bid fees, site costs and host fees are often required to secure and retain quality impactful events.



BEACH MANAGEMENT

DAN ROWE

The CVB has a contract with Lisa Armbruster of Sustainable Beaches, LLC to manage the beach program on behalf of the CVB & TDC.



COMMUNITY SUPPORT

OVERVIEW

In addition to traditional destination marketing activities, the TDC also actively partners with non-profit organizations, like the Northwest Florida Tourism Council, Panama City Beach Chamber of Commerce, Bay County Chamber of Commerce and the Bay County Economic Development Alliance. Support for these organizations extend and leverage the ability of the TDC to increase support for the community's vibrant tourism industry.

In addition, the TDC actively seeks to provide support for public projects to address unmet community needs that have a nexus with increased tourism on Panama City Beach, including helping to develop the Northern Region Resiliency Center. In FY 2023, the TDC led the community in developing a non-profit organization, Parks and Recreation Community Support (PARCS) Foundation, which serves as a conduit to leverage philanthropic dollars in support for Bay County's recreational amenities.

Equally important within the TDC's community support functions is funding for public safety – up to 10% of annual tourist development tax revenues, as well as serving as the lead agency for business recovery within the County's Emergency Support System (ESF-18).



TOURISM DEVELOPMENT

J MICHAEL BROWN

Initiatives to expand the channels available to market Panama City Beach as a tourist destination in order to attract new and diverse audiences; enrich the visitor experience; support local businesses; grow, strengthen and diversify Panama City Beach's tourism economy; foster workforce development; and, enhance response and recovery assets to address natural disasters or public health crises.



PERSONAL SERVICES

DAN ROWE

The staff of the CVB is the lifeblood of the organization that executes the strategic direction established by the board of directors. In FY 2025, three additional positions are contemplated:

- Compliance Officer, Operations Department
- Department Coordinator, Special Events
- Marketing Digital Marketing Manager, Marketing Department





FY 2025
PROGRAM OF WORK



**DATE ISSUED:
AUGUST 2024**



FY '24 BUDGET



Tournament Revenues	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Budget FY25
Soccer	1,000	10,400	0	10,575	7,500	9,000	0	11,700	0	0	13,000	0	\$63,175
Football	0	2,600	38,700	1,500	3,000	6,000	0	0	0	0	21,200	0	\$73,000
Lacrosse	0	5,000	0	0	0	10,000	2,800	0	0	0	0	0	\$17,800
Baseball	22,100	19,500	57,000	14,000	19,600	24,950	19,450	35,500	136,900	38,700	650	0	\$388,350
Softball	8,750	12,500	0	3,200	6,750	0	6,800	0	0	58,500	8,600	23,600	\$128,700
Rugby	0	0	0	0	0	0	0	0	0	0	0	0	\$0
Corporate/Other	0	0	0	0	0	0	0	0	0	0	0	0	\$0
Gate/Ticketing/Race	0	5,334	3,168	5,439	15,000	3,000	0	6,222	0	0	0	0	\$38,163
Subtotal	31,850	55,334	98,868	34,714	51,850	52,950	29,050	53,422	136,900	97,200	43,450	23,600	\$709,188

Local Programming Revenues	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Budget FY25
Soccer	7,750	8,750	4,000	7,250	9,750	5,000	6,000	6,250	4,200	4,200	5,000	8,250	\$76,400
Football	2,300	1,700	0	145	0	0	0	0	0	0	0	700	\$4,845
Lacrosse	0	0	0	0	0	600	0	0	0	0	0	0	\$600
Baseball	3,750	3,500	2,250	5,250	5,500	4,250	6,750	6,750	200	100	3,000	3,650	\$44,950
Softball	1,275	600	200	100	175	0	850	200	0	2,250	1,100	2,000	\$8,750
Rugby	0	500	0	450	500	200	100	200	0	0	0	0	\$1,950
Corporate/Other	0	150	0	0	0	0	0	0	600	0	0	0	\$750
Adult Recreation	0	0	0	0	0	0	5,561	0	0	0	0	5,561	\$11,122
Subtotal	15,075	15,200	6,450	13,195	15,925	10,050	19,261	13,400	5,000	6,550	9,100	20,161	149,367

Food & Beverage Revenues	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Budget FY25
Concession Sales	53,000	48,000	103,000	21,000	36,000	46,000	54,225	94,500	207,000	190,000	70,000	50,000	972,725
Catering/Food Truck Sales	4,350	2,550	4,150	0	0	2,100	3,100	6,150	16,300	14,000	2,000	0	54,700
Vending Commission	200	100	300	100	100	100	200	300	600	600	200	200	3,000
Subtotal	57,550	50,650	107,450	21,100	36,100	48,200	57,525	100,950	223,900	204,600	72,200	50,200	1,030,425

Sponsorship Revenues	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Budget FY25
Sponsorships	34,400	0	6,500	0	1,500	9,500	4,500		8,450	3,000	6,000	5,000	\$78,850
Naming/Pouring Rights								85,000		50,000			\$135,000
Subtotal	34,400	0	6,500	0	1,500	9,500	4,500	85,000	8,450	53,000	6,000	5,000	\$213,850

Other Revenues	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Budget FY25
Merchandise													0
Facility Fee/Ticketing	1,850	2,750	1,750	550	1,310	2,450	2,200	2,840	5,200	5,150	3,010	4,650	33,710
Vendor Commissions	1,000	1,300	4,200	1,300	600	700	1,500	1,500	6,600	6,500	1,200	2,100	28,500
Trainers	3,614	6,475	7,508	2,853	5,565	9,546	5,609	5,320	18,299	14,858	9,100	4,620	93,365
Security	0	4,687	19,139	0	0	2,344	423	0	0	977	39,711	1,855	69,136
Streaming	220	550	1,440	1,080	440	4,290	110	440	4,900	3,450	550	110	17,580
Other Miscellaneous Sales	875	1,090	1,700	345	595	760	1,195	1,560	4,615	6,235	1,655	793	21,418
Interest Income	60	60	60	60	60	60	60	60	60	60	60	60	720
Subtotal	7,619	16,912	35,797	6,188	8,570	20,150	11,097	11,720	39,674	37,229	55,286	14,188	264,429

Total Revenue	\$146,494	\$138,096	\$255,065	\$75,197	\$113,945	\$140,850	\$121,433	\$264,492	\$413,924	\$398,579	\$186,036	\$113,149	\$2,367,258
----------------------	------------------	------------------	------------------	-----------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	--------------------

FY '24 BUDGET



EXPENSES													
Operating Expenses	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Budget FY25
Marketing & Business Development	2,750	3,500	2,750	-	500	2,848	-	500	-	-	5,100	-	17,948
Website	-	-	-	-	-	-	-	-	-	-	-	-	-
Assets	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising	-	500	-	-	500	-	-	500	-	-	-	-	1,500
Dues & Subscriptions - Mktg	-	-	-	-	-	-	-	-	-	-	-	-	-
Business Development	2,750	3,000	2,750	-	-	2,848	-	-	-	-	5,100	-	16,448
Bank & Service Charges	2,867	2,547	4,367	1,657	2,157	2,487	2,799	4,129	7,839	7,279	3,319	2,594	\$44,041
Armored Car & Courier Service	895	895	895	895	895	895	937	937	937	937	937	937	10,992
Bank Service Fee	72	72	72	72	72	72	72	72	72	72	72	72	864
Check printing Expense	150	-	-	-	-	-	-	-	-	-	-	-	150
Collection Fee	-	-	-	-	-	-	-	-	-	-	-	-	-
Credit Card/ Merchant Fees	1,750	1,580	3,400	690	1,190	1,520	1,790	3,120	6,830	6,270	2,310	1,585	32,035
Late Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
Over/Short	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Services	-	-	-	-	-	-	-	-	-	-	-	-	\$0
General & Administrative	5,213	4,163	4,113	2,263	2,363	2,863	6,733	4,875	4,113	2,923	2,263	4,532	46,422
Business Licenses and Permits	-	-	-	-	-	-	-	762	-	-	-	-	762
Copies	48	48	48	48	48	48	48	48	48	48	48	48	581
Dues and Subscriptions	650	-	-	-	-	-	320	-	-	560	-	-	1,530
Employee Training & Continued Education	50	450	150	50	50	150	50	400	150	50	50	150	1,750
Employee Uniform	2,200	1,500	-	-	-	-	1,800	1,500	-	-	-	-	7,000
IT & Office Equipment	590	590	1,840	590	590	590	590	590	1,840	590	590	590	9,580
Meals & Entertainment	75	75	75	75	75	75	75	75	75	75	75	75	900
Office Printing/ Lease Equipment	130	130	130	130	130	130	130	130	130	130	130	299	1,729
Office Supplies	250	250	250	250	250	250	250	250	250	250	250	250	3,000
POS Fees	370	370	370	370	370	370	370	370	370	370	370	370	4,440
Postage & Delivery	100	-	-	-	100	-	-	-	-	100	-	-	300
Travel	750	750	1,250	750	750	1,250	3,100	750	1,250	750	750	2,750	14,850
Insurance	36,057	-	2,696	-	-	-	-	-	-	-	-	-	38,753
General Liability	25,108	-	-	-	-	-	-	-	-	-	-	-	25,108
Auto Insurance	29	-	2,696	-	-	-	-	-	-	-	-	-	2,725
Workers Com	10,920	-	-	-	-	-	-	-	-	-	-	-	10,920
Management & Admin Labor	37,708	36,759	37,708	38,983	36,012	38,983	37,993	38,983	37,993	38,983	38,983	37,993	457,079
Management & Admin Labor	37,708	36,759	37,708	38,983	36,012	38,983	37,993	38,983	37,993	38,983	38,983	37,993	457,079
Management Fees	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	179,220
Management Fees	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	14,935	179,220
Revenue Incentives	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Payroll Expenses	715	690	570	515	475	515	840	680	795	480	550	440	7,265
New Hire Screening Fees	275	-	70	35	35	75	400	240	140	40	-	-	1,310
Payroll Software/ Processing Fees	440	690	500	480	440	440	440	440	655	440	550	440	5,955

FY '24 BUDGET



Utilities	23,753	20,869	23,858	21,369	23,788	20,372	23,583	21,003	24,235	22,438	28,127	20,879	274,275
Cable & Internet	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	12,216
Electricity	18,132	17,748	17,637	18,161	18,050	17,634	17,845	17,865	17,797	19,300	20,689	18,141	219,000
Telephone Expense	583	583	583	1,070	600	600	600	600	600	600	600	600	7,619
Trash Services	1,120	1,520	1,520	1,120	1,120	1,120	1,120	1,520	1,520	1,520	1,520	1,120	15,840
Water/Sewer	2,900	-	3,100	-	3,000	-	3,000	-	3,300	-	4,300	-	19,600
Gas Utility													-
Repairs & Maintenance	53,371	41,069	39,386	65,866	38,393	42,191	62,661	39,556	37,216	39,053	38,392	32,588	529,746
Building Ops Maint.	2,075	4,355	1,575	1,575	1,825	1,575	1,575	1,825	1,575	1,580	1,790	1,560	22,885
Facility Signage	2,500	-	-	-	-	-	2,500	-	-	-	-	-	5,000
Grounds Exterior Maint.	14,000	6,250	6,250	6,250	6,250	14,000	18,750	6,250	6,250	6,250	6,250	6,250	103,000
Hardware and Supplies	130	70	3,330	130	130	130	130	130	130	130	130	130	4,700
Facility Contract Labor	19,278	18,694	17,478	19,008	17,428	17,233	18,408	17,408	16,408	15,408	18,953	18,228	213,936
Janitorial Supplies	1,540	1,820	3,080	1,070	1,530	1,740	1,440	3,060	4,730	4,680	2,220	1,480	28,390
Field Maintenance	6,148	-	2,723	6,148	-	2,723	6,148	2,723	2,723	3,425	2,689	-	35,450
Vehicle Maintenance & Supplies	1,390	450	840	10,645	390	450	390	840	1,370	2,760	1,580	390	21,495
Preventative Maintenance	-	4,500	-	6,800	-	-	4,500	-	-	-	-	-	15,800
Retail Equipment Repairs	4,060	4,930	4,110	4,090	4,840	4,040	4,070	4,820	4,030	4,070	4,780	4,050	51,890
Safety Inspections & Alarms	-	-	-	-	-	300	-	-	-	-	-	-	300
Safety Supplies	750	-	-	750	-	-	750	-	-	750	-	-	3,000
Sports Equipment	1,500	-	-	9,400	6,000	-	4,000	2,500	-	-	-	500	23,900
Tools and Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES	177,370	124,533	130,384	145,589	118,624	125,194	149,544	124,661	127,126	126,091	131,669	113,961	1,594,748

TOTALS	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Budget FY25
Revenues	146,494	138,096	255,065	75,197	113,945	140,850	121,433	264,492	413,924	398,579	186,036	113,149	2,367,258
Costs of Goods	44,979	46,389	98,159	22,499	42,352	42,194	42,544	70,509	143,089	134,098	97,054	38,605	822,471
Operating Expenses	177,370	124,533	130,384	145,589	118,624	125,194	149,544	124,661	127,126	126,091	131,669	113,961	1,594,748
Net Income	(75,855)	(32,826)	26,522	(92,892)	(47,031)	(26,538)	(70,656)	69,322	143,709	138,389	(42,687)	(39,418)	(49,961)

EXECUTIVE SUMMARY

FISCAL YEAR 2025

Publix Sports Park is managed by Sports Facilities Companies (SFC) on behalf of our client, The Panama City Beach Convention and Visitors Bureau (CVB), the destination marketing arm of the Bay County Tourist Development Council (TDC).

In FY 24, the sports tourism bookings at the park generated over \$97 million in economic impact.

As we conclude FY 24, the park is projected to welcome 115,000 guests, 46,000 participants, 3,300 teams, and achieve \$61 million in direct spending.

Throughout FY 24, teams have competed in various sports including baseball, fastpitch softball, slow pitch softball, 7v7 football, flag football, tackle football, lacrosse, rugby, and soccer.

Park scheduling and operations continue to improve, and revenue growth is strong. By the end of FY 24, the park will have achieved a 17.2% increase in top-line revenue compared to FY 23. We also continue to secure significant sponsorships, such as the ten-year pouring rights deal with Coca-Cola.

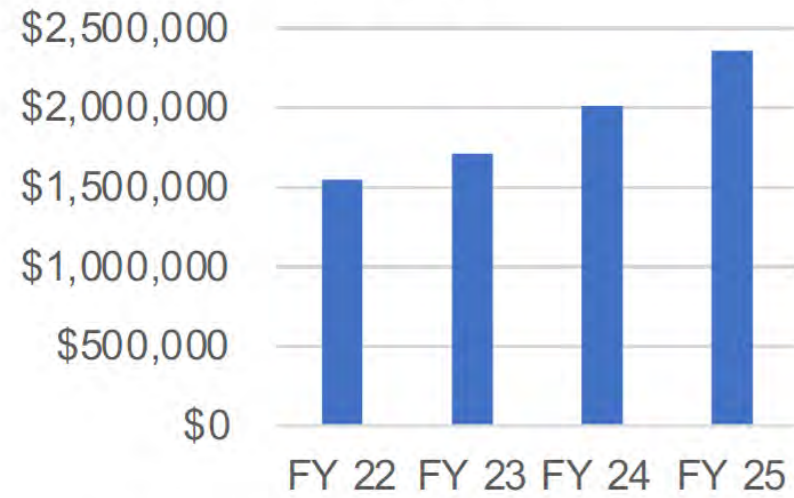
Our FY 25 plan aims to further enhance the visitor experience, boost the park's financial performance, and solidify our status as a premier sports tourism destination.



BUSINESS DEVELOPMENT

OVERVIEW

REVENUE



- FY 22 and FY 23 revenue based on actuals
- FY 24 based on actuals plus forecast through 7-31-24

Publix Sports Park has become a premier venue for sporting events. For FY 25, we aim to increase the number of events, boost overall revenue, and expand local event offerings. Following changes in FY 24, sponsorship, marketing, and business development are now managed by the Visit Panama City Beach CVB team.

Here are the strategies we will implement in collaboration with park management to achieve our FY 25 goals.

Sponsorship and Marketing

- The CVB will continue to handle recurring sponsorship and securing new opportunities. While the park continues to manage the activation and fulfillment.
- To increase revenue, we will utilize social media to broadcast and advertise the parks success.
- Continue relationships with national rights holders by attending national tradeshows.

Events

- Re-book events that financially perform well and fit the goals and objectives of the park.
- Focus on rectangular sports. Attend industry events and seek new event opportunities in football, lacrosse, soccer, rugby, field hockey and other sports.
- Replace non-performing events with more profitable events as determined in collaboration with Visit Panama City Beach staff.
- Seek opportunities to add secondary events to better utilize available space.
- Continue to aggressively seek community practice, game, tournament, and corporate event opportunities during weekly use.



FOOD & BEVERAGE

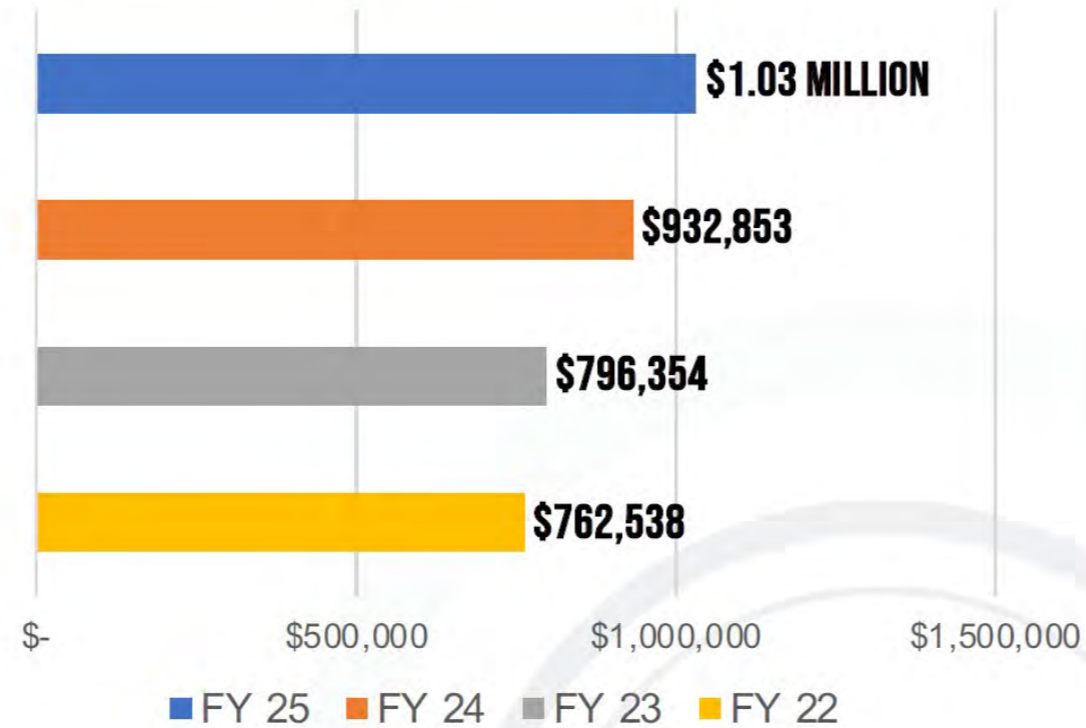
OVERVIEW

Food & Beverage continues to be a major revenue driver for the park. We have budgeted a 10% increase in revenue for FY 25.

Initiatives for FY 2025 are:

- Expand menu offerings – Introduce a variety of popular and healthy food options that cater to all events.
- Community engagement – KONA Ice has proven to be a great partner, and we plan to continue the partnership in FY 25. KONA Ice contributed to 5% of our concession sales in FY 24. We will continue to source additional food truck vendors to enhance the customer experience in the park.
- Inventory management and cost control – Continue to utilize the THRIVE system, integrated within CLOVER, to effectively manage inventory, minimize waste, and control costs.
- Feedback mechanisms – establish channels for customer feedback to continuously improve offerings and services based on visitor, and event preferences and suggestions.

FOOD & BEVERAGE REVENUE



LABOR & EMPLOYMENT

Current Staffing:

- Staffing remains a key component of park operations.
- Managers continue to be flexible with staff scheduling and hours.
- Hourly costs continue to increase as federal minimum wage increases.

Employment Goals:

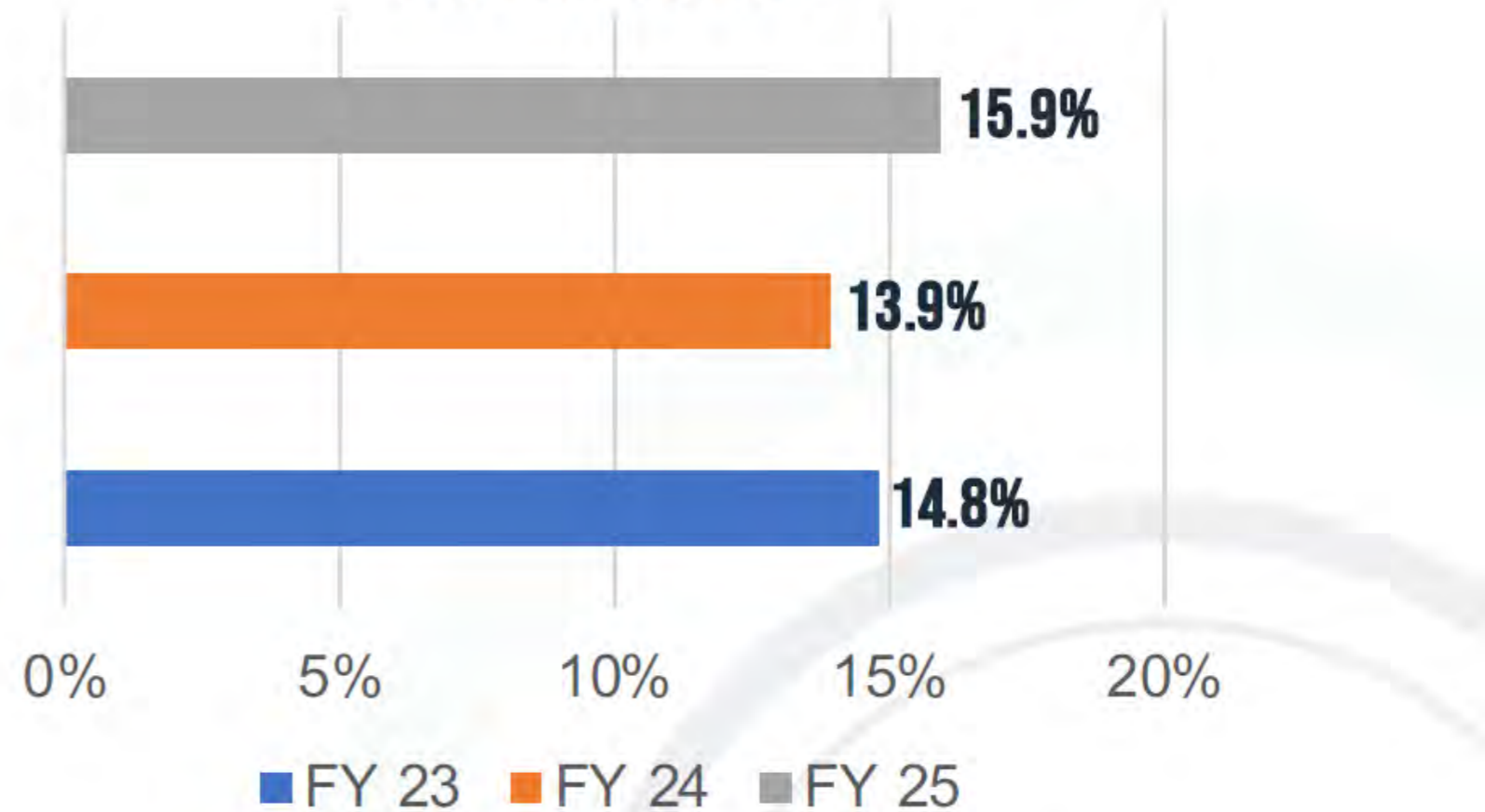
- Increase and maintain current staffing as needed while keeping the contract labor percentage low without jeopardizing the guest experience.

Strategy to reach goals:

- Create and implement a hiring plan for part time, seasonal help. Beginning the hiring plan in March 2025 to help with the busy summer season.
- Provide advancement opportunities where possible.

CONTRACT LABOR

AS A % OF REVENUE



- *Contract labor is considered part-time staffing*
- *FY 25 projection due to minimum wage increase*



