

TDC VISITOR INFORMATION CENTER BROCHURE DISPLAY RACKS POLICY

1. **Statement of Purpose:** The TDC recognizes that the availability of brochures in the Visitor Information Center ("VIC") is a valuable service to visitors and beach businesses alike. The purpose of these rules is to assign from time to time the limited space available among businesses located within the taxing district and keep the appearance of the VIC lobby neat and attractive. The TDC receives more requests to place brochures and advertising material in the VIC lobby than could possibly be accommodated. The purpose of these rules is to discriminate among the materials offered based upon (i) the promotion of tourism within the taxing district, (ii) the space available, and (iii) the need to keep the VIC lobby neat and attractive.

2. **Eligibility:**

a. **Accommodations and Lodging**

i. **Lodging Establishments** – Lodging establishments located within the Panama City Beach special taxing district are eligible to place its brochure in the VIC lobby rack, provided that the following special conditions are met and the brochures meet the standard requirements listed below. (Class I of 40% available space)

ii. **Individual Vacation Rentals** – Owners marketing homes and condominium units, that are located within the Panama City Beach special taxing district, for short-term transient rentals may be eligible to place its brochure in the VIC lobby rack, provided that the following special conditions are met and the brochures meet the standard requirements listed below. (Class II of 10% available space)

iii. **Special Conditions** –

1. The individual, association and/or company marketing the lodging establishment or individual vacation rental must be a registered tourist development tax collector in good standing with Bay County, Florida.
2. The lodging establishment and/or vacation rental units being marketed must be within the Panama City Beach special taxing District.
 - a. Brochures marketing units outside the Panama City Beach, in conjunction with units inside the district are prohibited.
 - b. Visitor information maps of Bay County municipalities that include lodging locator listings are permitted.
3. Materials displayed must market short-term rentals that are subject to lodging tax. Materials promoting long-term rentals and/or real estate sales are prohibited.

- a. **Bay County Restaurants, Shopping Venues, Activities and Ancillary Tourist Services** – Restaurants, Shopping Venues, Activities and other Ancillary Tourist Services located within Bay County, Florida are eligible to place its brochure in the VIC lobby rack, provided that the brochures meet the standard requirements listed below. (Class III of 40% available space)
- b. **Regional Tourist Information** – Brochures for tourist attractions located outside Bay County, Florida are eligible to place its brochure in the VIC lobby rack; provided that the tourist attraction meets the following special conditions and the brochures meet the standard requirements listed below. (Class IV of 10% available space)

Special Conditions –

4. The type tourist attraction being promoted is not available within Bay County, Florida.
5. The tourist attraction must be located within 50 miles of the VIC.
6. Brochures and guides from VISIT FLORIDA and THE beach are exempt from these special conditions.

3. Standard Requirements – All materials displayed must conform to the following standards:

- a. Only standard four inch by nine inch (4"x 9"), or smaller, brochures will be accepted. (The VIC will continue to distribute the Vacation Planner, SEE Magazine, and a limited number of similar magazines containing information and articles of general interest about the taxing district in addition to advertising).
- b. Rack space will be provided at no charge with only one space per beach business.
- c. Rack spaces may, from time to time, be divided into classifications such as "Accommodations," "Shopping," "Individual Vacation Rentals," "Regional Information," and "Restaurants." Rack space within any classification may be limited at the discretion of the TDC.
- d. The TDC may elect to display the brochures alphabetically, alphabetically by location, or some other indexing system to aid visitors in finding the desired information.
- e. Racks will be filled by TDC staff from an inventory of not to exceed seven hundred fifty (750) copies supplies by the business and stored by the TDC.
- f. Obscene material in bad taste is prohibited.
- g. Racks may be located, moved and eliminated in whole or in part in the TDC's unfettered discretion. Nothing in these rules or the conduct of the

TDC staff shall be construed to give a business any vested or property right in any rack space.

3. **Availability:** Within each class, rack space will be assigned on a "first come first served" basis, space permitting. In the event more qualified businesses are presented than there is space available, the following procedures will be followed:

- a. A waiting list will be maintained, again, on a "first come first served" basis.
- b. Should any business remain on the waiting list for more than twelve (12) months, an opening on the racks shall be created by removing a business selected by lot from among those businesses which have been on the rack for more than twelve (12) months and placing that business on the bottom of the waiting list.
- c. Failure to provide replacement copies for a period of seven (7) days shall be deemed abandonment of a rack space, provided that TDC staff shall have notified the business at least two (2) weeks prior to such abandonment that replacement copies are needed.
- d. Upon the closing or discontinuance of a business for a period of thirty (30) consecutive days, brochures will be removed from the rack and discarded with any additional inventory on hand, and the rack space shall be deemed abandoned.

4. **Enforcement and Appeals:** These rules shall be interpreted and enforced by the TDC Executive Director to achieve the purposes stated. Any person aggrieved by a decision of the Executive Director may appeal that decision to the full TDC by Notice, in writing, delivered to the TDC Chairman within twenty (20) days after the decision is made and specifying the factual and legal, if any, basis for the appeal. Only the grounds stated in the Notice of Appeal will be considered by the TDC. Within thirty (30) days after receipt of the Notice of Appeal, the TDC shall hold a hearing, afford the appellant due process, and decide the matter in writing.

End.

Approved 4-8-08
Board of Directors
Panama City Beach Convention & Visitors Bureau
Bay County Tourist Development Council