



AGENDA  
COMBINED BOARD MEETING  
Bay County Tourist Development Council  
Panama City Beach Convention & Visitors Bureau, Inc.  
Panama City Beach  
9:00 a.m.

Tuesday, July 12, 2022

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
  - A. Invocation
  - B. Pledge of Allegiance
  - C. Approve May 24, 2022 Meeting Minutes
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
  - A. Acknowledge Receipt of the May 2022 Tourist Development Tax Collection Report
  - B. Approve FY2022 Publix Sports Park Budget Amendment
- V. PRESENTATIONS**
  - A. Review the FY 2022 Quarterly Visitor Profile Report, Mr. Berkley Young
  - B. Gulf Coast Jam Update, Mr. Rendy Lovelady, Mr. Mark Sheldon PCB Entertainment
- VI. PRESIDENTS REPORT**
- VII. CHAIRMAN'S REPORT**
- VIII. AUDIENCE PARTICIPATION**
- IX. ADJOURNMENT**

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, May 24, 2022**

Approve Feb 25, 2022, March 08, 2022, and March 18, 2022 Minutes  
**Mr. Patronis/Ms. Pease**

Approved Consent Agenda  
**Mr. Phillips/Mr. Griffitts**

Approve Mexico Beach & PCB FDEP Annual Funding Request Resolutions  
**Ms. Pease/Mr. Griffitts**

Approve TDC draft a letter to the county to request more dog beaches  
**Mr. Phillips/Mr. Griffitts**

COMBINED BOARD MEETING  
Bay County Tourist Development Council  
Panama City Beach Convention & Visitors Bureau, Inc.  
Panama City Beach

Tuesday, May 24, 2022

9:00 a.m.

Council Room, PCB City Hall

**I. CALL MEETING TO ORDER**

Chairman Bailey called the meeting to order at 9:00 a.m.

**II. ROLL CALL**

Seven Members Present with two Absent:

Buddy Wilkes

Gary Walsingham

**A. Invocation**

Mr. Chester gave the Invocation.

**B. Pledge of Allegiance**

Ms. Pease led the Pledge of Allegiance.

**C. Approve Feb 25, 2022, March 08, 2022, and March 18, 2022 Minutes**

**Mr. Patronis moved; seconded by Ms. Pease to approve**

**Motion passed with unanimous vote**

**III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**

None

**IV. CONSENT AGENDA**

Mr. Rowe read the Consent Agenda into the record.

A Acknowledge Receipt of the March 2022 Tourist Development Tax Collection Report

B. Acknowledge Receipt of the March Quarterly Financial Report

**Mr. Phillips moved; seconded by Mr. Griffiths to approve the Consent Agenda.**

**Motion passed with unanimous vote.**

**V. PRESENTATIONS**

A. Review the FY2021 Financial Audit, Mr. Rich Moreia

Mr. Moreia reviewed the audit report for FY2021. The findings for the fraud that occurred at the sports park were given with their recommendations. He also gave the management response with actions that were implemented to ensure against future fraud attempts by employees. Mr. Rowe stated that the CVB was made whole from the fraud via the insurance. Also, point of sale systems have been changed to ensure against fraud. Mr. Patronis said the sports park handled the follow up very well. Mr. Sale pointed out that the fraud was conducted by a non-CVB employee, it was the management company's employee.

**VI. ACTION ITEMS**

A. Approve Mexico Beach & PCB FDEP Annual Funding Request Resolutions, Mr. Dan Rowe

TDC/CVB Combined Board Meeting

Mr. Rowe discussed the approval of the FDEP Funding request and asked the board to approve and send to the county for further approval. This supports the annual funding request each year.

**Ms. Pease moved; Seconded by Mr. Griffiths to approve the annual funding request resolutions.**

**Motion passed with unanimous vote.**

## **VII. DISCUSSION ITEMS**

### **A. Public Safety Funding Update, Ms. Charlene Honnen**

Ms. Honnen discussed this year's funding for public safety.

She reviewed that the public safety funding began with the allocation of 10 percent of the first two cents of the bed tax. That amount was later increased to the 4 and 5<sup>th</sup> cent. She stated that excess collections have not been included in the past, however this year the excess collections from prior fiscal year would be included. Mr. Rowe stated that this allows the board to spend up to 10 percent of the excess collections as realized post audit and added to the budget.

Ms. Pease asked for the split to the municipalities and Ms. Honnen said 50% to the City of PCB, 25% to Bay County, and 25% to the Sheriff.

Mr. Rowe said that he has reached out to the city and the county as per Mr. Phillips request regarding spending for the safety of the sandy beach. The first request was received and paid which came from the county for emergency equipment. Mr. Phillips asked about equipment being placed in the vendor huts. Mr. Rowe stated that the public safety officials have not requested funds for that use, however he would reach out to the public safety officials regarding that spending. Ms. Pease stated that vendors have agreed to have space for that equipment. Mr. Griffiths stated that we shouldn't do anything that could cause civilians to become rescuers. Mr. Rowe stated that public safety officials are monitoring and ticketing for double red flag offenders. He also discussed the cameras and inferred equipment that has been purchased and is being used.

Mr. Patronis discussed the number of plastic balloons off shore in the gulf and the effect of them on the wildlife. Mr. Rowe stated that state legislation is responsible for initiation such action.

### **B. Workforce Development/Education Initiative, Mr. Dan Rowe**

Mr. Rowe discussed the importance of education in the tourism industry to the local economy. He discussed the scholarship program to support those programs which would in turn increase the service level locally. These initiatives will create a level of service which would cause PCB to set itself apart from its competitors and can market as such. Mr. Phillips asked how to retain said students locally. Mr. Rowe stated that research shows over 70 percent of students remain local. Mr. Sale stated that the immediate effect of these initiatives is the marketing of the local area as a high service destination. Mr. Rowe also said that these funds can be used to leverage additional funds as a match. Mr. Patronis asked if a forgivable loan program could be considered. Mr. Rowe stated that the accounting of such a program wouldn't be feasible. Mr. Patronis said he would like to look into incentive programs to keep students local. Mr. Rowe said this program is being written to encourage local retainment. Mr. Rowe stated that he will prepare information to bring back to the board to show a deeper level of the program such as cost and logistics. Mr. Griffiths stated that this program is unique and care should be taken so the bed tax usage isn't questioned. Mr. Rowe said this program will be done well within the statutes and all legal avenues will be examined.

### **C. Fun for All Campaign, Ms. Jayna Leach**

Ms. Leach gave a summary of the marketing efforts from the spring as well as future efforts. She discussed the need for accessible beaches for people with all degrees of mobility problems and that PCB has been named a top destination for that.

Mr. Patronis asked that the TDC draft a letter to the county to request more dog beaches. Mr. Rowe agreed.

**Mr. Phillips moved; Seconded by Mr. Griffiths to send a letter to the county asking for more dog beach access.**

**Motion passed with unanimous vote.**

D. Special Events Update, Mr. Richard Sanders

Mr. Sanders summarized past events as well as creating events to give a family atmosphere to spring break. He discussed the effect of Hurricane Michael then Covid on events over the last three years. He discussed the events returning in 2022. The success of the Seabreeze Jazz and Jeep Jam in the spring was amazing. He also discussed the events that the CVB supports and that staff attends and takes ownership of those events. He also updated the sports events for the rest of the year at the sports park. Mr. Rowe reviewed the newest events that brought people from all over the country.

**VIII. PRESIDENTS REPORT**

Mr. Rowe recognized Ms. Stewart being promoted to Director of IA Marketing.

**IX. CHAIRMAN'S REPORT**

Mr. Bailey asked about being prepared for storm season. Mr. Rowe said that we work closely with the EM preparedness systems and training. Also, private social media accounts for staff only, as well as for local businesses and partners, where we push out storm event information pre and post storm events.

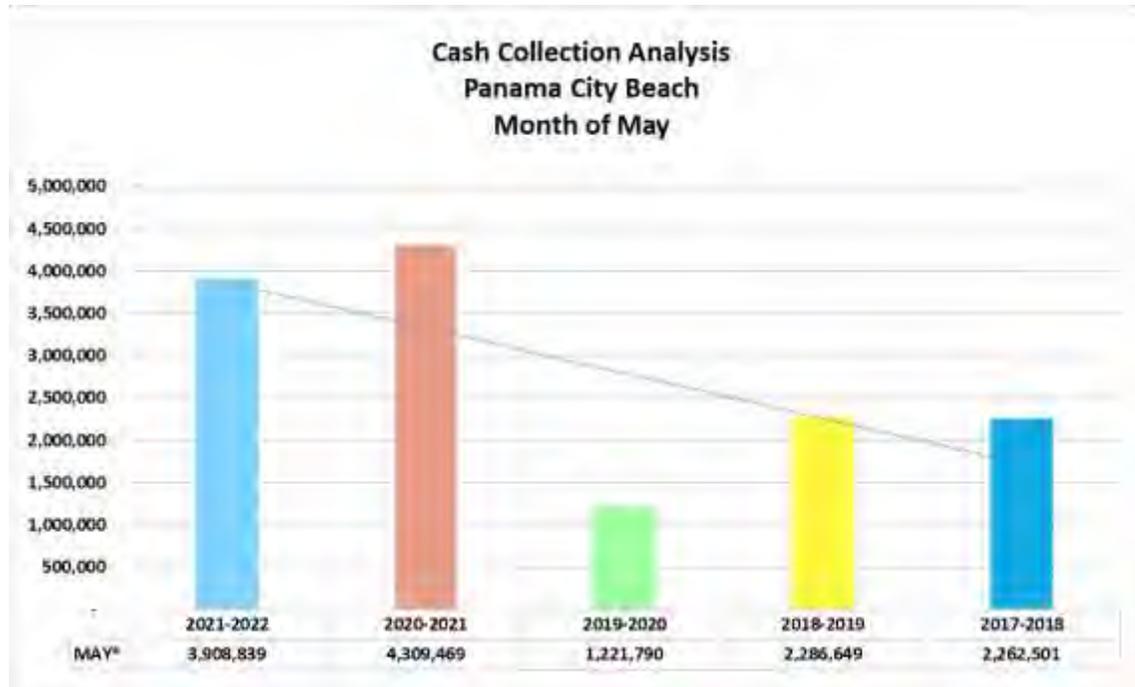
**X. AUDIENCE PARTICIPATION**  
**NONE**

**XI. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary



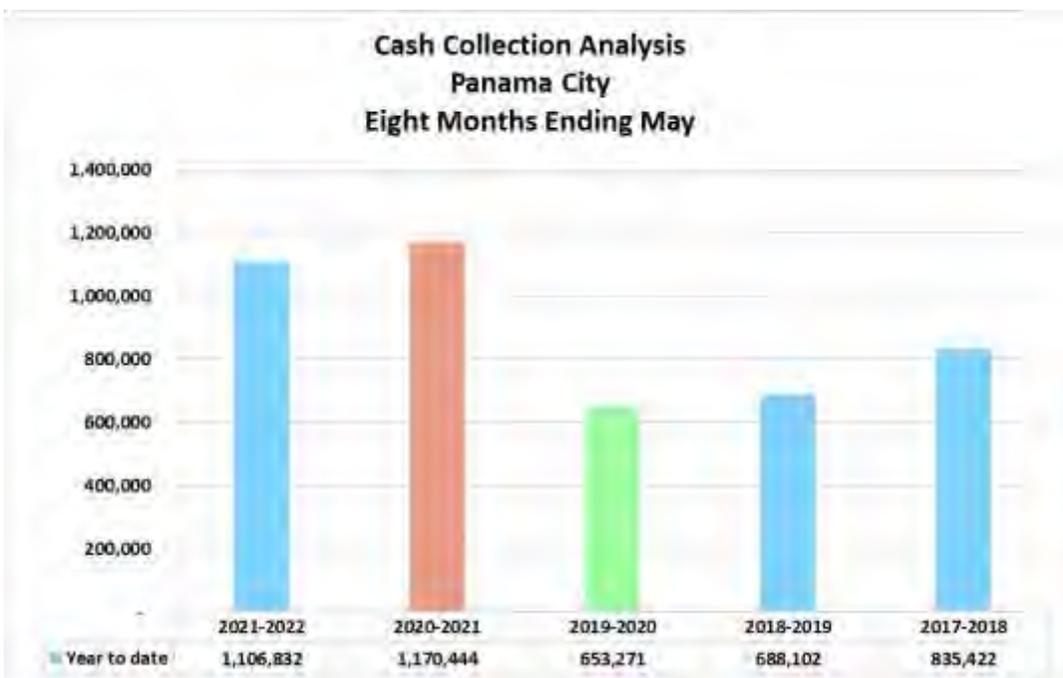
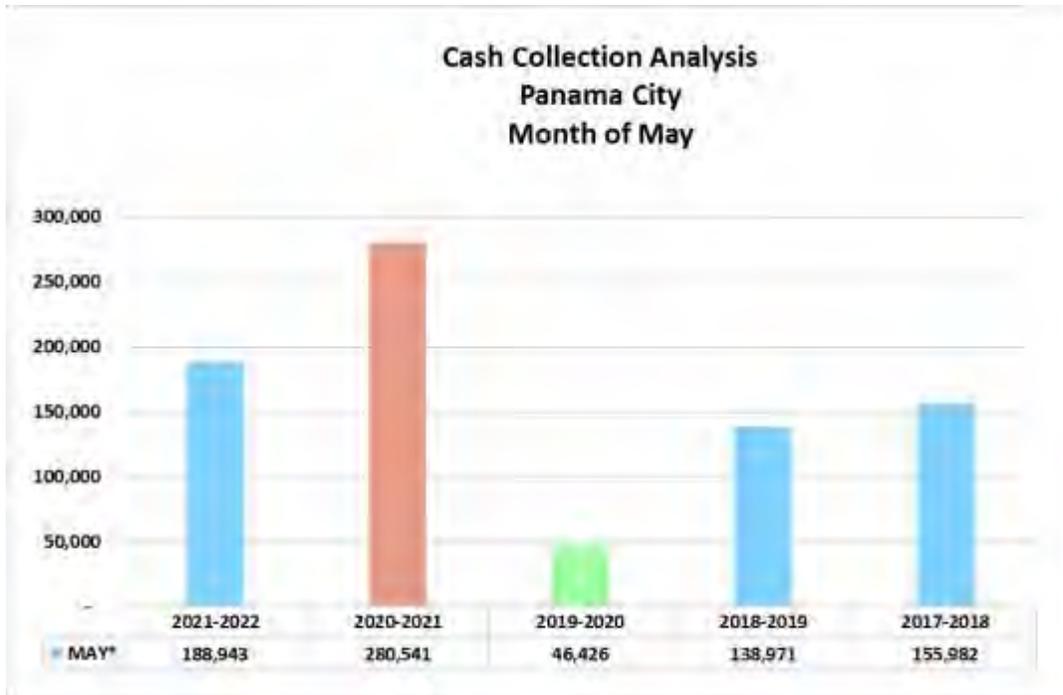
## Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402  
Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401  
Phone: (850) 747-5226 Fax: (850) 747-5212  
Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: [TDC@BayCoClerk.com](mailto:TDC@BayCoClerk.com)



## Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

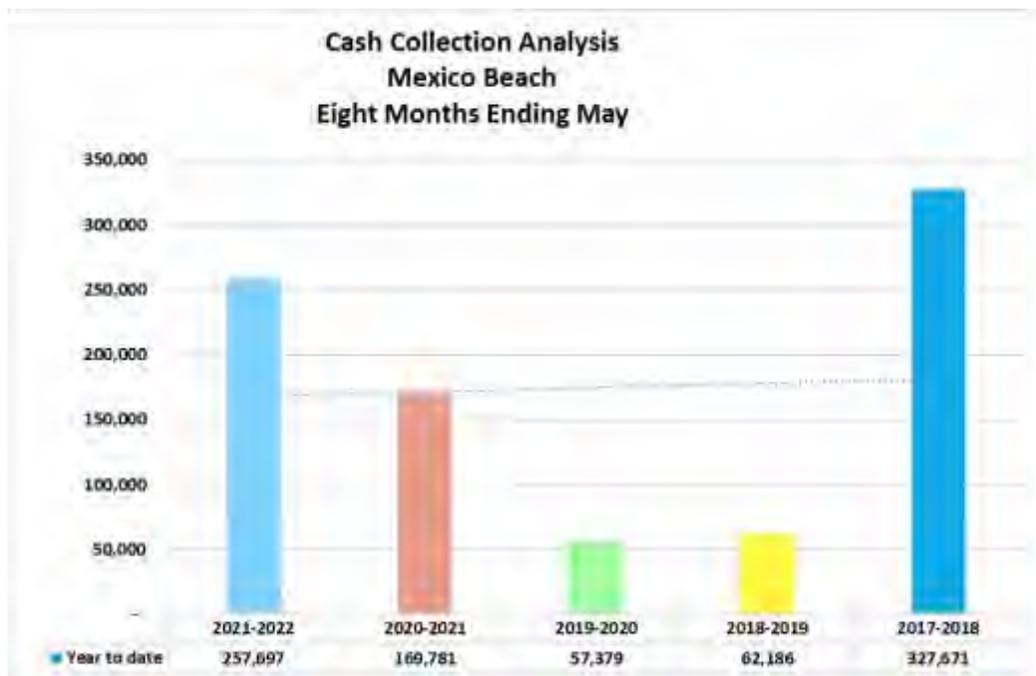
Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: [TDC@BayCoClerk.com](mailto:TDC@BayCoClerk.com)



## Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: [TDC@BayCoClerk.com](mailto:TDC@BayCoClerk.com)

**Panama City Beach Sports Complex**  
**Budget FY2022**  
 October 2021 - September 2022

	Original Budget Total	Amended Budget 06.30.22	% of Tot Rev
<b>Income</b>			
Total 40300 Soccer	\$ 88,492	\$ 88,492	5.8%
Total 40400 Football	\$ 11,300	\$ 11,300	0.7%
Total 40500 Lacrosse	\$ 13,500	\$ 13,500	0.9%
Total 40600 Baseball	\$ 312,600	\$ 312,600	20.6%
Total 40700 Softball	\$ 84,300	\$ 84,300	5.5%
Total 40800 Youth & Rec Programs	\$ -	\$ -	0.0%
Total 40900 Adult Recreation	\$ 20,500	\$ 20,500	1.3%
Total 41000 Other Field Income	\$ -	\$ -	0.0%
Total 41500 Food and Beverage	\$ 633,000	\$ 633,000	41.6%
Total 41600 Merch Shop	\$ -	\$ -	0.0%
Total 41900 Other Revenues	\$ 131,285	\$ 131,285	8.6%
41910 Other Revenues			
Advertisement/Sponsorship Income	\$ 225,000	\$ 210,000	14.8%
<b>Total Income</b>	<b>1,519,977</b>	<b>1,504,977</b>	<b>100.0%</b>
<b>Cost of Goods Sold</b>			
Total 50000 Part-Time Contract Labor	\$ 225,026	\$ 225,026	14.8%
Total 50800 Youth & Rec Programs COGS	\$ 4,180	\$ 4,180	0.3%
Total 50900 Adult Recreation COGS	\$ 8,625	\$ 8,625	0.6%
Total 51500 Food & Beverage COGS	\$ 235,770	\$ 260,770	15.5%
Total 51600 Merch Shop COGS	\$ -	\$ -	0.0%
Total 51900 Other Revenue COGS	\$ 66,076	\$ 62,514	4.3%
<b>Total Cost of Goods Sold</b>	<b>539,677</b>	<b>561,115</b>	<b>35.5%</b>
<b>Gross Profit</b>	<b>980,300</b>	<b>943,862</b>	<b>64.5%</b>
<b>Expenses</b>			
Total 60000 Advertising / Marketing	\$ 18,400	\$ 84,850	1.2%
Total 60400 Bank & Other Service Charges	\$ 23,280	\$ 23,305	1.5%
Total 61000 Legal and Professional Fees	\$ 726	\$ 726	0.0%
Total 62000 General & Administrative			
Expenses	\$ 24,062	\$ 39,423	1.6%
Total 63300 Insurance	\$ 30,038	\$ 30,038	2.0%
Total 64000 Supplies and Services	\$ 21,380	\$ 21,758	1.4%
Total 65000 Contract Labor & Management			
Fee	\$ 633,516	\$ 653,438	41.7%
Total 66000 Other Payroll Expenses	\$ 12,000	\$ 12,000	0.8%
Total 67200 Repairs and Maintenance	\$ 180,296	\$ 180,296	11.9%
Total 68600 Utilities	\$ 211,048	\$ 259,048	13.9%
<b>Total Expenses</b>	<b>1,154,746</b>	<b>1,304,882</b>	<b>76.0%</b>
<b>Net Operating Income</b>	<b>(174,446)</b>	<b>(361,020)</b>	<b>(11.5%)</b>

# WINTER 2021

December 2021 - February 2022



# QUARTERLY TOURISM IMPACT



# WINTER 2022

Winter typically produces 8-10% of annual tourism revenues in PCB

# METHODOLOGY

Young Strategies, Inc. (YSI) developed a visitor impact model for PCBCVB that calculates monthly, quarterly and annual impact of five different visitor segments to PCB. YSI collects primary source data from multiple research and analytics platforms as well as surveys with visitors to PCB. The impact model builds on Tourist Development Tax and visitor metrics to calculate the impact of:

1. Visitors in paid hotel/motel accommodations
2. Visitors in paid condo, single home, misc. rentals
3. Rental property owner usage
4. Non-rental vacation property owner usage
5. Visiting friends and relatives who stayed in PCB with year-round residents
6. Day-trip visitors from outside of Bay County

## Data Sources –

- Tourist Development Tax Monthly Revenue Reports
- STR hotel data for PCB
- KeyData Dashboard lodging metrics for PCB
- AirDNA vacation rentals metrics for PCB
- VisaVue quarterly data from domestic travel expenditures in PCB
- NEAR mobile data for PCB
- US Census Bureau Data for PCB
- Young Strategies online and intercept surveys with visitors to PCB

Young Strategies, Inc. prepares the quarterly reports three months after the completion of each season starting with winter followed by spring and summer. The annual report will accompany the fall report.

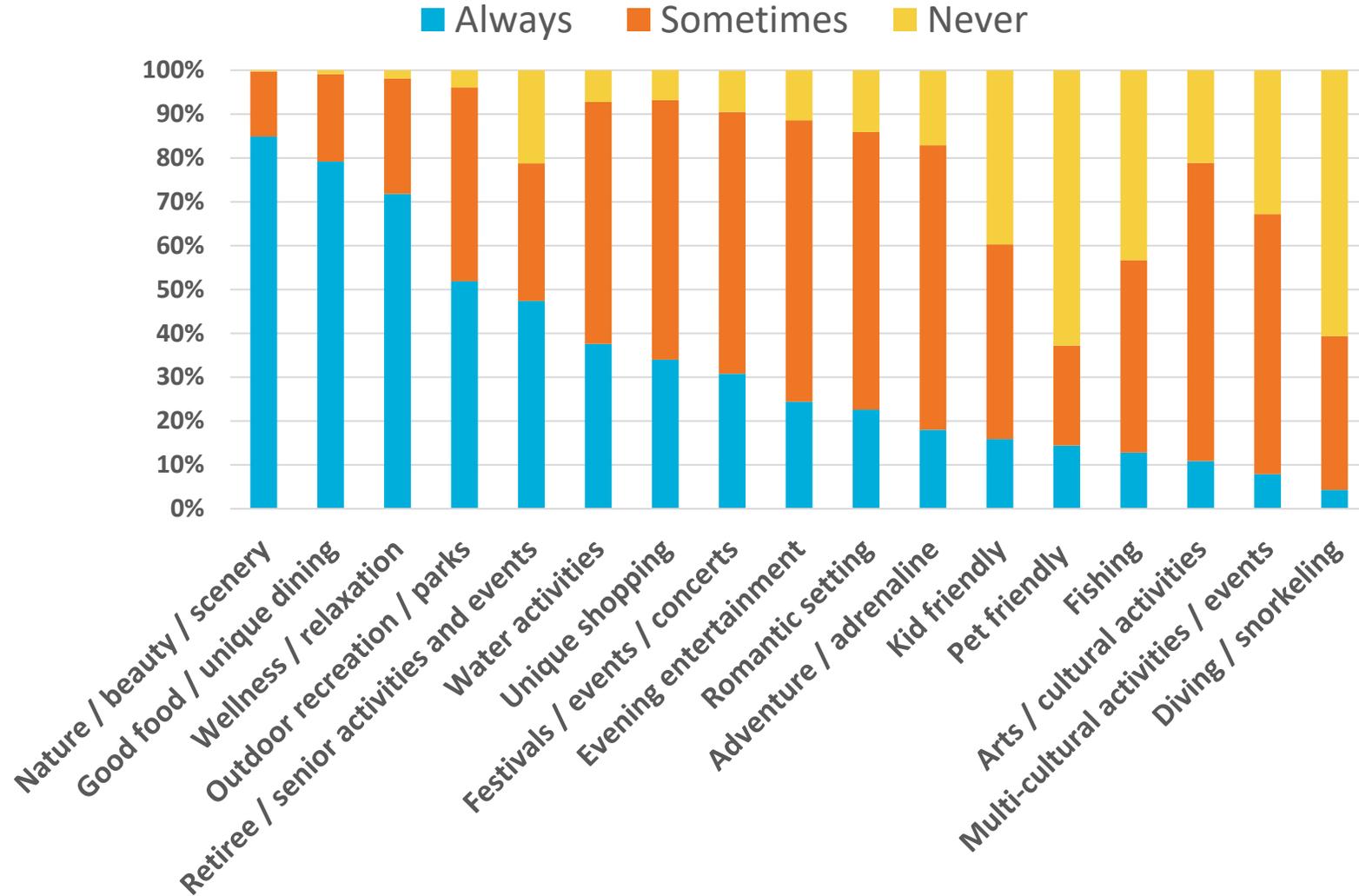
# CONDITIONS & CIRCUMSTANCES AFFECTING THE SEASON

Winter 2022  
(Dec '21 - Feb '22)

- Winter 2022 was wide-open for record visitation after 2021 winter saw declining visitation due to the first winter COVID surge. Winter '20 was pre COVID.
- The Canadian border was closed winter '21 and reopened just prior to winter '22.
- Limited competition from Islands, cruises, indoor events, theater, theme parks, etc. many of which were closed or saw low visitation due to lingering COVID impacts.
- VisaVue domestic credit card spending was up 16.4% in winter '22 over prior winter '21.
- The rental inventory of tax reporting units was up over winter 21.
- Gross lodging revenue that was taxed (TDT) winter '22 = \$57,006,640, an increase of 26% over '21
- Considerable winter revenue growth over the first COVID winter in '21 due to longer lengths of stay, higher rates and those that came spent more.
- The first COVID winter (2021) was the only season that was slightly down (-3%) compared to the prior pre-COVID winter, all other 2021 seasons were up dramatically.



# ATTRIBUTES WHEN SELECTING A DESTINATION



Attribute	Always	Sometimes	Never
<b>Nature / beauty / scenery</b>	<b>84.9%</b>	<b>14.8%</b>	<b>0.3%</b>
<b>Good food / unique dining</b>	<b>79.2%</b>	<b>19.9%</b>	<b>1.0%</b>
<b>Wellness / relaxation</b>	<b>71.8%</b>	<b>26.3%</b>	<b>1.9%</b>
<b>Outdoor recreation / parks</b>	<b>51.9%</b>	<b>44.2%</b>	<b>3.9%</b>
<b>Retiree / senior activities and events</b>	<b>47.4%</b>	<b>31.4%</b>	<b>21.2%</b>
Water activities	37.6%	55.2%	7.2%
Unique shopping	34.0%	59.2%	6.9%
Festivals / events / concerts	30.8%	59.7%	9.4%
Evening entertainment	24.4%	64.2%	11.4%
Romantic setting	22.6%	63.3%	14.1%
Adventure / adrenaline	18.0%	64.9%	17.0%
Kid friendly	15.9%	44.4%	39.7%
Pet friendly	14.4%	22.8%	62.8%
Fishing	12.8%	43.9%	43.3%
Arts / cultural activities	10.9%	68.0%	21.1%
Multi-cultural activities / events	7.9%	59.3%	32.8%
Diving / snorkeling	4.3%	35.1%	60.7%

Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

Source: YSI visitor profile surveys

# FIRST-TIME vs REPEAT VISITATION

- **23.8%** were first-time visitors (19.7% winter '21)
- **76.2%** had visited PCB before (80.3% winter '21)

## Repeat visitors:

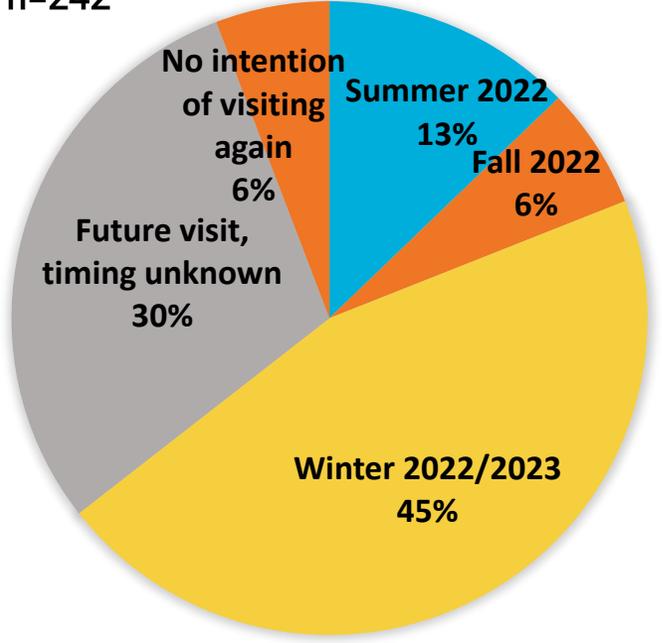
- Slightly more first-time visitors, growth in new visitors
- The repeat visitors reported coming to PCB for average of **14.9 years** with an average of **2.0 visits in last 12 months**



# TRIP PLANNING

Please tell us if you are planning a future visit to Panama City Beach.

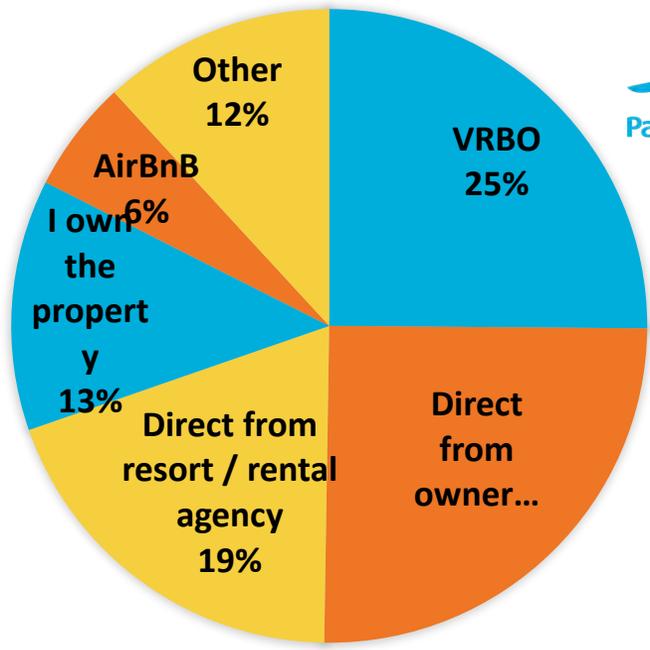
n=242



No intention of visiting again right now, please tell us why:

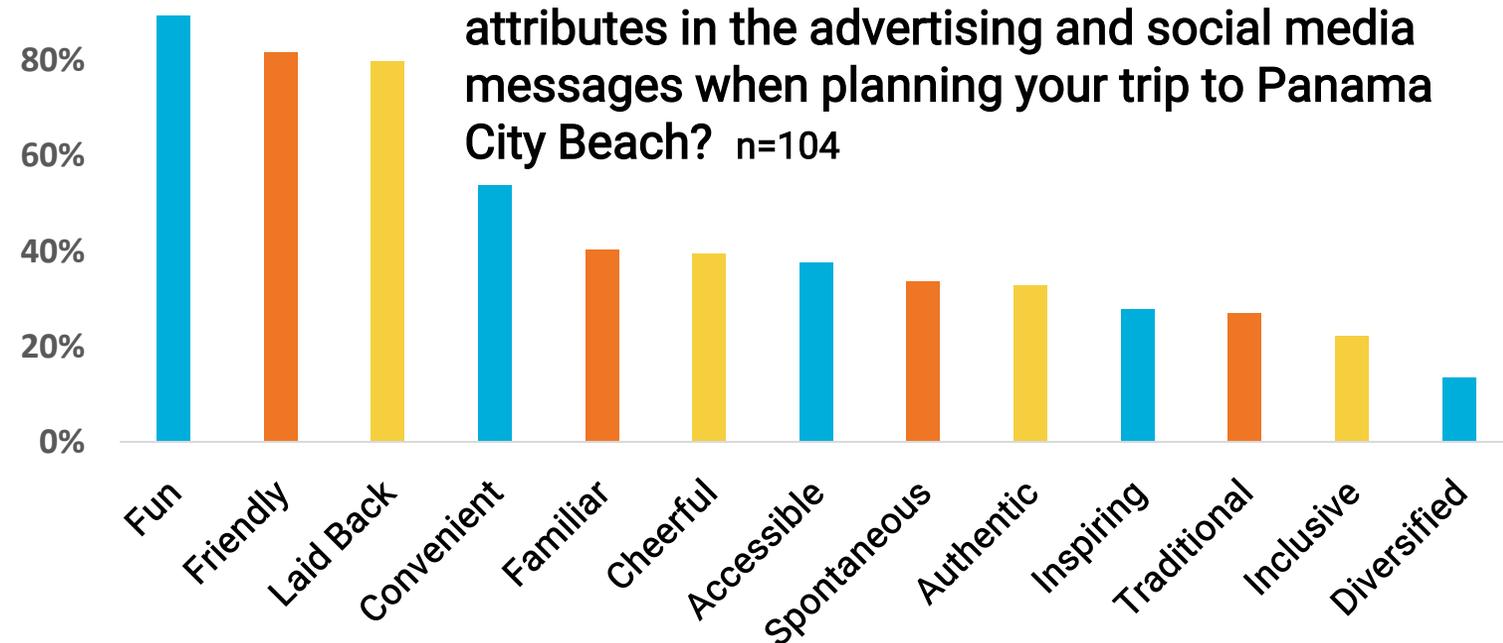
- Don't know when
- Going further south
- Got way too expensive
- Panama Beach was basically shutdown during our travel window.
- Price of fuel
- Waiting to see what the airlines do.
- Want to explore more places along the Gulf
- We were unaware of that when planning our trip. We were very disappointed when we arrived.

Vacation rentals: How did you reserve your vacation accommodation. n=211



100%

How important are the following "emotional" attributes in the advertising and social media messages when planning your trip to Panama City Beach? n=104



# PRIMARY TRIP PURPOSE



**91.9%**

VACATION / GETAWAY



**5.4%**

VISIT FRIENDS / FAMILY



**2.0%**

SPORTS EVENT /  
TOURNAMENT

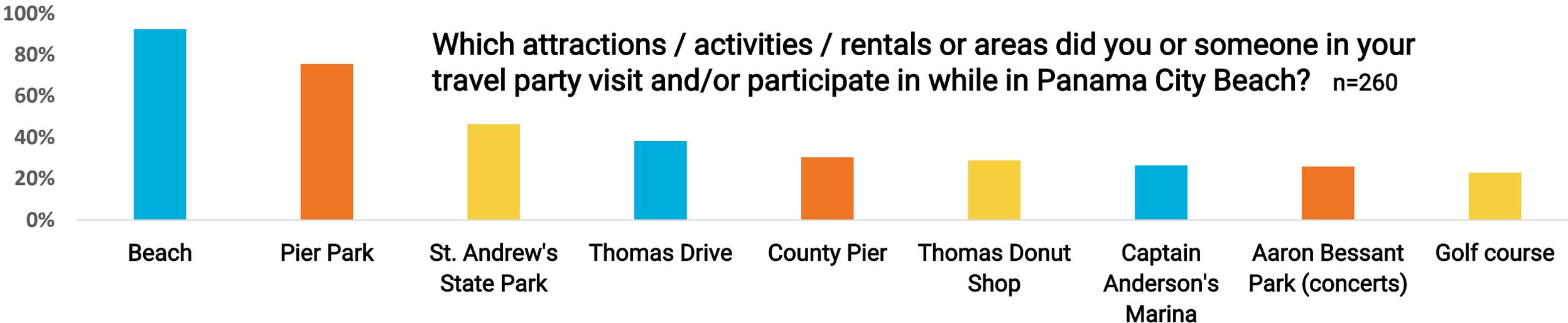


**0.7%**

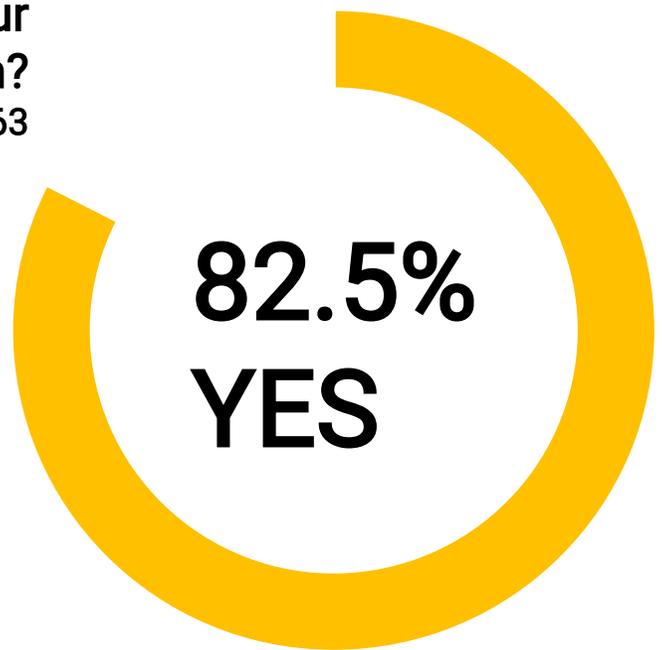
BUSINESS / CONFERENCE /  
MEETING

Q. What was the MAIN purpose for your most recent trip to Panama City Beach?

# ACTIVITIES

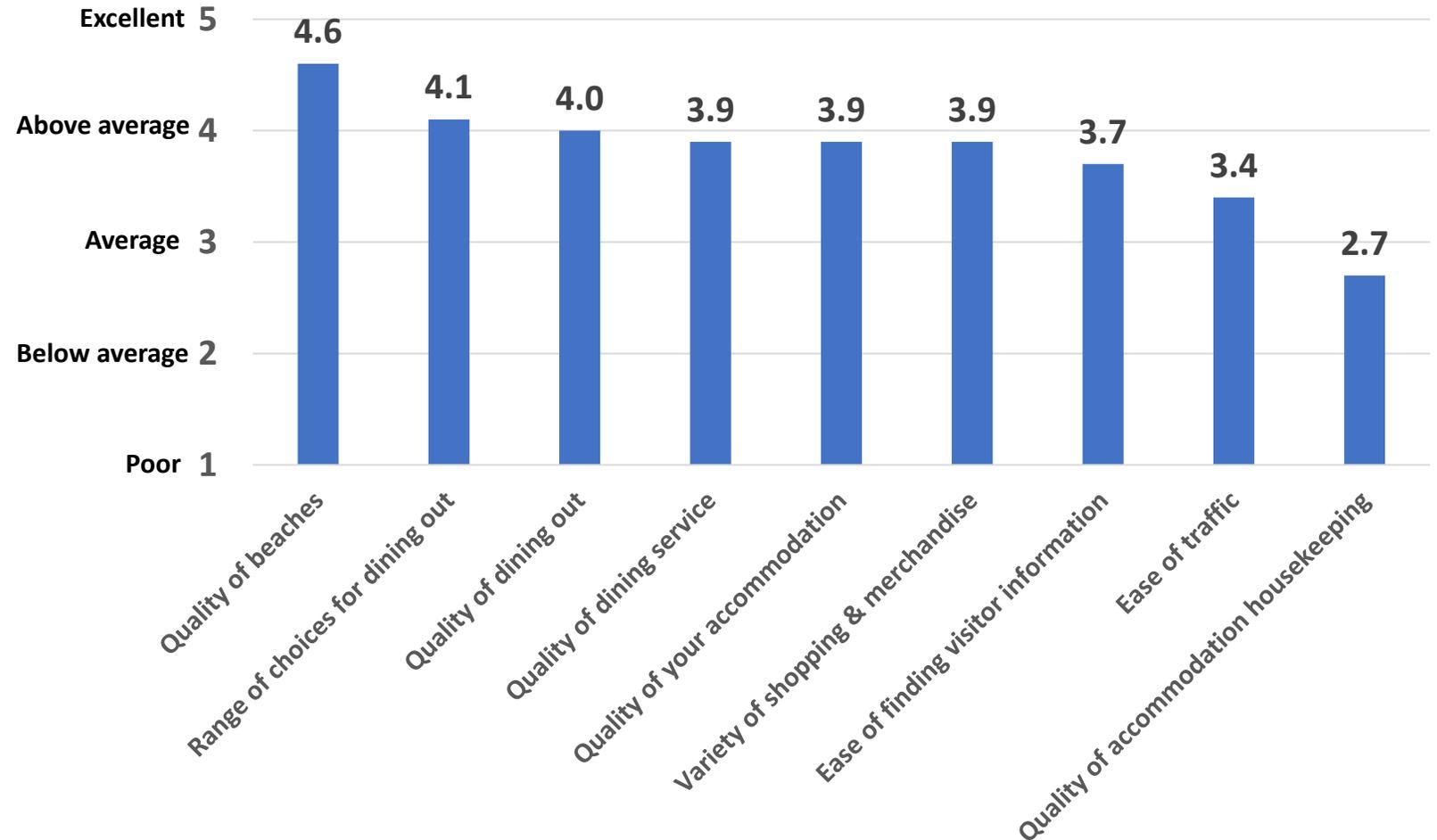
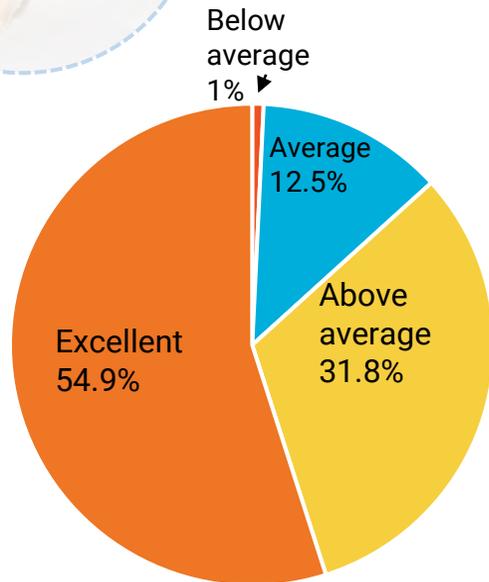


Is Panama City Beach your favorite beach destination?  
n=263



# DESTINATION satisfaction

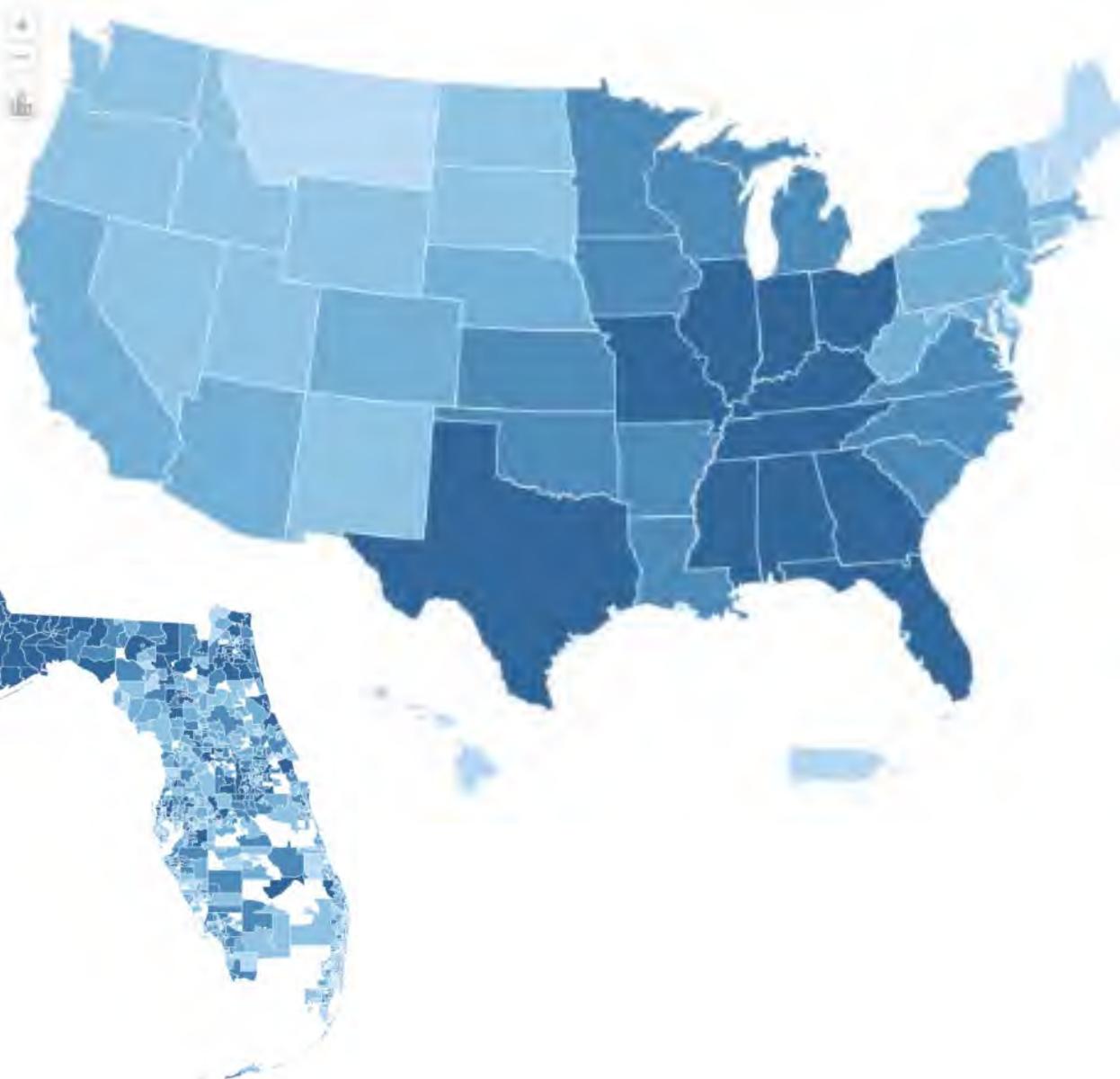
## OVERALL TRIP SATISFACTION



Q. Overall, how would you rate your visit to Panama City Beach?

Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity.

# TOP FEEDER MARKETS



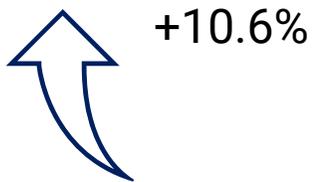
Top Eleven States (in rank order)	Winter '22 Dec 21 – Feb 22	Winter '21 Dec 20 – Feb 21
1. Alabama	32.4%	25.3%
2. Georgia	25.9%	22.9%
3. Florida	13.2%	15.3%
4. Tennessee	6.6%	7.5%
5. Texas	3.3%	4.4%
6. Indiana	2.9%	3.2%
7. Kentucky	2.7%	2.9%
8. Illinois	2.6%	4.1%
9. Mississippi	2.5%	*not in top 10 in Winter '21
10. Ohio	2.3%	2.8%
11. Missouri	2.3%	2.6%

Top 10 states (not Florida) make up 83.5%  
of winter visitation

# WINTER 2022 KEY METRICS



AVERAGE  
LENGTH OF STAY



Sources:  KEYDATA™ 



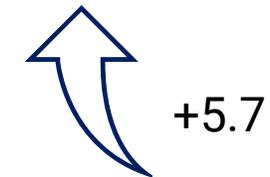
AVERAGE TRAVEL PARTY  
SIZE



Source: YSI visitor profile survey



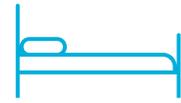
OVERNIGHT SPENDING  
PER TRAVEL PARTY



Source: YSI visitor profile survey

# ECONOMIC IMPACT

Winter 2021  
(Dec '20-Feb '21)



## GROSS LODGING REVENUE (TDT)

2022

\$57,006,640

26%



Winter '21

\$42,436,540



## STR LODGING REVENUE

2022

\$14,147,15

28%



Winter '21

\$11,043,218



## STR ROOM DEMAND

2022

115,999

12%



Winter '21

103,857



## KEYDATA DASHBOARD ADR

2022

\$73

20%



Winter '21

\$61



## VISAVUE DOMESTIC VISITOR SPENDING

2022

\$140,210,366

16%



# ECONOMIC IMPACT

## TOTAL VISITOR SPENDING BY SEGMENT

Visitor spending	Winter 2022	Winter 2021	Variance
Hotel / motel (Taxed lodging)	\$67,786,674	\$65,008,622	4.3%
Condo / rentals (Taxed Lodging)	\$90,162,799	\$65,323,682	38.0%
Other overnight (VFR, owners, etc.)	\$31,824, 890	\$24,728,267	28.7%
Daytrip	\$31,569,375	\$32,528,770	-2.9%
<b>Total visitor spending</b>	<b>\$221,343,739</b>	<b>\$187,589,340</b>	<b>18.0%</b>

Note – TDT lodging tax revenue was up 26%

Source: YSI Economic Impact Model based on TDT revenues, STR, KDD, Near, VisaVue, Voyage, PCB visitor surveys



# MORGAN WALLEN



**JUNE 1-4,  
2023**





***JUNE 1<sup>ST</sup>, 2023 – JUNE 4<sup>TH</sup>, 2023***  
**IN BEAUTIFUL**  
**PANAMA CITY BEACH, FLORIDA**  
**FRANK BROWN PARK**

**GATE  
HOURS**

**THURSDAY // 3:00 PM – 10:00 PM**

**FRIDAY // 2:00 PM – 12:00 AM**

**SATURDAY // 2:00 PM – 12:00 AM**

**SUNDAY // 12:00 PM – 10:00 PM**

**EARLY ENTRY IS 30 MINS PRIOR  
TO ABOVE START TIMES**



**2023 HEADLINER**

**JUNE 1-4, 2023**

**MORGAN WALLEN**



**PCB**  
ENTERTAINMENT

  
**Panama City Beach**  
REAL FUN BEACH

# PAST PERFORMERS INCLUDE

BROOKS & DUNN ▪ OLD DOMINION ▪ BRETT YOUNG ▪ LUKE BRYAN ▪ JASON ALDEAN ▪  
ERIC CHURCH ▪ FLORIDA GEORGIA LINE ▪ THOMAS RHETT ▪ TIM MCGRAW ▪ KID ROCK ▪  
KEITH URBAN ▪ SAM HUNT ▪ BLAKE SHELTON ▪ CARRIE UNDERWOOD ▪ MIRANDA  
LAMBERT ▪ DUSTIN LYNCH ▪ LUKE COMBS ▪ LITTLE BIG TOWN ▪ BRETT ELDREDGE ▪  
DIERKS BENTLEY ▪ GRETCHEN WILSON ▪ JUSTIN MOORE ▪ BRAD PAISLEY ▪ JAKE OWEN ▪  
THE BAND PERRY ▪ GRETCHEN WILSON ▪ TOBY KEITH ▪ LADY ANTEBELLUM ▪ HUNTER  
HAYES ▪ LEE BRICE ▪ TRACE ADKINS ▪ BRANTLEY GILBERT ▪ KIP MOORE ▪ DARRYL WORLEY  
TYLER FARR ▪ DWIGHT YOAKAM ▪ MARTINA MCBRIDE ▪ GARY ALLAN ▪ CHARLIE DANIELS  
BAND ▪ BIG & RICH ▪ RANDY HOUSER ▪ DAN + SHAY ▪ CHRIS JANSON ▪ GRANGER SMITH ▪  
LYNRYD SKYNYRD





# QUICK FACTS



• **FACEBOOK = 154,781 Followers**

(the last 28 days)

- People Reached = 1,770,087
- Post Engagements = 723,897
- Video Views = 602,308



• **INSTAGRAM = 35,100**



• **TWITTER = 7,849**

• **EMAIL MARKETING = 71,226**

• **ALLOOMPA**

• **MOBILE APP**

- Users = 9,600



• **WWW.GULFCOASTJAM.COM**

- Visits = 778,089
- Page Views = 1,633,927



ENTERTAINMENT

# CMT HOT 20 COUNTDOWN

## 2-HOUR SPECIAL SATURDAY & SUNDAY

Shot on-location in Panama City Beach. The CMT Hot 20 Countdown team documented Pepsi Gulf Coast Jam and the city of Panama City Beach. Cody Alan, CMT Hot 20 Countdown's host, can be seen in hundreds-of-thousands of households across the US & Canada.



CMT  
INSTAGRAM  
FOLLOWERS: 688K

CODY ALAN  
INSTAGRAM  
FOLLOWERS: 387K

## SOCIAL REACH

FACEBOOK: 835,119  
INSTAGRAM: 689,000  
TWITTER: 78,000



# SOCIAL POSTS



**FLORIDA GEORGIA LINE  
 FACEBOOK  
 FOLLOWERS: 4.6M**



**BRIAN KELLEY  
 FACEBOOK  
 FOLLOWERS: 467K**



**FLORIDA GEORGIA LINE  
 INSTAGRAM  
 FOLLOWERS: 2.1M**



**SCOTTY MCCREERY  
 FACEBOOK  
 FOLLOWERS: 2.5M**

# SOCIAL POSTS



JORDAN DAVIS  
FACEBOOK  
FOLLOWERS: 121K



MADDIE & TAE  
FACEBOOK  
FOLLOWERS: 978K



Tyler Hubbard  
INSTAGRAM  
FOLLOWERS: 725K



MITCHELL TENPENNY  
INSTAGRAM  
FOLLOWERS: 382K

# 2023 TICKET SALES

ON SALE 12 DAYS...

**SUPER VIP**  
**SOLD OUT!**

**SIDE STAGE**  
**SOLD OUT!**

**SKYBOXES**  
**SOLD OUT!**

**PLATINUM PARKING**  
**SOLD OUT!**

# 4-DAY ATTENDANCE

**80,000 in Attendance**

---

**Travelers from  
All 50 states**



# GUEST APPEARANCE



GOVERNOR DESANTIS  
INSTAGRAM

FOLLOWERS: 382K



FLORIDA GOVERNOR  
RON DESANTIS



# PARTNERS



# FOOD PARTNERS



# ON SITE ACTIVATION



**RCB**  
ENTERTAINMENT

pepsi.  
**GULF COAST JAM**  
COUNTRY ON THE COAST

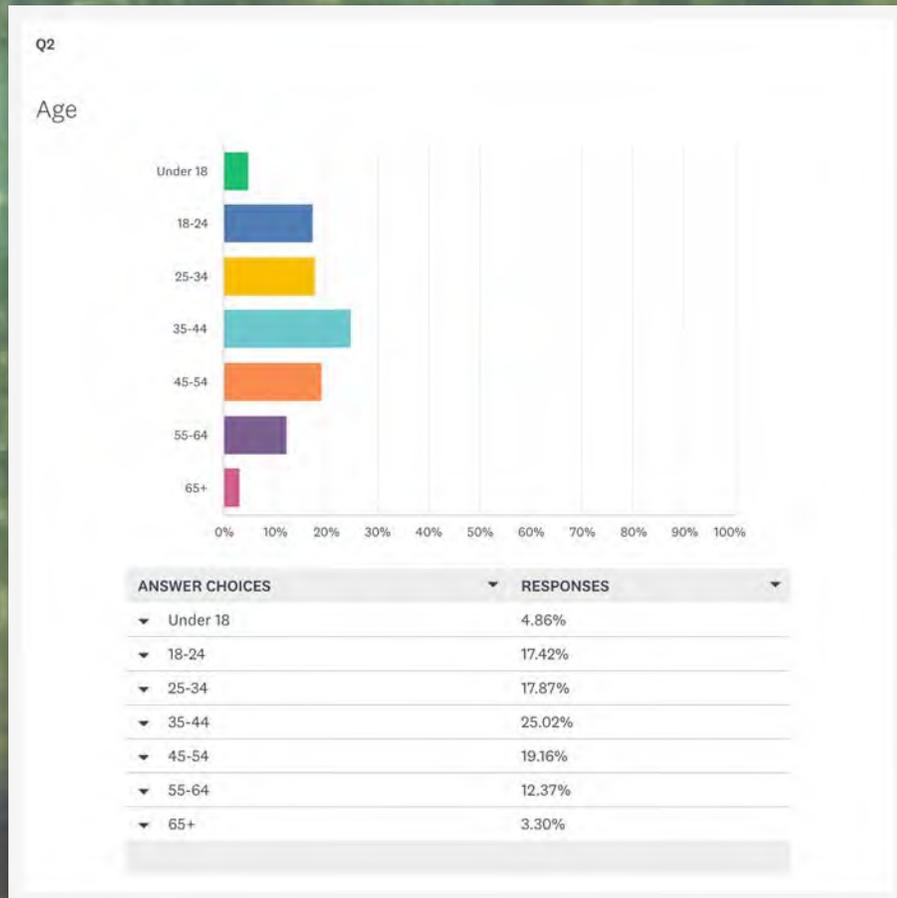
# MILITARY PROGRAM

- **Military Programs**
  - Military Appreciation Tent Presented by Jim Beam Black
  - Continually work with 8 Military Locations
- Discounted tickets for military, veterans and immediate family
- Site presence at various military facilities throughout the region
- NSA Panama City Beach, Tyndall Air Force Base, Eglin Air Force Base, Hurlburt Field, Fort Rucker, Maxwell Air Force Base, Fort Benning

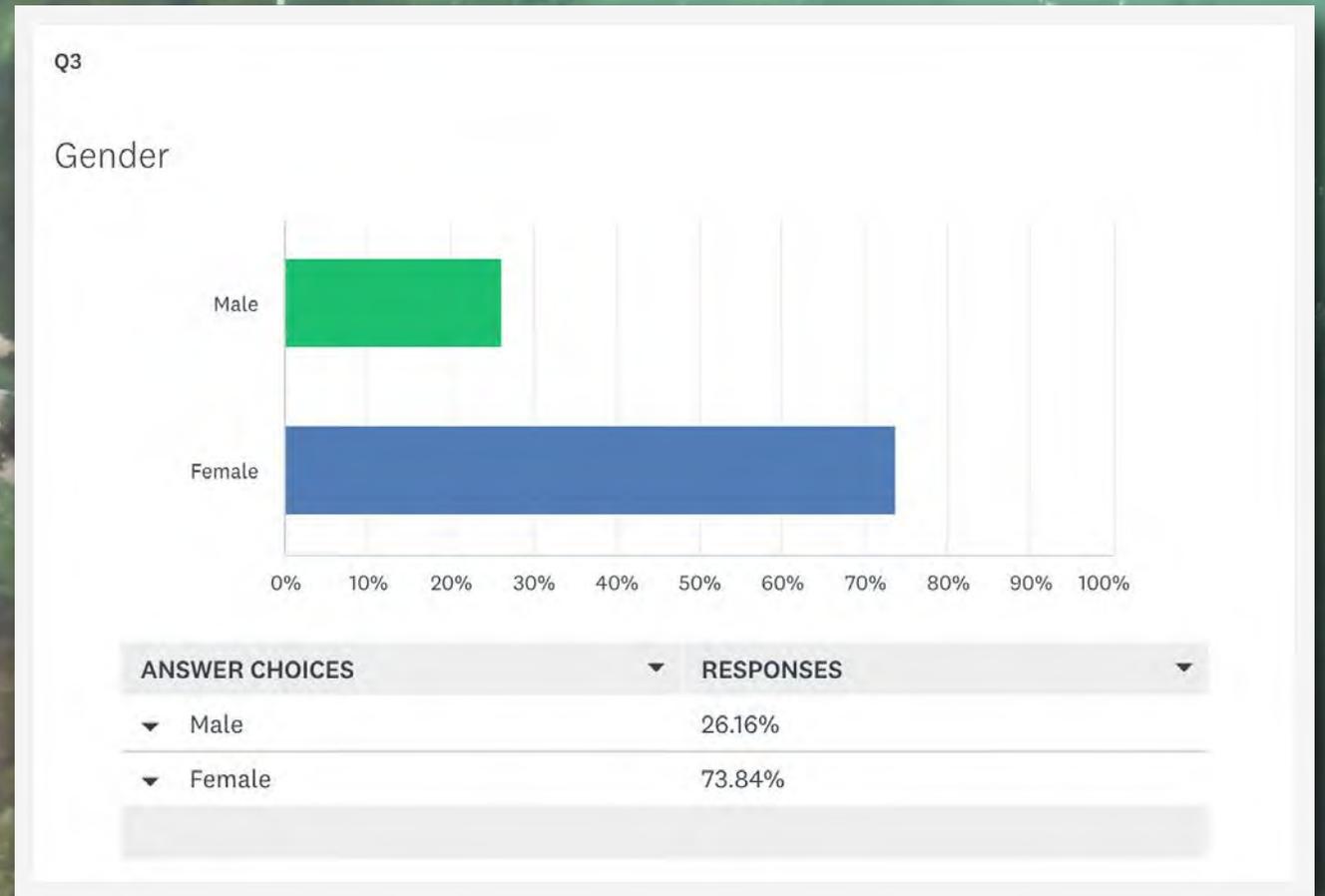


# 2022 SURVEY RESULTS

## AGE \\\



## GENDER \\\

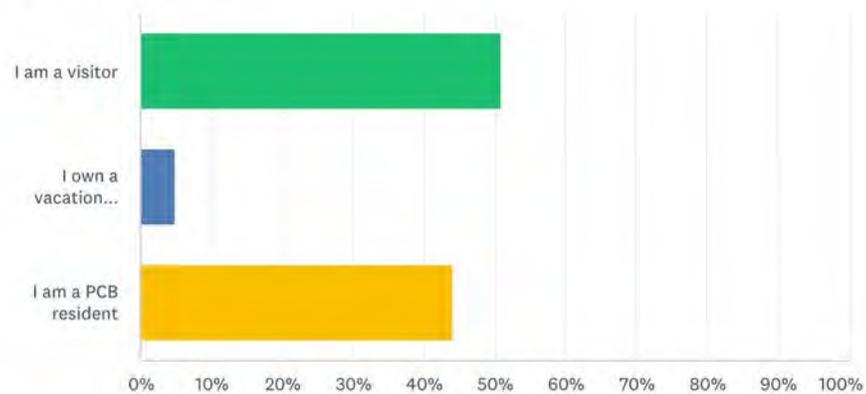


# 2022 SURVEY RESULTS

## ARE YOU A VISITOR \\\

Q9

Are you a visitor to PCB?

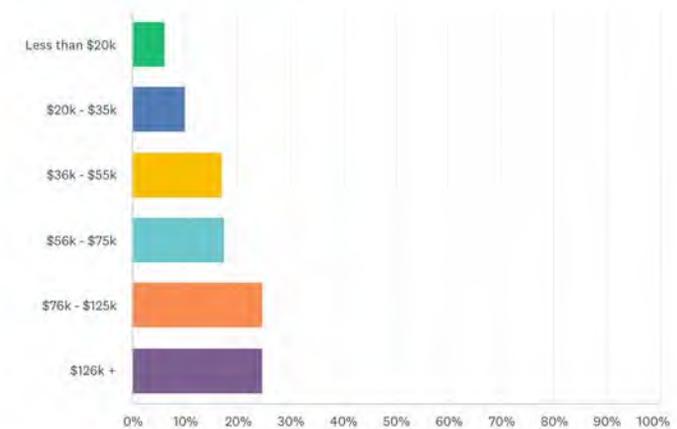


ANSWER CHOICES	RESPONSES
▼ I am a visitor	50.98%
▼ I own a vacation property in PCB	4.93%
▼ I am a PCB resident	44.09%

## YEARLY INCOME \\\

Q12

Household Yearly Income?



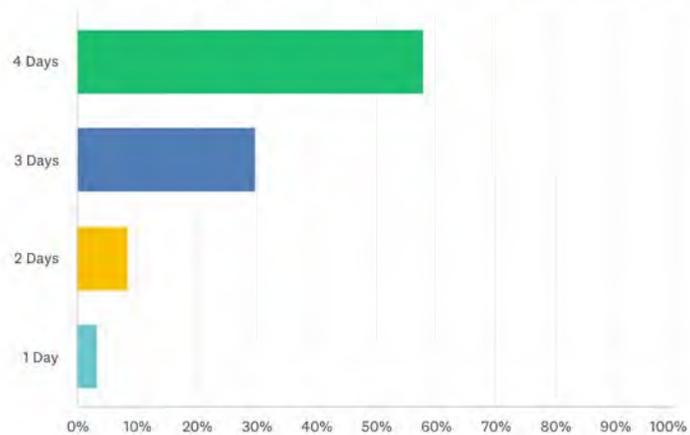
ANSWER CHOICES	RESPONSES
▼ Less than \$20k	6.19%
▼ \$20k - \$35k	10.05%
▼ \$36k - \$55k	16.95%
▼ \$56k - \$75k	17.46%
▼ \$76k - \$125k	24.67%
▼ \$126k +	24.67%

# 2022 SURVEY RESULTS

## DAYS ATTENDED \\\

Q15

How many times did you or your group attend the festival this week?



ANSWER CHOICES

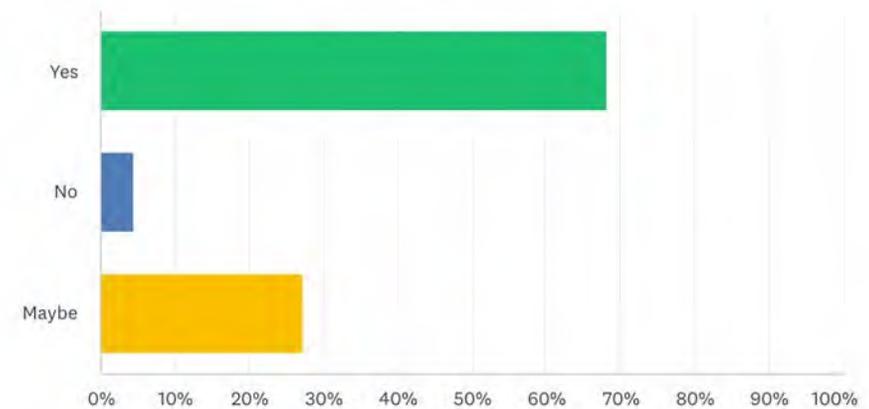
RESPONSES

4 Days	58.07%
3 Days	29.82%
2 Days	8.62%
1 Day	3.49%

## PLAN TO ATTEND 2023?\\

Q19

Do you plan to attend Pepsi Gulf Coast Jam - 2023?



ANSWER CHOICES

RESPONSES

Yes	68.21%
No	4.45%
Maybe	27.34%

# WHERE OUR PATRONS COME FROM?

- **Florida: 29%**
- **Alabama: 8%**
- **Georgia: 7%**
- **Tennessee: 6%**
- **Texas: 4%**
- **Louisiana: 4%**
- **Mississippi: 3%**
- **All Other States equal 39%**



# ECONOMIC IMPACT

Out of Market  
Value  
**\$12,735,832**

- Out of Market defined as outside of 50-miles from Panama City Beach, FL

Bed Tax Revenue  
**\$547,187**

Overall Economic  
Impact  
**\$25,418,747**

City Fee  
Revenue  
**\$236,795**



TOTAL MEDIA IMPRESSIONS  
**894 MILLION+**



ATTENDANCE  
**591,000+**

BRANDS INVOLVED  
**OVER 450**

16 COUNTRIES  
**50 STATES**



TOTAL EMPLOYEES  
**8,310+**

TOTAL MARKETING VALUE  
**\$72 MILLION+**

ECONOMIC IMPACT  
**\$175,000,000+**

# SEE YOU IN JUNE 2023!

