



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

Tuesday, November 8, 2022

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
  - A. Invocation
  - B. Pledge of Allegiance
  - C. Approve October 11, September 6, & September 21, 2022 Minutes
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
  - A. Acknowledge Receipt of the September 2022 Tourist Development Tax Collection Report
- V. PRESENTATIONS**
  - A. Quarterly Visitor Research Update, Mr. Berkeley Young
- VI. PRESIDENTS REPORT**
- VII. CHAIRMAN'S REPORT**
- VIII. AUDIENCE PARTICIPATION**
- IX. ADJOURNMENT**

**MOTIONS PASSED AT THE SPECIAL CALLED BOARD MEETING, Tuesday, September 6, 2022**

Approved Action Item A  
**Mr. Phillips/Mr. Griffitts**

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

Tuesday, September 6, 2022

9:00 a.m.

Council Room, PCB City Hall

**I. CALL MEETING TO ORDER**

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

**II. ROLL CALL**

Five Members Present

Four Absent: Mr. Jansen, Mr. Patronis, Mr. Walsingham, Mr. Wilkes

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

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

**None**

**IV. ACTION ITEM**

A. Discuss and consider for approval a recommendation to the BOCC for Architecture Design Firm for the Western Region Resiliency Center, Project DR-4399-133-R (RFQ No. 22-51), Mr. Dan Rowe  
Mr. Rowe stated that this is the portion of the Indoor Sports Center that has FEMA funding. Upon approval, this will then go to the County Commission for approval. Then at the next TDC/CVB board meeting, we will address the RFQ for the rest of the indoor sports center build. He then asked for a motion to approve the vendor rankings as the committee has outlined.

**Mr. Phillips moved; seconded by Mr. Griffiths to approve.**

**Motion passed unanimously**

**V. PRESIDENTS REPORT**

**NONE**

**VI. AUDIENCE PARTICIPATION**

**NONE**

**VII. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, September 21, 2022**

Approve April 2022 and August 2022 Minutes

**Ms. Pease/Mr. Chester**

Approved Consent Agenda

**Ms. Pease/Mr. Walsingham**

Approved Action Item A

**Mr. Walsingham / Ms. Pease**

Approved Action Item B

**Ms. Pease/Mr. Walsingham**

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

Tuesday, September 21, 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**

Five Members Present

Four Absent: Mr. Casto, Mr. Griffiths, Mr. Phillips, and Mr. Wilkes

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve April 2022 and August 2022 Minutes

**Ms. Pease moved; seconded by Mr. Chester to approve the minutes**

**Motion passed unanimously**

**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 July 2022 Tourist Development Tax Collection Report

**Ms. Pease moved; seconded by Mr. Walsingham to approve the Consent Agenda.**

**Motion passed unanimously**

**V. ACTION ITEMS**

A. Discuss and consider for approval RFQ 22-65 winning bid, Lose Design, to provide design services for the SABRE Center Project, Mr. Dan Rowe.

Mr. Rowe stated this is for the non-FEMA related construction at the sports complex. And, as requested by the TDC Board, the BOCC approved Lose Design for the FEMA related construction. Mr. Rowe then asked the board to accept the recommendation from selection committee of the overall ranking which makes Lose Design the highest-ranking vendor. This would mean the same design company would be doing the entire project.

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

**Motion passed unanimously**

B. Discuss and consider for approval the FY 2023 CVB/TDC Public Relations and Marketing/Media Plan, Ms. Jayna Leach, Ms. Gina Stouffer (LHG), Ms. Melonie Sturm, (Watauga) and Ms. Kelsey Anderson (Luckie).

Ms. Leach introduced the staff and team involved and asked several of them to give a review of the FY2023 PR and Marketing media plan.

Mr. Rowe highlighted that LHG Agency was instrumental during the aftermath of Hurricane Michael. Their support and guidance was a major factor in the success of telling our story post storm.

LHG, Watauga, and Luckie staff gave a summary of their plans for this year as well as new initiatives and remaining flexible with digital media.

The board discussed the aspects of the PR and Marketing plan. Mr. Rowe discussed the concept of “Competitive Conquesting” and how it is being intergraded as part of this year’s strategy.

Ms. Leach then asked for a motion to approve the FY2023 plans.

**Ms. Pease moved; seconded by Mr. Walsingham to approve  
Motion passed unanimously**

**VI. PRESIDENTS REPORT**

Mr. Rowe updated the board on his recent medical absence and praised the CVB staff for not missing a beat while he was out. He also stated that the FY23 Budgets and Programs of Work were all approved by the BOCC. He also said that included in the budget is Instagramable locations around the destination as well as a greater social media presence.

**VII. CHAIRMAN’S REPORT**

**NONE**

**VIII. AUDIENCE PARTICIPATION**

**NONE**

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, October 11, 2022**

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

Approved Purchase via Public Safety Funds  
**Mr. Griffitts/Ms. Pease**

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

Tuesday, October 11, 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**

Six Members Present

Three Absent: Mr. Casto, Mr. Jansen and Mr. Wilkes

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

**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 August 2022 Tourist Development Tax Collection Report

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

**Motion passed unanimously**

**V. PRESENTATIONS**

A. Sales Update, Mr. Steve Bailey

Mr. Bailey gave a recap of the focus since he started in the Sales VP position. He discussed the goals and objectives of the Sales Department for FY23. He introduced the members of the Ambassador Program which joins local business partners as a team to promote events and the destination. He also discussed target markets including corporate incentive travel and group travel. Ms. Adami discussed the recent conference that Sales hosted, "Going on Faith". This was a very successful group conference. Mr. Bailey gave a summary of the success of that event. The Board discussed with Mr. Bailey about growing the Scuba Diving market. He stated that he had recently held a meeting with the local dive shops and are looking into growing that market. Mr. Rowe added that the CVB has been involved in the discussions with the sinking of ships for the artificial reefs.

Mr. Rowe also discussed that the international vacation rental management companies are coming back.

**VI. PRESIDENTS REPORT**

Mr. Rowe discussed the Pirates Fest and Renaissance event. He stated the event was a great success. He also said that the location was close to the area where the pavilion will be built.

He then discussed that Mr. Sanders will be transitioning out of his current position as he nears retirement.

In doing so, Mr. Rowe announced the promotion of Patrick Stewart to Director of Special Events.

He thanked Mr. Griffiths for his service on the board as he is relinquishing he position to run for state office.

Mr. Rowe also gave an update of the beach renouishment project.

He also stated that the Visitor Information desk at the airport will be taken over by ECP. This was decided due to the fact the desk better serves the airport verses tourism promotion.

**VII. CHAIRMAN'S REPORT**

Mr. Chester thanked Mr. Griffiths for his service on the board. He encouraged the new Ambassadors to attend the CVB/TDC meetings.

Mr. Griffiths discussed the Sheriffs need for a new helicopter. He stated that the State of Florida will be funding the purchase, but it may take time. He asked the CVB to fund the purchase via the public safety funds with Bay County reimbursing the CVB when the state funding is received. Mr. Rowe said that this can be done via the public safety funds without doing it as a reimbursement. It can be done from the 10 percent public safety funds and he will change the allocation of the funds from other areas.

Mr. Sale asked the board to give staff the authority to fund the purchase legally and as agreed upon by all concerned parties.

**Mr. Griffiths moved; seconded by Ms. Pease**

**Motion passed unanimously**

**VIII. AUDIENCE PARTICIPATION**

**NONE**

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary

# Summer 2022

JUNE - AUGUST 2022



# QUARTERLY TOURISM IMPACT



# SUMMER 2022

**In 2021, summer produced  
40.2% of the 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

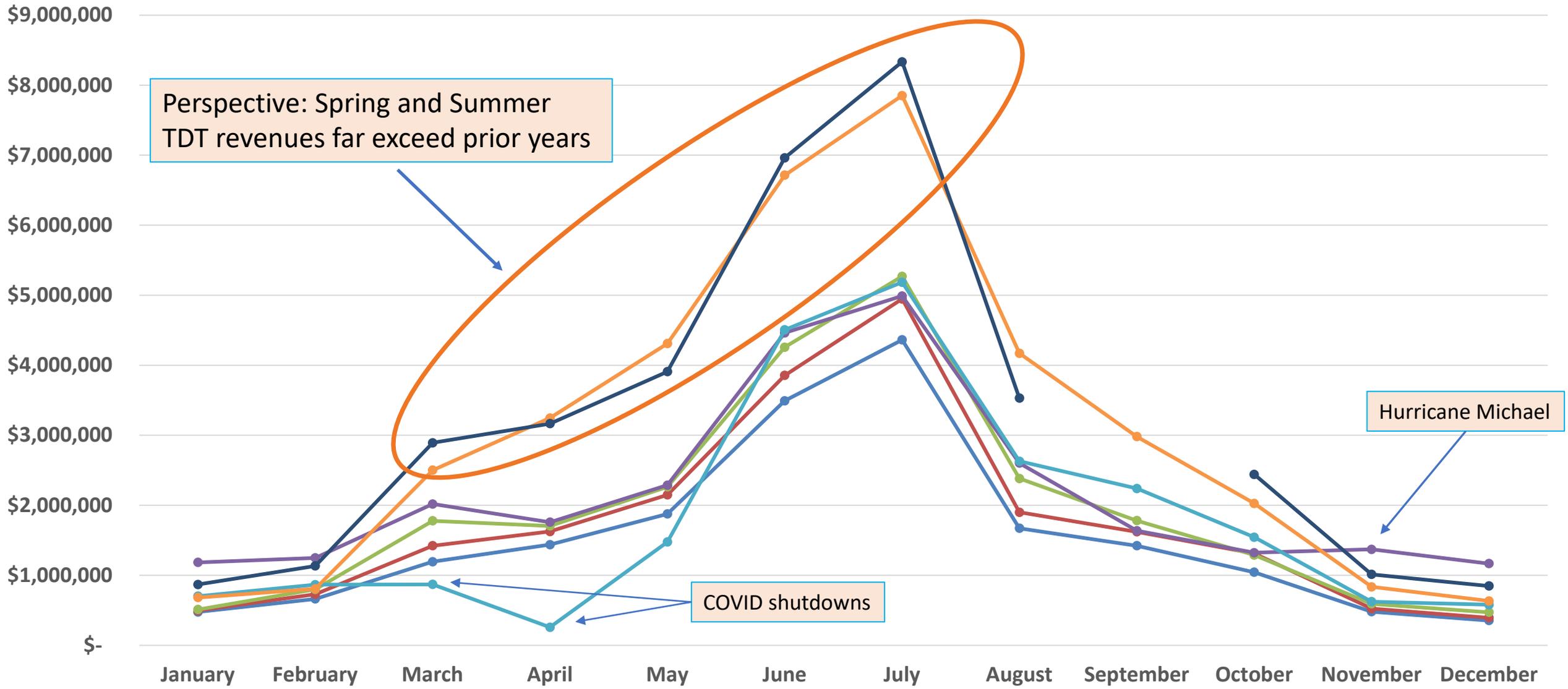
## Data Sources –

- 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.

# MONTHLY TDT COLLECTIONS

● FY 2016   
 ● FY 2017   
 ● FY 2018   
 ● FY 2019   
 ● FY 2020   
 ● FY 2021   
 ● FY 2022



Source: Monthly TDT analysis

# Summer Trends

## Summer 2022 (JUN - AUG)



- Three-year Summer Trend = 2020 – COVID summer, slow but rebounding  
2021 – back to business without Canada/International  
2022 – back to typical summer patterns with no disruptions  
return to full competition from other destinations and activities
- 2022 PCB TDT revenue trend = JUN: +3.7%, JUL: +5.7%, AUG: -15.4% = **+0.3% summer**
- VisaVue domestic credit card spending was **up 0.8%** in Summer '22 over Summer '21.
- The summer rental inventory of tax reporting units was **up 4%** over Summer '21.
- Short-term rentals drove 76% of summer TDT revenue, hotels drove 24% of TDT Revenue.
- Short-term rentals revenue (\$286.6M) was **up 7.6%**.
- KeyData Dashboard data shows rentals revenue came from demand growth while rentals maintained prior year ADR.
- Hotel revenue (\$89.8M) was **down 17.5%**.
- Summer STR hotel revenue (\$58.7M) was **6% down**; STR inventory was up 5.4% (Hyatt Place); STR demand was up 0.6%; STR ADR down 6.8% STR RevPAR down 10.8%.
- Non STR hotel revenue (\$31M) was **down 33%**.
- Visitor volume was down 6.3% but spending and TDT revenue held due to higher rates.
- ... the best summer on record for PCB visitation.
- Continued challenges with workforce shortage, same as all destinations.

# MONTHLY OCCUPANCY



## STR - Hotel Occupancy

June

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			73.9%	78.9%	85.6%	91.9%
82.2%	81.9%	82.0%	83.3%	81.9%	87.4%	88.8%
70.7%	77.2%	82.8%	84.2%	90.6%	93.7%	97.4%
80.4%	84.5%	86.0%	89.5%	92.3%	96.8%	96.2%
76.7%	80.5%	78.8%	78.0%	73.8%		

## KDD - Rental Occupancy

June

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			69.9%	75.9%	78.4%	84.5%
78.0%	77.5%	77.9%	81.3%	85.6%	85.0%	82.1%
77.3%	83.6%	84.8%	86.8%	89.7%	87.8%	90.2%
85.2%	87.2%	86.4%	89.2%	89.7%	88.4%	90.9%
85.7%	86.8%	84.8%	83.8%	82.8%		

# MONTHLY OCCUPANCY



## STR - Hotel Occupancy

July

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					86.0%	96.9%
97.4%	85.3%	85.1%	90.9%	94.6%	93.8%	94.2%
80.1%	83.7%	88.6%	89.0%	89.3%	92.2%	93.5%
85.0%	90.0%	93.0%	91.5%	94.6%	97.8%	97.6%
87.0%	89.7%	91.1%	93.1%	94.4%	96.3%	96.5%
78.0%						

## KDD - Rental Occupancy

July

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					87.9%	92.8%
94.4%	92.9%	86.8%	84.5%	87.2%	87.2%	86.1%
83.2%	87.4%	86.2%	88.0%	91.0%	90.5%	89.4%
84.6%	87.5%	86.9%	88.5%	94.2%	92.9%	91.1%
84.6%	86.5%	85.6%	88.5%	92.2%	93.3%	87.7%
72.0%						

# MONTHLY OCCUPANCY



## STR - Hotel Occupancy

### August

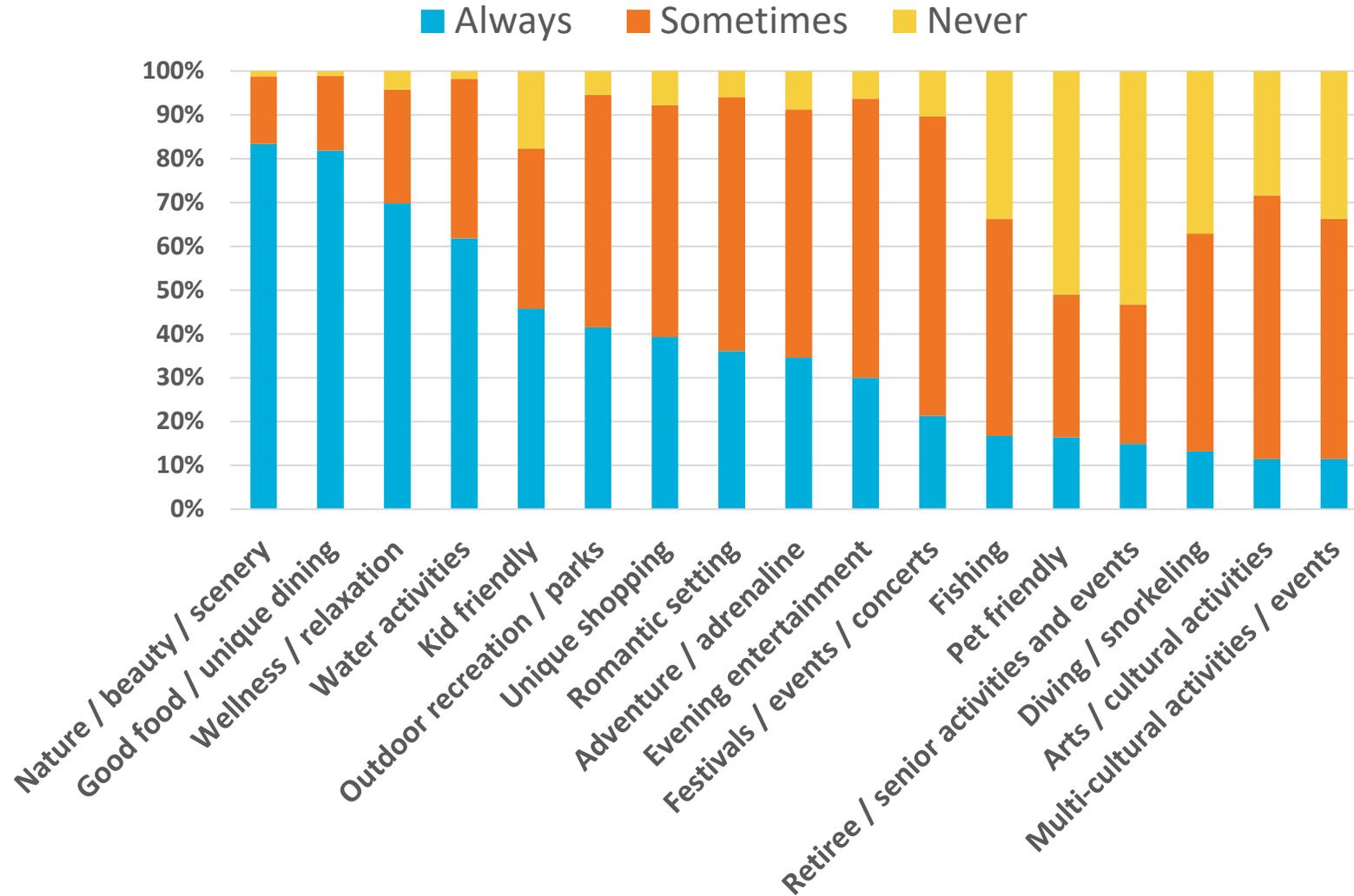
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	76.8%	79.8%	78.7%	80.2%	88.2%	91.0%
63.9%	63.3%	64.6%	67.9%	68.8%	75.5%	75.3%
56.9%	61.9%	60.9%	59.2%	58.1%	67.5%	71.9%
54.7%	63.5%	62.8%	62.7%	58.3%	68.7%	71.2%
48.9%	56.4%	57.5%	58.4%			

## KDD - Rental Occupancy

### August

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	70.1%	67.2%	69.4%	75.5%	76.5%	73.9%
63.3%	58.8%	56.3%	57.1%	62.9%	63.9%	61.5%
50.1%	46.6%	44.0%	45.8%	52.1%	57.4%	53.4%
42.6%	38.5%	37.3%	38.6%	46.1%	49.8%	45.7%
33.6%	27.7%	25.8%	26.4%			

# Survey: ATTRIBUTES WHEN SELECTING A DESTINATION



Attribute	Always	Sometimes	Never
Nature / beauty / scenery	83.4%	15.4%	1.3%
Good food / unique dining	81.9%	17.0%	1.1%
Wellness / relaxation	69.8%	26.0%	4.3%
Water activities	61.8%	36.4%	1.8%
Kid friendly	45.8%	36.5%	17.6%
Outdoor recreation / parks	41.5%	53.1%	5.4%
Unique shopping	39.3%	52.9%	7.9%
Romantic setting	36.1%	58.0%	15.9%
Adventure / adrenaline	34.6%	56.6%	8.8%
Evening entertainment	30.0%	63.7%	6.3%
Festivals / events / concerts	21.3%	68.4%	10.4%
Fishing	16.7%	49.5%	33.9%
Pet friendly	16.4%	32.6%	51.0%
Retiree / senior activities and events	14.9%	31.8%	53.2%
Diving / snorkeling	13.2%	49.7%	37.1%
Arts / cultural activities	11.4%	60.2%	28.4%
Multi-cultural activities / events	11.4%	54.9%	33.7%

Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination. n=564

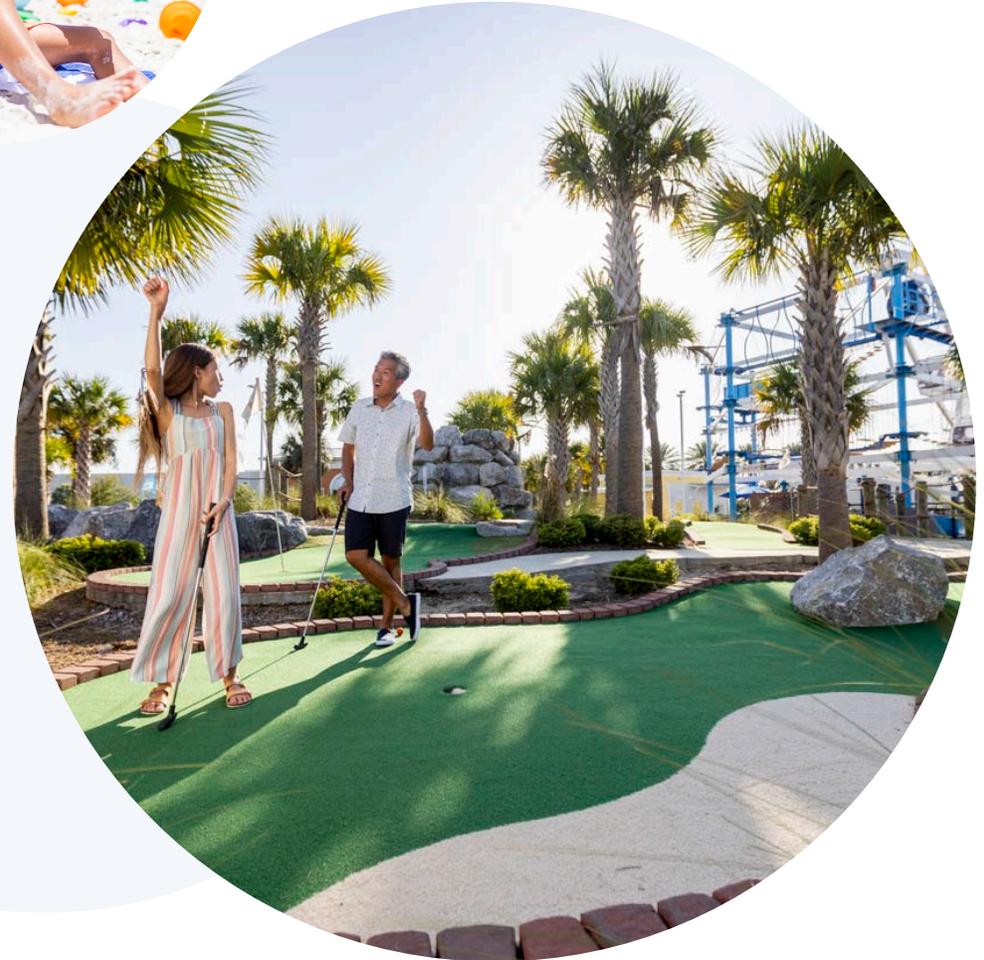
Source: YSI visitor profile surveys

# Survey: FIRST-TIME vs REPEAT VISITATION

- **33.9%** were first-time visitors (**31.3%** summer '21)
- **66.1%** had visited PCB before (**68.7%** summer '21)

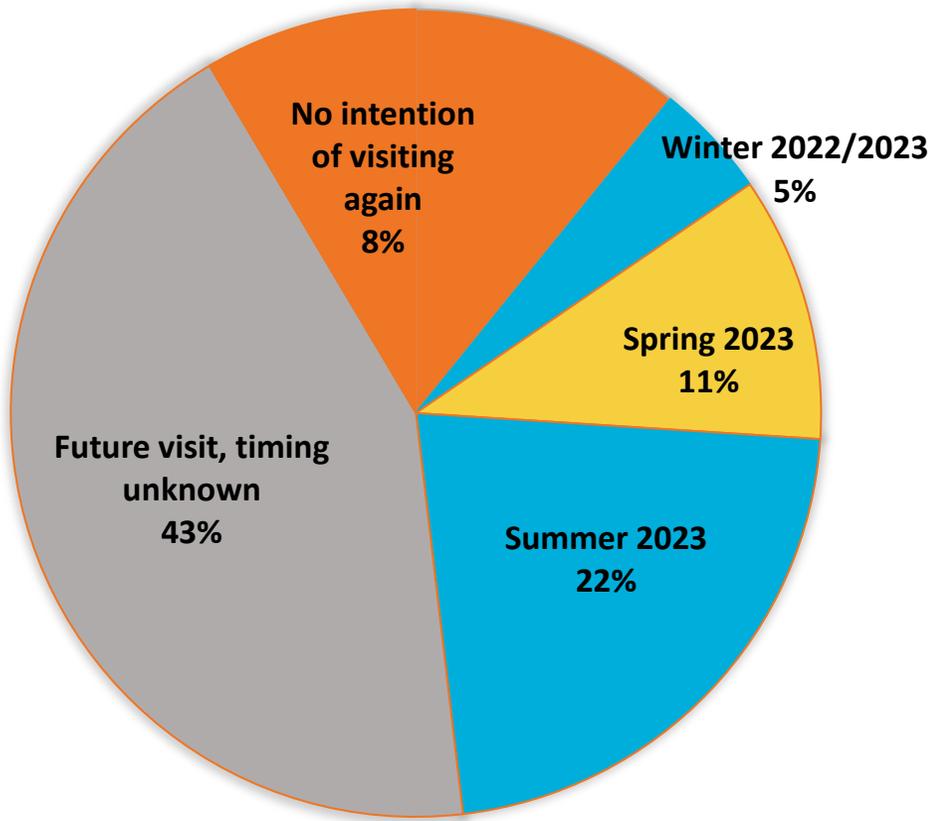
## Repeat visitors:

- Slightly more first-time visitors
- The repeat visitors reported coming to PCB for average of **25.4 years** with an average of **2.4 visits in last 12 months**

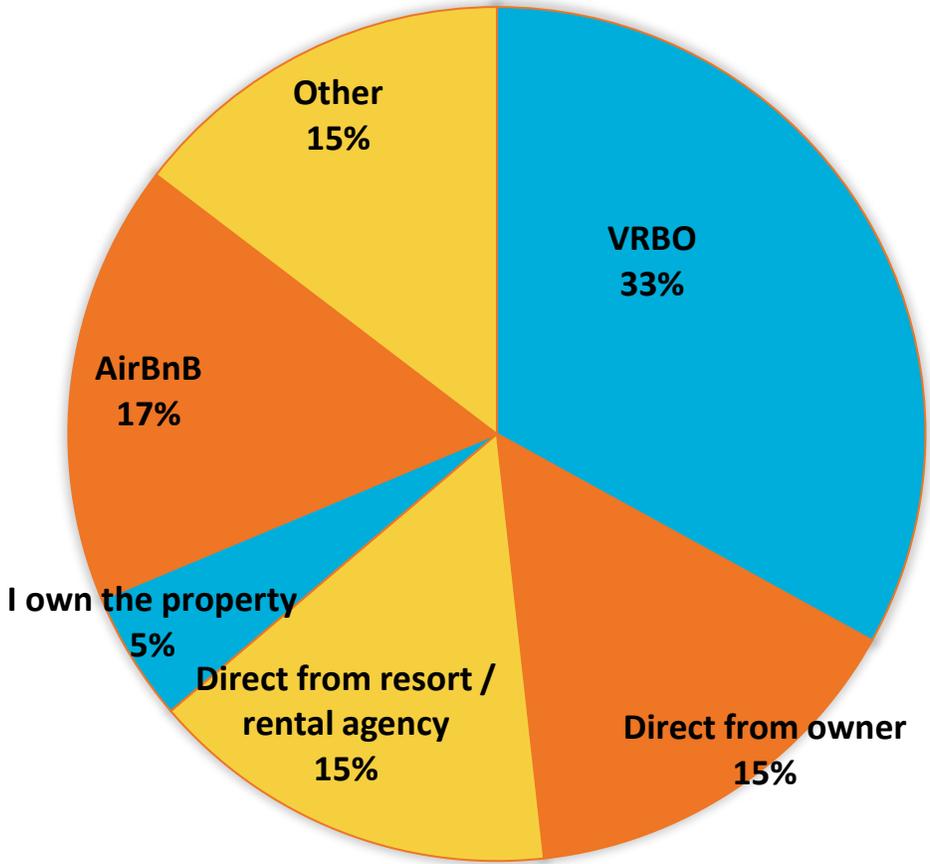


# Survey: TRIP PLANNING

Please tell us if you are planning a future visit to Panama City Beach. n=434



Vacation rentals: How did you reserve your vacation accommodation. n=348



# Survey: PRIMARY TRIP PURPOSE



**92.6%**

VACATION / GETAWAY



**2.5%**

VISIT FRIENDS / FAMILY



**2.2%**

SPORTS EVENT / TOURNAMENT

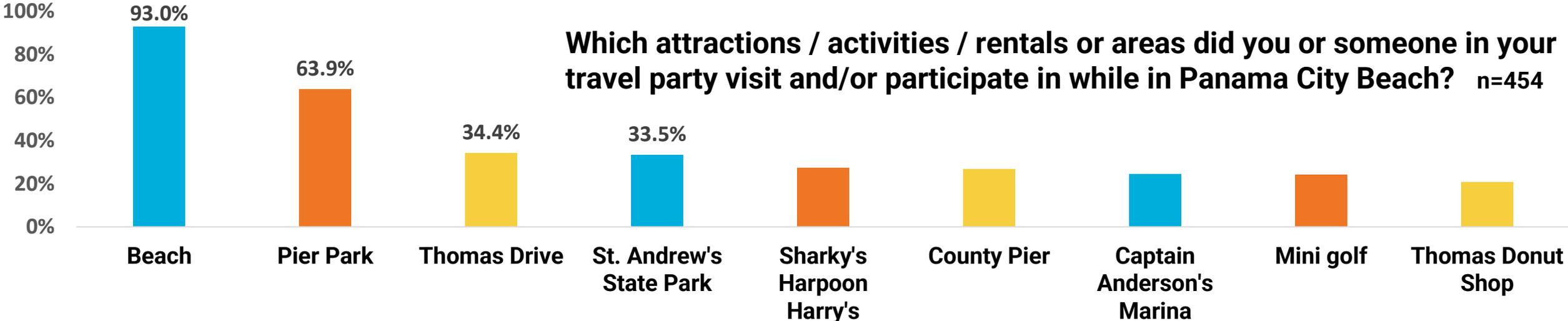


**1.1%**

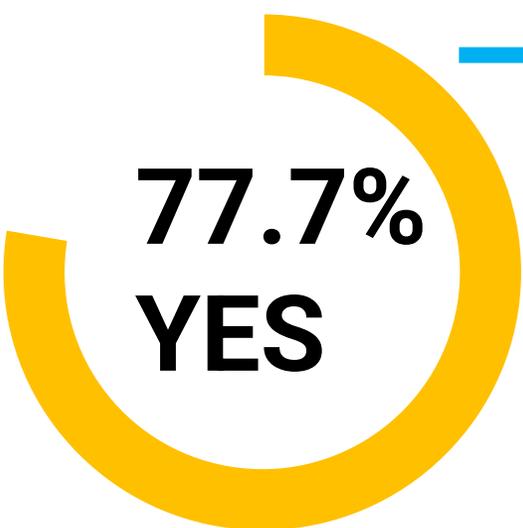
FESTIVAL / EVENT / CONCERT

Q. What was the MAIN purpose for your most recent trip to Panama City Beach? n=556

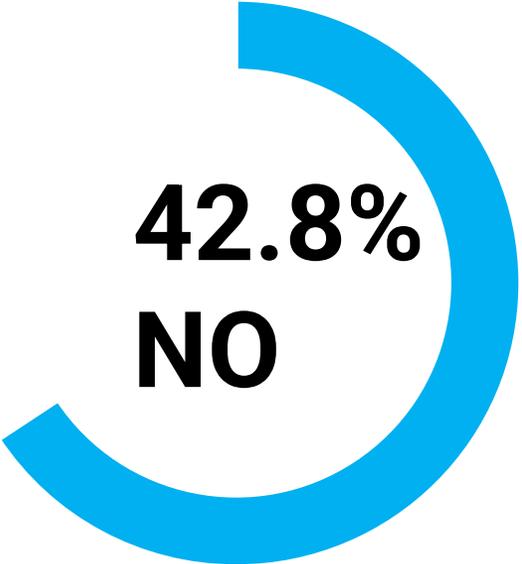
# Survey: ACTIVITIES and FAVORITES



**Is Panama City Beach your favorite beach destination? n= 462**



**Has PCB always been your favorite beach destination? n=362**



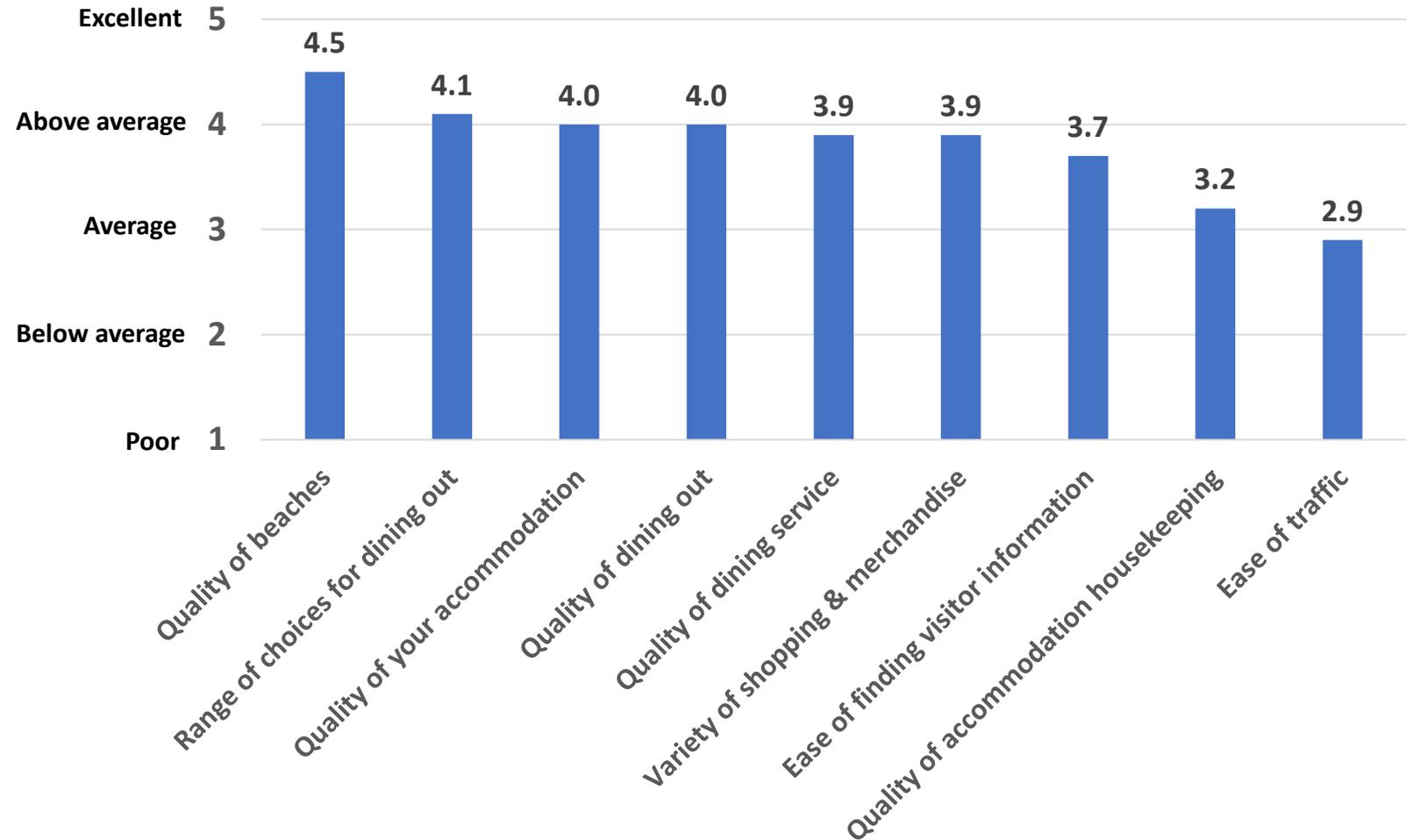
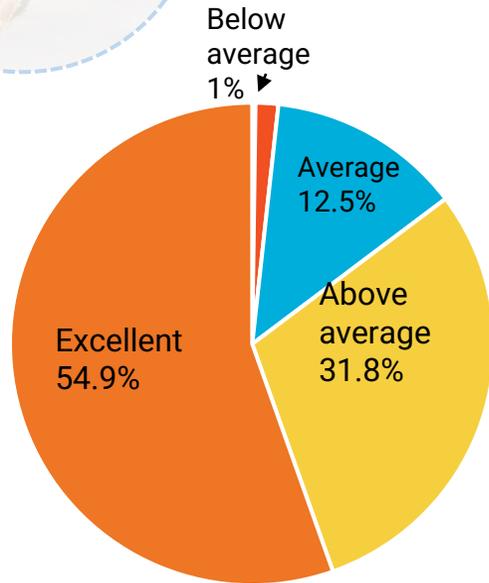
**If no, please tell us what your favorite beach destination was previously? n=115**

- Myrtle Beach (17)
- Destin (14)
- Daytona Beach (6)
- Clearwater (6)
- Gulf Shore (6)
- Fort Meyers (3)
- Jamaica (3)
- Orange Beach (3)
- 30A (2)
- Anna Marie Island (2)
- Fort Lauderdale (2)
- Maui (2)
- Naples (2)
- Pensacola (2)
- St. Augustine (2)
- St. Pete Beach (2)
- Sanibel Island (2)
- Sarasota (2)
- Tampa (2)
- Waikiki (2)
- Bahamas
- Cancun
- Caribbean
- Cincinnati Ohio
- Cozumel
- Edisto Island
- Emerald Isle
- Fort Walton
- Galveston
- Hawaii
- Hollywood Beach
- Huntington Beach, CA
- Jacksonville
- Key West
- Kitty Hawk
- Mexico
- Mexico Beach
- North Myrtle Beach
- Oak Island
- Ocean City, NJ
- Ocean Isle Beach
- Ocean City, MD
- Okaloosa Island
- Siesta Key
- South Padre
- Surfside
- Topsail Island
- Virginia Beach

# Survey: DESTINATION SATISFACTION

## OVERALL TRIP SATISFACTION

4.4  
/ out of 5

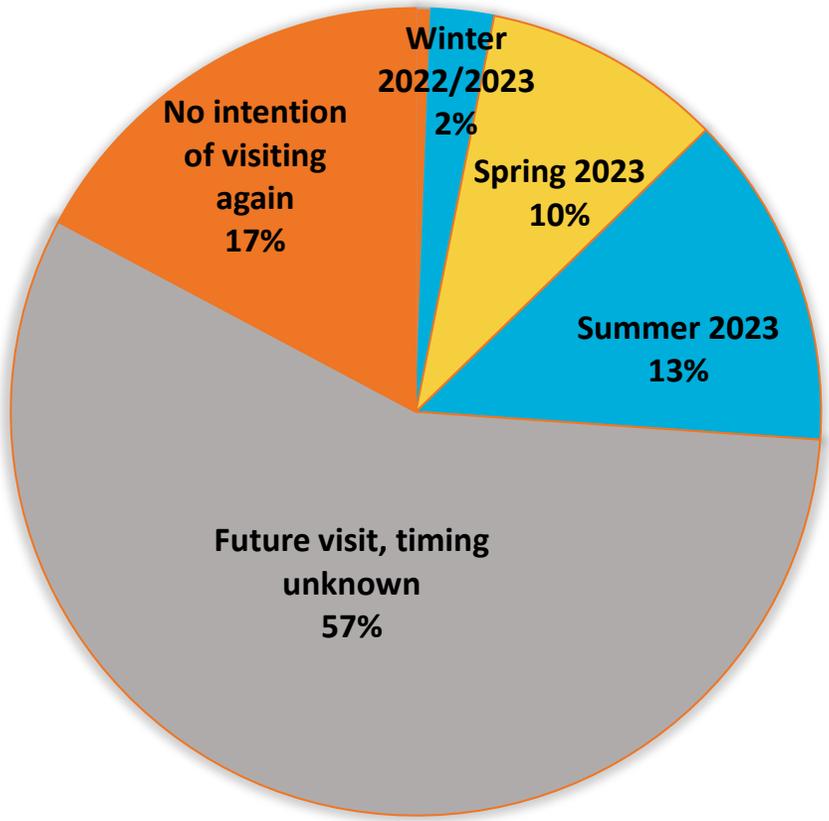


Q. Overall, how would you rate your visit to Panama City Beach? n=462

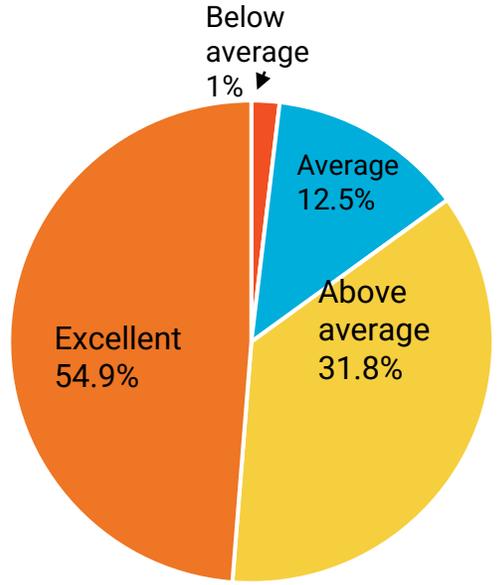
Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity. n=462

# Survey: FIRST-TIME VISITATION

**First-time visitors:** Please tell us if you are planning a future visit to Panama City Beach. n=157



**First-time visitors:** Overall, how would you rate your visit to Panama City Beach? n=160



**First-time visitors:** What was the MAIN purpose for your most recent trip to Panama City Beach? n=189



**89.9%**  
VACATION / GETAWAY



**4.2%**  
SPORTS EVENT / TOURNAMENT



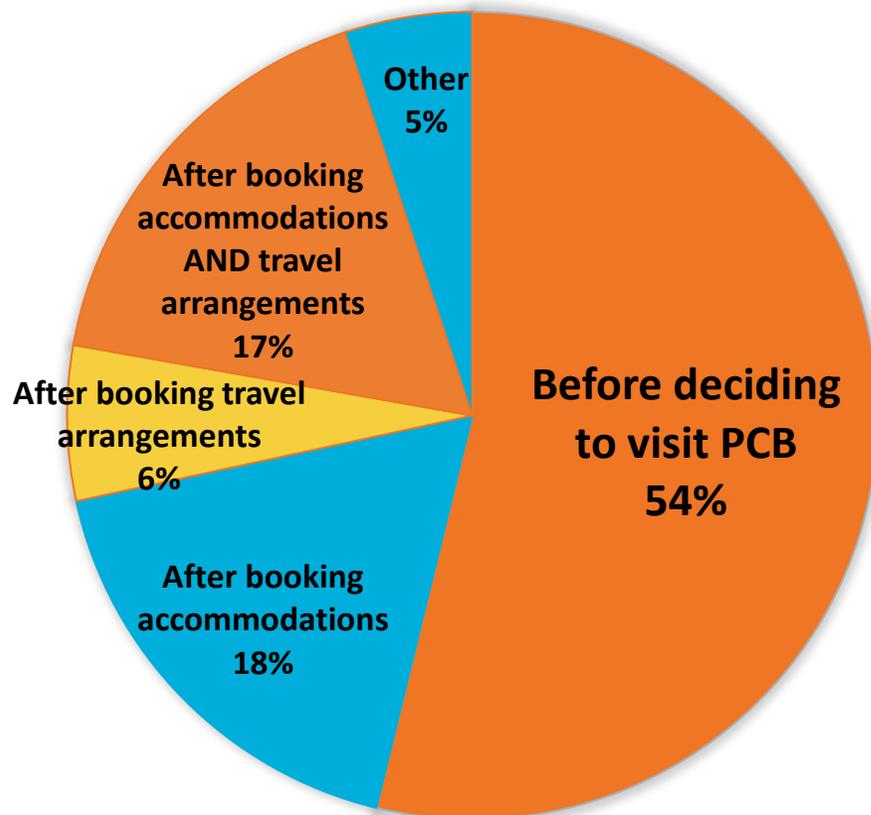
**2.6%**  
WEDDING / REUNION



**2.1%**  
VISIT FRIENDS / FAMILY

# Survey: VISITOR INFORMATION

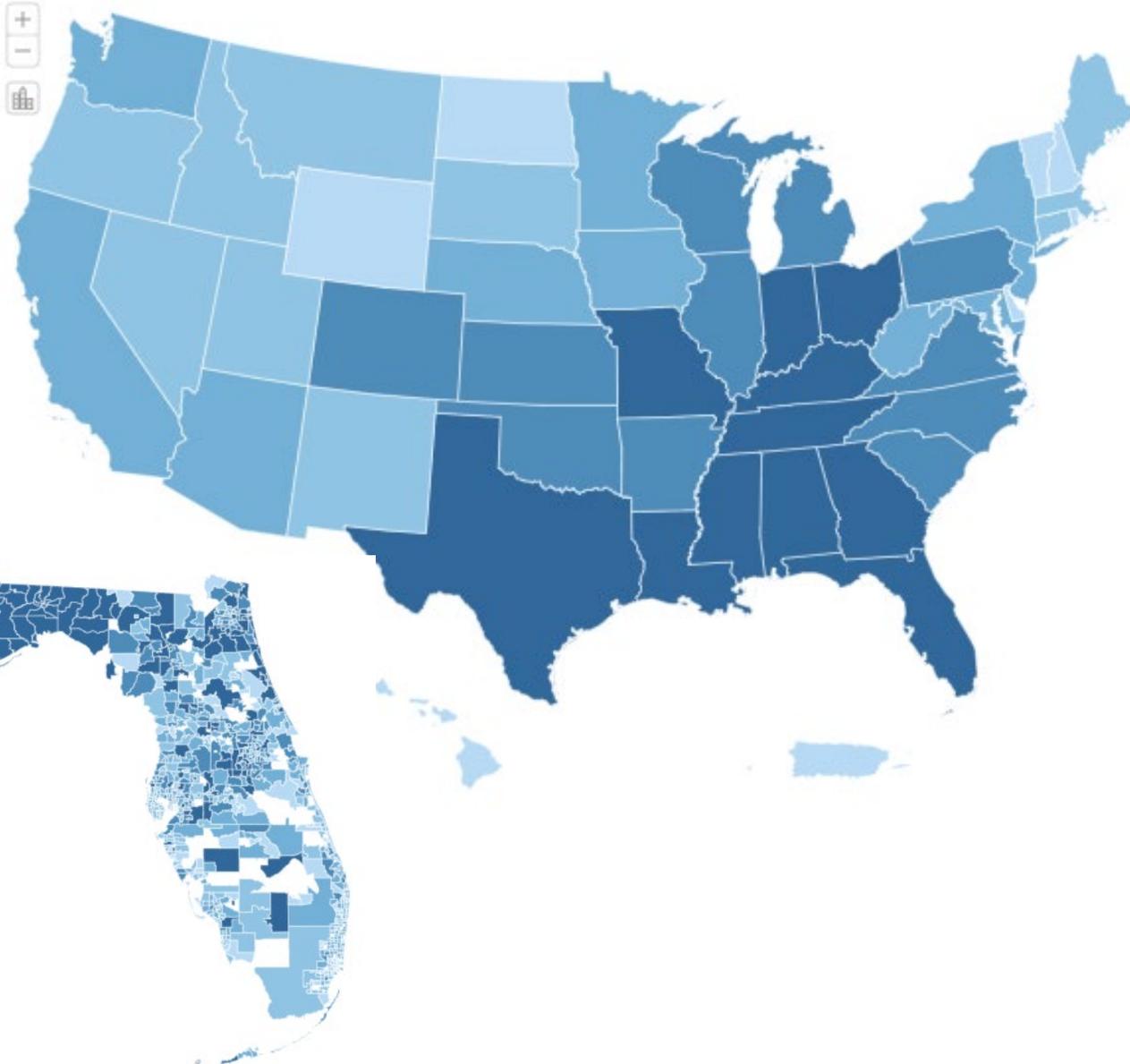
Please tell us when you requested information from Visit Panama City Beach. n= 275



Please tell us, in rank order, what information you were looking for in the Panama City Beach Vacation Guide. n=263

Overall Rank	Information
1	Activities
2	Dining
3	Lodging / accommodation
4	Inspiration for the visit
5	Shopping
6	Evening entertainment / nightlife

# TOP FEEDER MARKETS



Top Eleven States (in rank order)	Summer '22 JUN – AUG 22	Summer '21 JUN - AUG 21
1. Georgia	29.6%	25.8%
2. Alabama	26.8%	24.2%
3. Tennessee	11.6%	10.9%
4. Florida	10.5%	5.3%
5. Kentucky	4.6%	5.2%
6. Texas	4.3%	6.1%
7. Indiana	3.0%	2.7%
8. Mississippi	2.4%	3.7%
9. Ohio	2.4%	2.8%
10. Missouri	2.1%	3.0%
11. Louisiana	2.0%	3.3%

**Top 3 states make up 68% of summer visitation**

# SUMMER 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



TOTAL UNIQUE  
VISITOR COUNT



Source: YSI visitor profile survey  
 KEYDATA™ 

# ECONOMIC IMPACT

Summer 2022  
(JUN '22 - AUG '22)



## GROSS LODGING REVENUE (TDT)

<b>2022</b>	<b>\$376,492,160</b>	<b>0.3%</b>	<b>↑</b>
Summer '21	\$375,294,600		



## STR LODGING REVENUE

<b>2022</b>	<b>\$58,771,652</b>	<b>-6.0%</b>	<b>↓</b>
Summer '21	\$62,509,937		



## STR ROOM DEMAND

<b>2022</b>	<b>216,234</b>	<b>-0.6%</b>	<b>↓</b>
Summer '21	214,921		



## KEYDATA GROSS RENTAL REVENUE

<b>2022</b>	<b>\$65,915,102</b>	<b>4.8%</b>	<b>↑</b>
Summer '21	\$62,895,762		



## VISAVUE DOMESTIC VISITOR SPENDING

<b>2022</b>	<b>\$229,954,674</b>	<b>0.8%</b>	<b>↑</b>
Summer '21	\$228,133,070		

# ECONOMIC IMPACT



## TOTAL VISITOR SPENDING BY SEGMENT

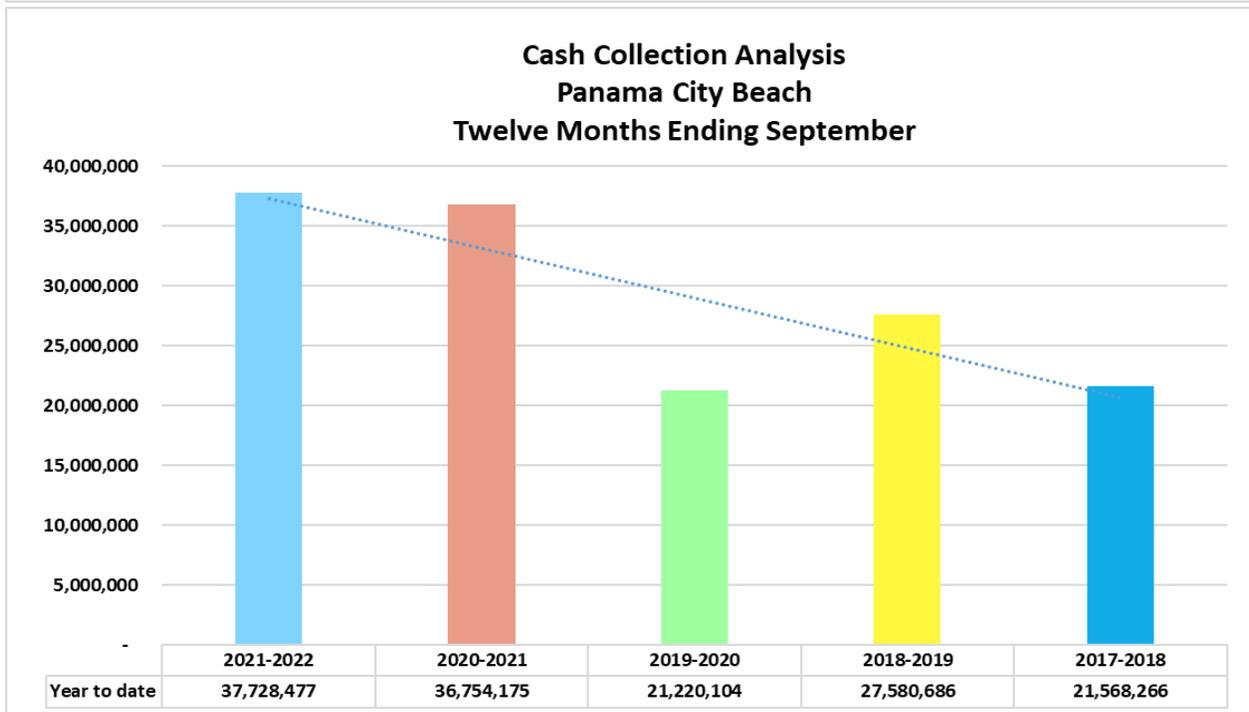
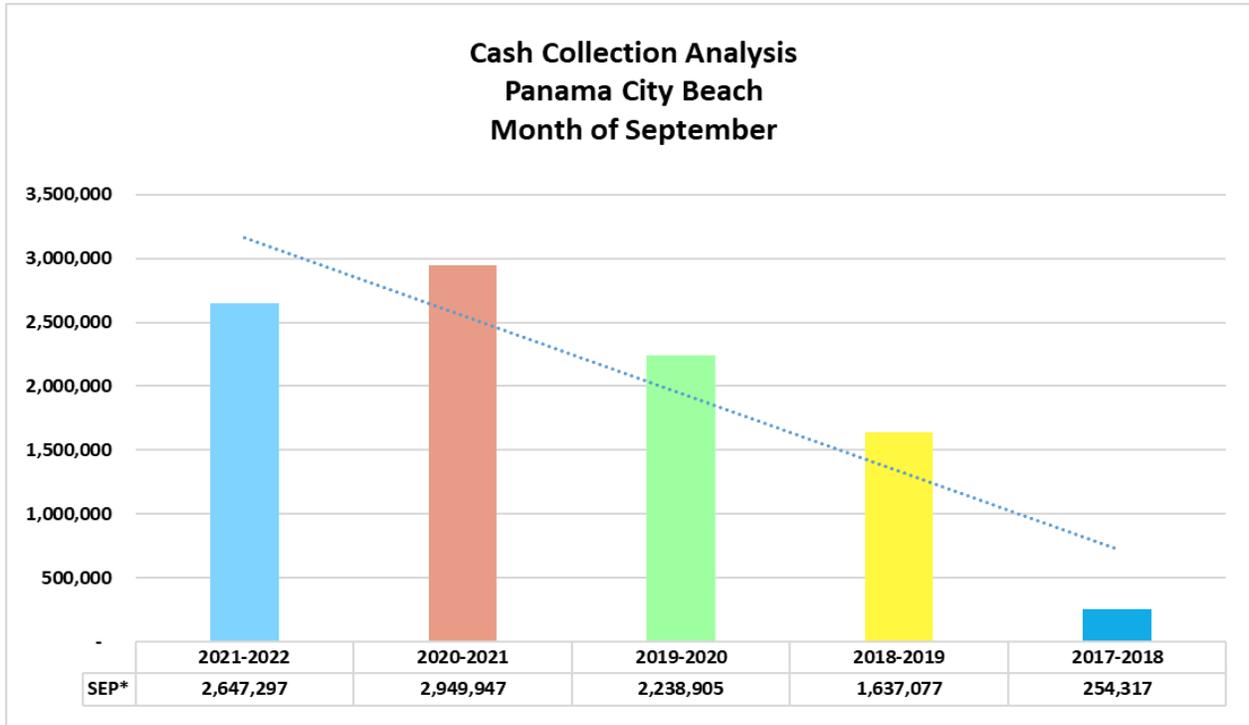
Visitor spending	Summer 2022	Summer 2021	Variance
Hotel / motel (Taxed lodging)	\$236,270,766	\$257,621,778	-8.3%
Condo / rentals (Taxed Lodging)	\$893,498,405	\$788,868,162	13.3%
Other overnight (VFR, owners, etc.)	\$45,360,064	\$49,892,937	-9.0%
Daytrip	\$108,348,491	\$136,832,700	-20.8%
<b>Total visitor spending</b>	<b>\$1,283,477,726</b>	<b>\$1,233,215,577</b>	<b>4.1%</b>

TDT revenue was up 0.3%.  
 VisaVue spending was up 0.8%.

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



## Tourist Development Tax, Bay County, Florida



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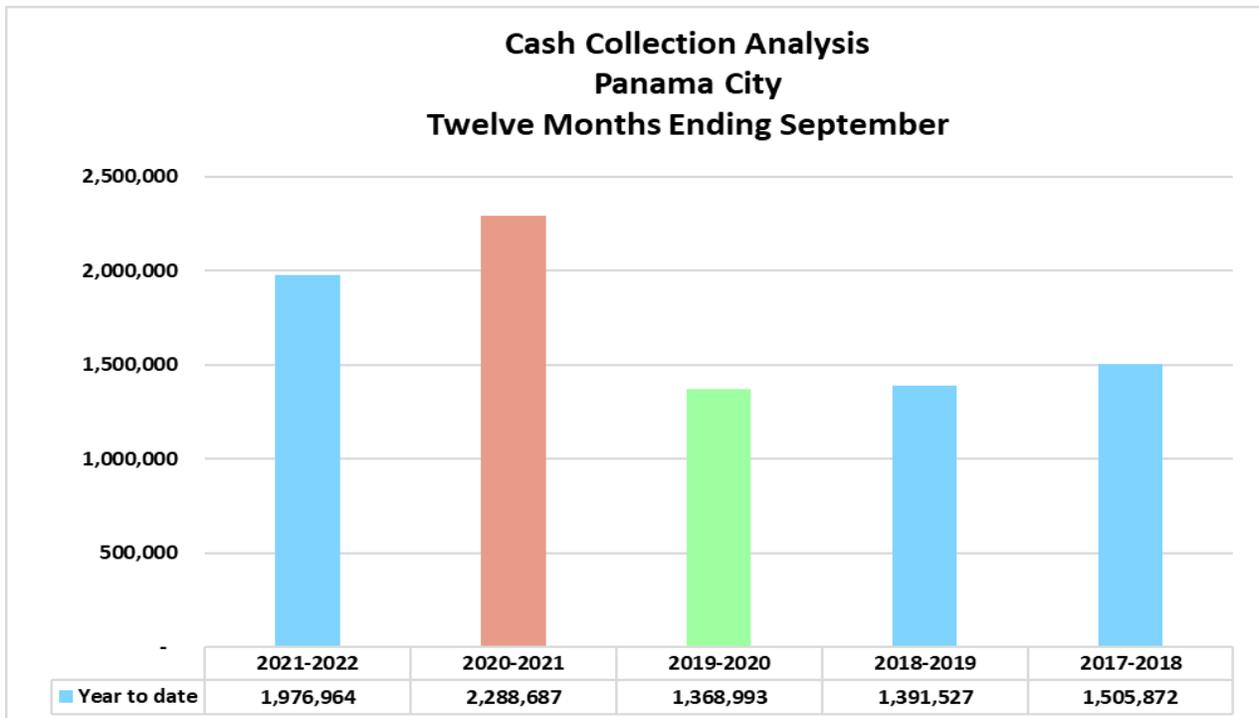
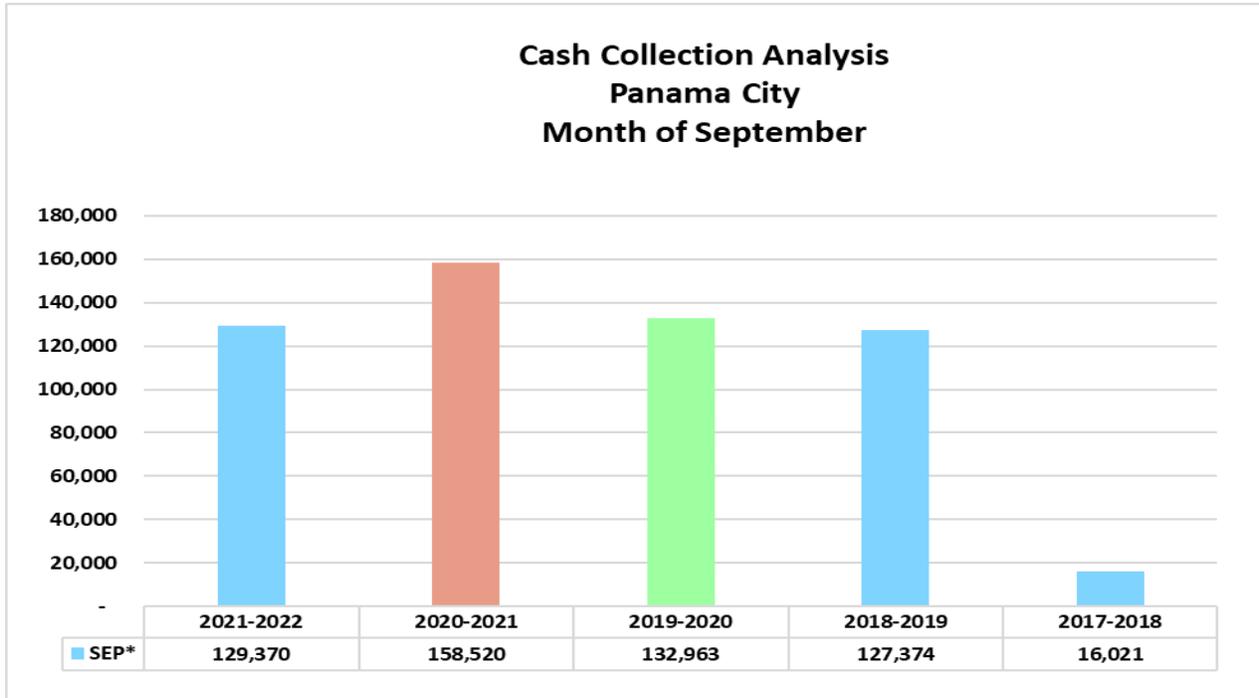
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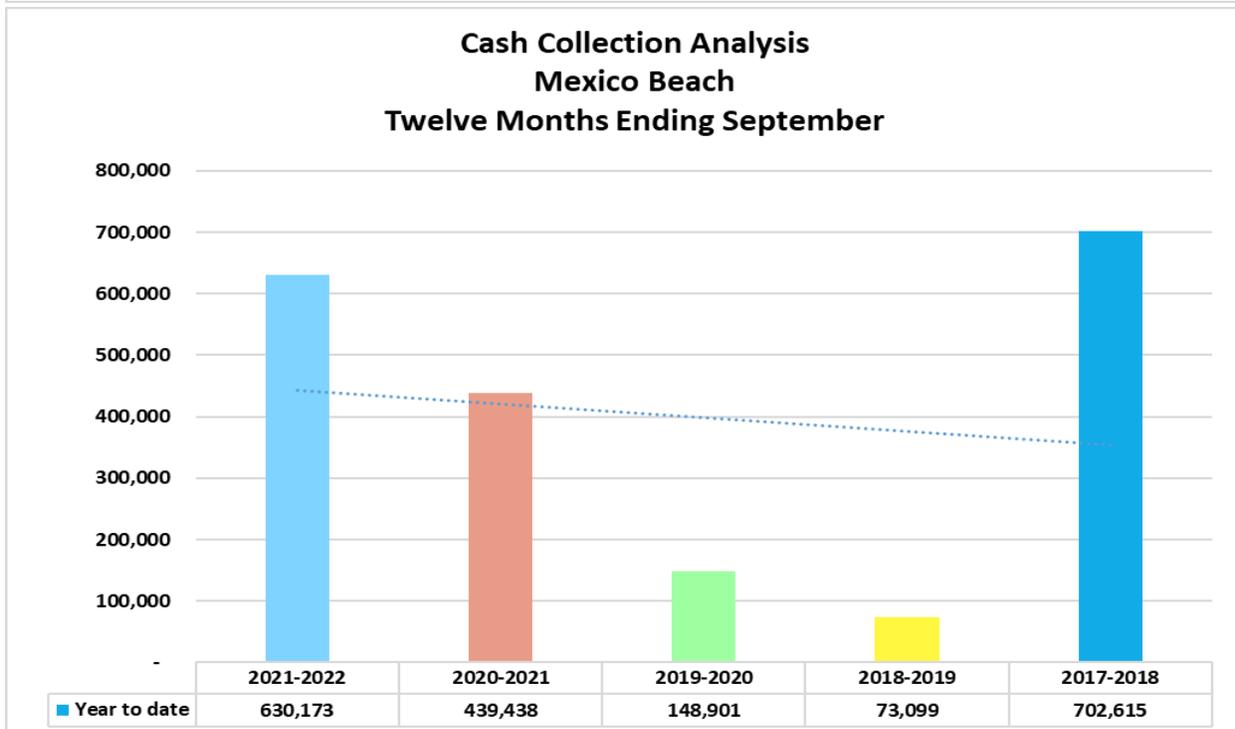
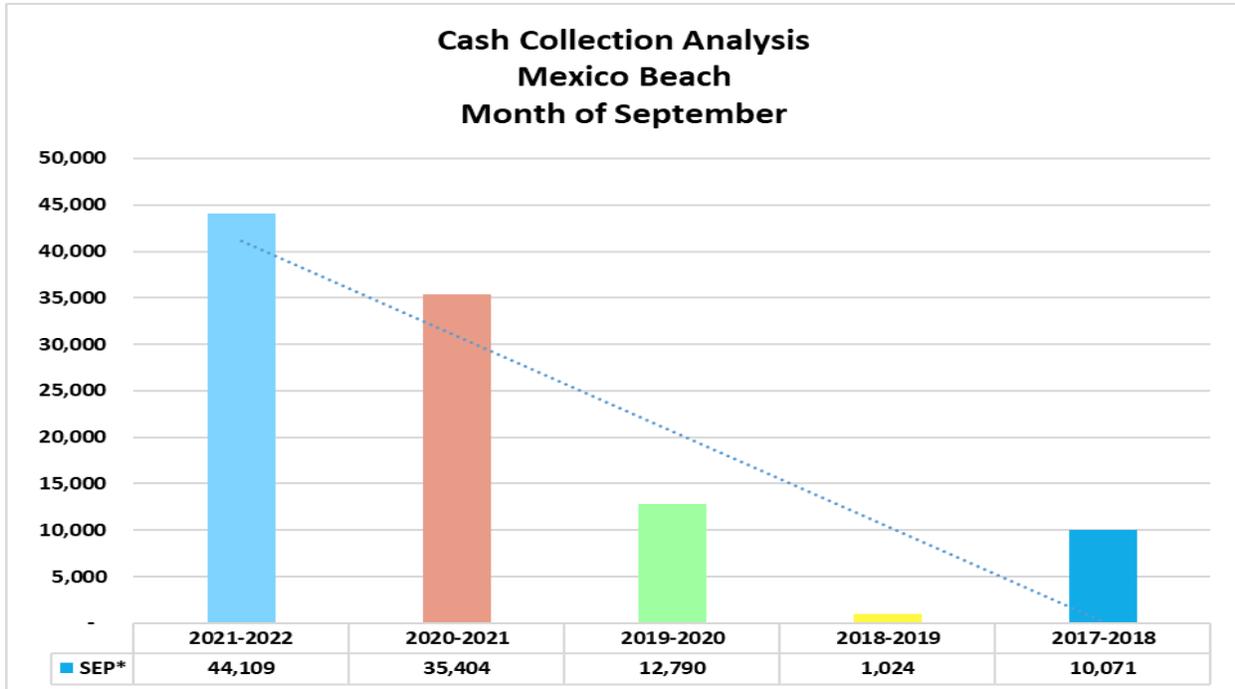
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