



FY 2025 PROGRAM OF WORK

VISIT PANAMA CITY BEACH

TABLE OF CONTENTS

03 *Executive
Summary*

08 *Vision
Statement*

11 *Departmental
Priorities*

05 *Mission
Statement*

09 *Core
Values*

32 *Appendices:*
• *CVB Budget*
• *Publix Sports Park
Business Plan & Budget*
• *TDC Organization Chart*

06 *Brand
Positioning*

10 *TDC Strategic
Imperatives*

EXECUTIVE SUMMARY

The Panama City Beach Convention and Visitors Bureau (CVB), dba Visit Panama Beach is the destination marketing arm of the Bay County Tourist Development Council (TDC).

In addition, for administrative purposes, the TDC also oversees Destination Panama City and the Mexico Beach Community Development Council, which have the responsibility of marketing their respective communities as tourist destinations. Each organization is funded through a 5% tourist development tax applied to short-term overnight accommodation rentals in their communities.

With 20 million visitor days, tourism is Bay County's No. 1 industry, generating over \$3.1 billion in direct visitor spending and supporting over 30,000 local jobs. Tourism-generated revenue and tourism related taxes benefit every resident of Bay County.

The TDC has produced this Program of Work to provide a framework to guide the organization's activities in the growth and development of Panama City Beach as a tourist destination, as well as defining how the organization integrates into the fabric of local community.



2025 Program of Work

EXECUTIVE SUMMARY

In recent years, the destination faced some of the most challenging periods in its history, with the Great Recession, the Deepwater Horizon oil spill, Hurricane Michael, the 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 maintaining robust levels of visitor spending 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 increased by 50% and have remained at this level since. 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.

MISSION STATEMENT

REAL
FUN
PANAMA CITY BEACH

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.



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.

The logo for Panama City Beach is displayed on a solid blue background. It features the words "REAL" and "FUN" in large, white, distressed, sans-serif capital letters. To the right of these words, the word "BEACH" is written vertically in the same style. Below "REAL" and "FUN", the words "PANAMA CITY BEACH" are written in a smaller, clean, white, sans-serif font.

REAL
FUN
BEACH
PANAMA CITY BEACH

BRAND POSITIONING



REAL FUN BEACH
PANAMA CITY BEACH

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.



CORE VALUES

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

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

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

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

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

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

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

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



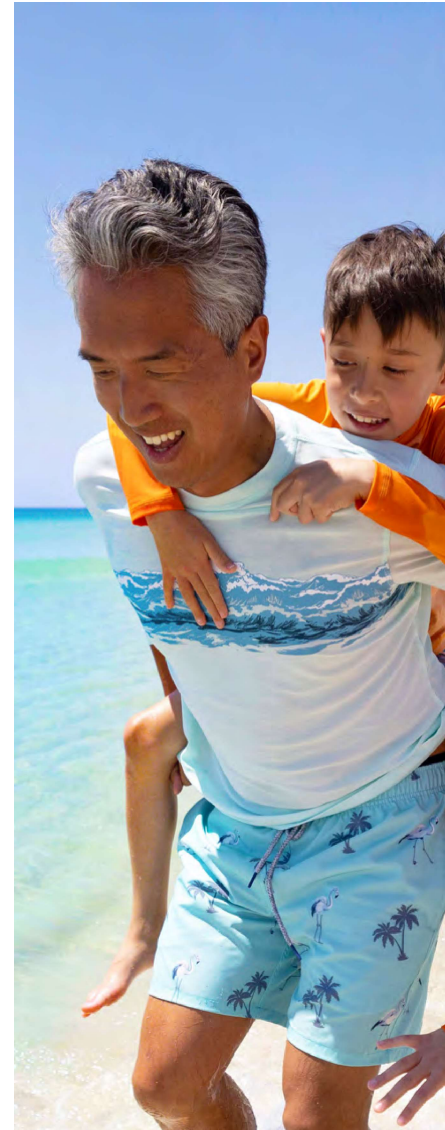
STRATEGIC IMPERATIVES

In early 2023, the TDC adopted a strategic plan that provides the framework to articulate the organization's priorities, focus its efforts and drive its decision making as it strives to accomplish its mission.

The plan is organized around four strategic pillars of destination stewardship:

- *Economic Vitality,*
- *Environmental Sustainability & Resiliency,*
- *Community Vibrancy, and*
- *Industry Leadership.*

*This plan is available on the TDC's Industry Website:
www.visitpanamacitybeach.org.*



DEPARTMENTAL PRIORITIES

REAL
FUN
PANAMA CITY BEACH



2025 Program of Work

OPERATIONS

OVERVIEW

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 policies, practices and procedures that guarantee the checks and balances are in place to ensure funds are used in an appropriate manner.



OPERATIONS

TACTICS TO ACHIEVE SUCCESS

Articulate established policies and procedures to all members of the TDC staff to ensure compliance.

Follow established standards for accounting, financial management, human resources, record creation and retention.

Regularly communicate with members of the Board of Directors on issues related to the operation of the TDC.

Continually review established policies and procedures to ensure they provide the framework and appropriate guidance necessary for staff to achieve their operational responsibilities. If revisions, clarifications, or additions are needed, work with the Board of Directors to facilitate the changes.

Work with appropriate members of the TDC staff to ensure all contracts for work to be performed are properly negotiated and monitored in order for the expected result of the contract to be achieved.

Work with TDC staff to ensure shared resources within the Operations Budget are effectively utilized across all departments.

Work with TDC staff to ensure all budgets are maintained and expenditures are within the parameters established by the Board of Directors.

Regularly work with County staff, as well as the staff's of the County's constitutional officers to communicate the TDC's priorities, operations and approach to operating & overseeing the operations of 501(c)6 non-profit organizations dedicated to promoting Bay County as a tourist destination.



2025 Program of Work

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.



REAL FUN BEACH
PANAMA CITY BEACH

MARKETING

TACTICS TO ACHIEVE SUCCESS

Agency Partners will support the mission and brand to communicate our story through brand messaging, media and public relations.

2024 Agency Partners Include : Luckie & Co, Watauga Media Group, Lou Hammond Group, Simpleview, Young Strategies, KeyData Dashboard and Crowdriff International Partners: Gosh PR and Lieb PR

The Annual Marketing & Media Plan is aligned with the strategic plan and supported through research.

The creative approach will focus on MAKE IT YOUR Real. Fun. Beach. But will extend "where you can be you" new creative executions to keep it fresh.

Creative will focus on the real connection and the real FUN, along with the beautiful beaches that sets PCB apart from its competitors. "PCB is a Place Where You Can Be You!"

Media Strategy will build awareness and perception across key audiences in core and new, emerging markets, while remaining flexible and innovative in our strategies and executions.

Plan annually and execute quarterly to dial up or back as needed utilizing data and learnings in real-time and from historic results.

Competitive Conquesting, repeat visitation, PCB Loyalist and new audiences will drive preference and visitation. (market scoring)

Media Plan tactics will include Pulse Campaigns (SNAPPER season promotions and extensions and Special Events to drive demand in key periods.

Media Plan tactics will include Regional efforts and opportunities to connect with potential visitors in top markets to bring PCB to life and embody the Real. FUN. Beach. Brand.

The PCB Media Strategy will be Digital First utilizing the latest technology and platforms.



MARKETING

TACTICS TO ACHIEVE SUCCESS

Interactive Marketing will elevate the conversation with our audience (and loyalists) via social media channels, email marketing, websites, blogs, storytelling, AI and user generated content all the while staying on brand.

New Technology will include AI, Chat GBT, GBT extensions.

The Visit PCB Website will showcase the destination, entice and engage visitors through FUN animation, content, video, imagery, 360 video and SkyNav Technology. SEO, PPC, CRO, Content Creation and marketing automation. A new FUN for ALL microsite will be added as an extension to the new website.

Social Media will play an important role in connecting visitors with PCB. Facebook, Instagram (stories, and Reels), YouTube (shorts), Pinterest, TikTok, LinkedIn and Trip Advisor

Social Media goals are set for 2025 to increase followers, engagement, views, video views and video completion rates, compared to 2024 both organically and through paid media.

Video Production includes videos for media campaigns, Social Media, YouTube Shorts, website, events, educational, and informative campaigns etc.

Public Relations will continue with LHG partnership. National, regional and local positive pr will be achieved through press release distribution, Press visits with media and influencers, brand partnerships, Deskside Media Missions.

Public Relations will lead with crisis communication, Reactive New Bureau, Education and Public Awareness Campaigns (Beach Flags, Leave Only Footprints etc.)

REAL FUN BEACH
PANAMA CITY BEACH



2025 Program of Work

MARKETING

TACTICS TO ACHIEVE SUCCESS

Public Relations will support all Visit PCB departments. Special PR will be provided to Chasin' The Sun Fishing Show as well as the Publix Sports Park and progress with the Indoor Sports Facility.

Partner Outreach will include co-op marketing campaigns, toolkits, crisis communication, newsletter, special offers, public relations and social media exposure and lead generation.

CRM Management and CMS Management

Special Events will be supported by the Marketing Department by keeping creative within the Real FUN events brand standards to impact visitation.

Special Events marketing support will be provided for all Visit PCB signature events. (creative, production, onsite)

Sports will be supported by the Marketing Department keeping all creative within the Real FUN Sports brand to impact visitation.

Sports support will include creative, production, onsite, tradeshow, and media plan. Special attention will be given to the Publix Sports Park and Indoor Sports Facility. Refreshed creative for 2025 with brand "Play Here & Here."

Sales will be supported by the Marketing Department by keeping creative with the the Real. FUN. Sales brand standards to impact visitation.

Sales support will include creative assets, production, press releases, website content and FAM tours for both domestic and international sales. A creative refresh will be launched in 2025

Winter Resident marketing and arrival packages will be enhanced to extend the brand of Real Fun Beach in 2025 (welcome bags)

Awards will be submitted on behalf of Visit PCB's most innovative campaigns.



2025 Program of Work

MARKETING

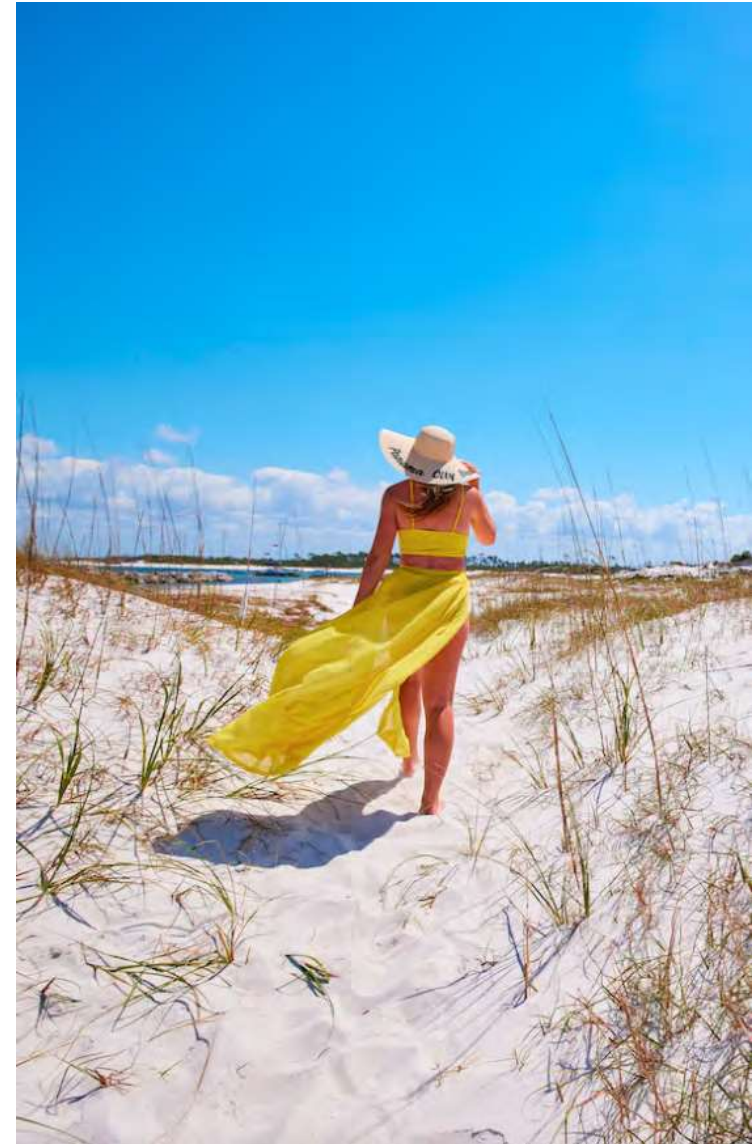
TACTICS TO ACHIEVE SUCCESS

Real FUN Beach Brand extended via the Real FUN Beach store branded items elevated and promoted at owned events and partner events (branded innertubes, vintage tee's, beach towels, stickers etc.

Panama City Beach Boardwalk project will be a focus for 2025 to enhance and elevate the design and Beach Flag system

Community Shared Values will be supported by the Marketing Department to help fulfill community needs.

- ☐ *Stay PCB Current*
- ☐ *Beach Safety Education (promo items with flag warning system distributed on the beach)*
- ☐ *Keep PCB Beautiful*
- ☐ *Leave Only Footprints*
- ☒ *FUN for ALL accessibility (new extensive Microsite) and promotion of Boardwalk 22 (sticker for launch)*
- ☐ *Stay If Forward Voluntourism*



2025 Program of Work

MARKETING

FY 2025 Media Plan



FY25 MEDIA STRATEGY

Objective: Enhance brand awareness and perception of Panama City Beach among targeted audiences in both core and emerging markets, while embracing adaptability and innovation in all executions.

In order to drive preference and visitation for Panama City Beach, our media strategies will align channel preference of our audiences to the timing of their travel interest and intention.

- Prioritize a digital first approach across all media channels
- Implement a flexible buying approach: plan annually, execute quarterly
- Dial up or back as needed based on external impacts
- Maintain competitive conquering efforts
- Expand promotion of pulse campaigns and dedicated support of PCB-owned events
- Utilize data and learnings in real-time and from historic results

Measurement of Success

For paid media performance we will monitor these metrics as indicators of success:

- New sessions to website
- Engagement metrics



REACHING OUR KEY AUDIENCE SEGMENTS



Couples



Long Weekend
Families



Young Families



Summer Families



Sports Families



Winter Residents

We will target all PCB segments by identifying those with travel intention, those who have visited PCB in the past, as well as prospecting new visitors

PULSE CAMPAIGNS & SPECIAL EVENTS



Pulse Campaigns

Thanksgiving

Holidays

Winter Residents

Mother's Day

Valentine's Day

PCB Perks

Snapper Season



Events

Pirate's & Renaissance Fest

Beach Home for the Holidays

NYE Beach Ball Drop

Mardi Gras

UNwineD



FY25 MARKETS

- Continue to target state-level for Georgia, Alabama, Tennessee
- Test Tampa in Always On

Always On

Core markets representing majority of year-round visitation.

Georgia

Atlanta
Columbus
Albany
Macon

Tennessee

Chattanooga
Nashville
Knoxville

Alabama

Birmingham
Dothan
Huntsville
Mobile
Montgomery
Auburn
Tuscaloosa

Other

Tallahassee
Orlando
Dallas
Houston
Chicago
St. Louis
Louisville
Indianapolis
New Orleans
Tampa

Seasonal

These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year.

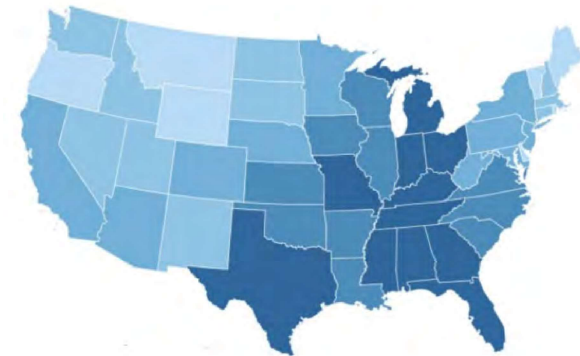
Baton Rouge
Cincinnati
Detroit
New York
Washington, DC (holiday)
Jackson, MS
Lexington, KY

Opportunity

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors, and retarget those showing interest.

Austin
Newark
Columbus, OH
Kansas City
Little Rock

San Antonio
Lafayette, LA
Philly
Boston
Hattiesburg, MS



NEW PARTNERS

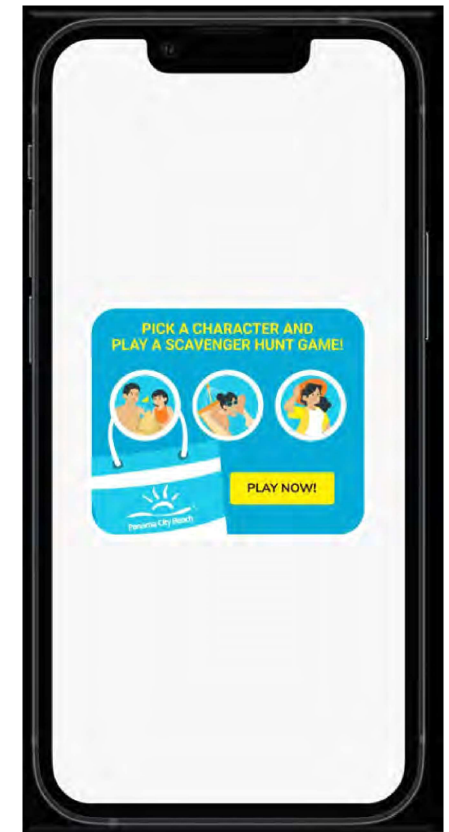
NEW FOR FY25



MCANVAS

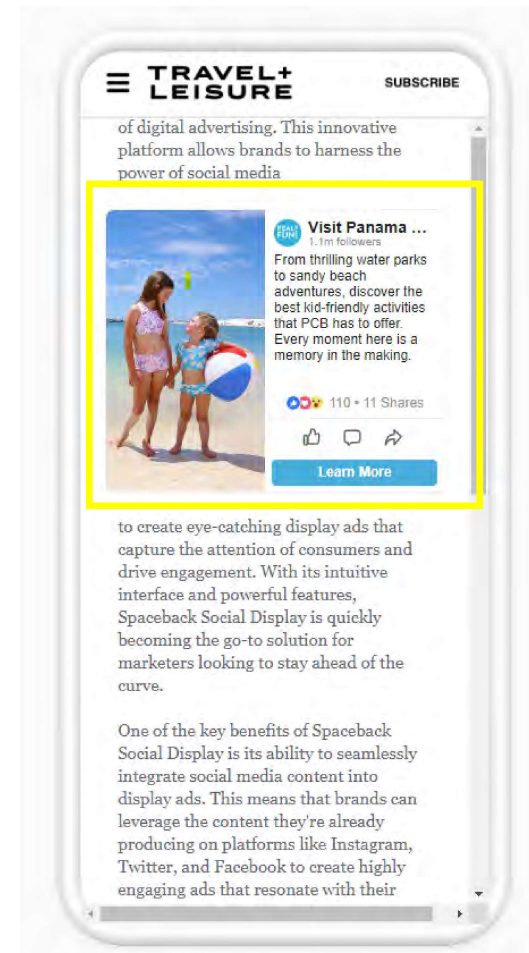
- Innovative ad-tech vendor that uses a phone's interactive sensors to create immersive and interactive experiences that invite consumers to engage with PCB
- Full screen mobile interstitials allow for high engagement
- Custom coding allows them to use the features of a smartphone in their coding – walk with their phone to engage with the ad etc.

[LINK TO CREATIVE](#)



SPACEBACK

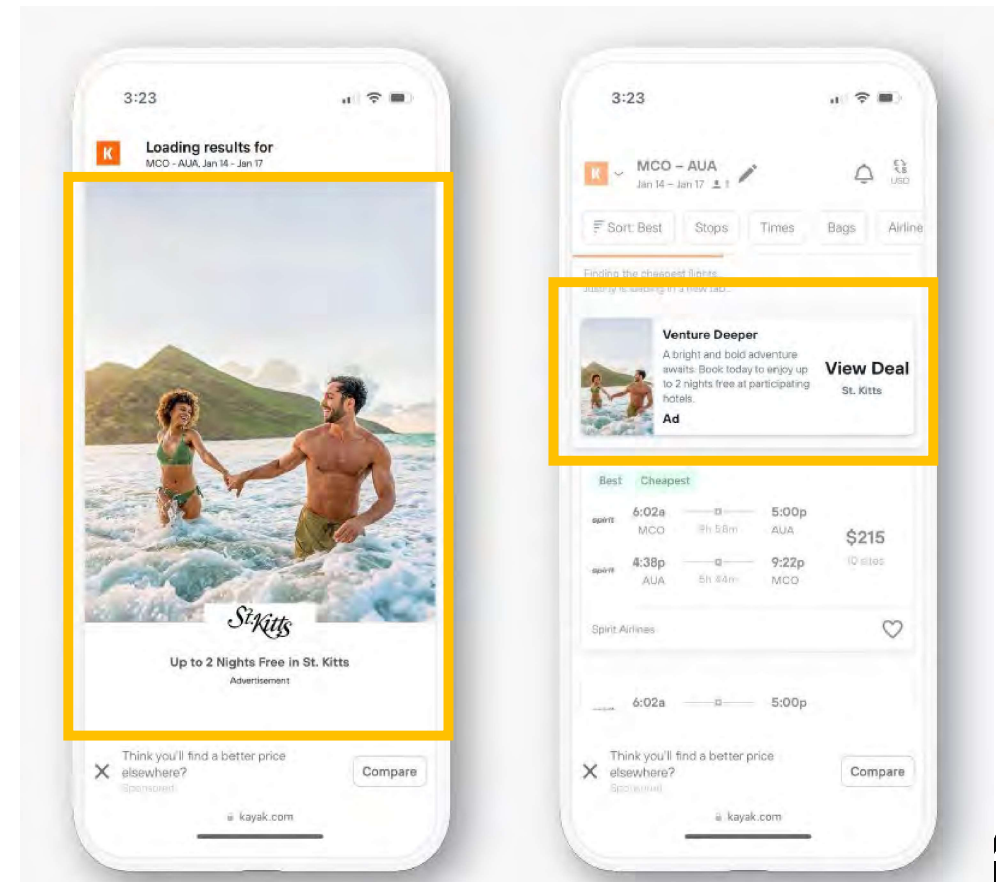
- A creative automation tool that turns social media posts into display ads
- Allows PCB to utilize social media posts outside of their original platforms, unlocking the power of social experiences from behind walled gardens like FB and IG
- The tool pulls in the social media likes, comments, and follower count in REAL-TIME





Mobile Interstitial Takeover

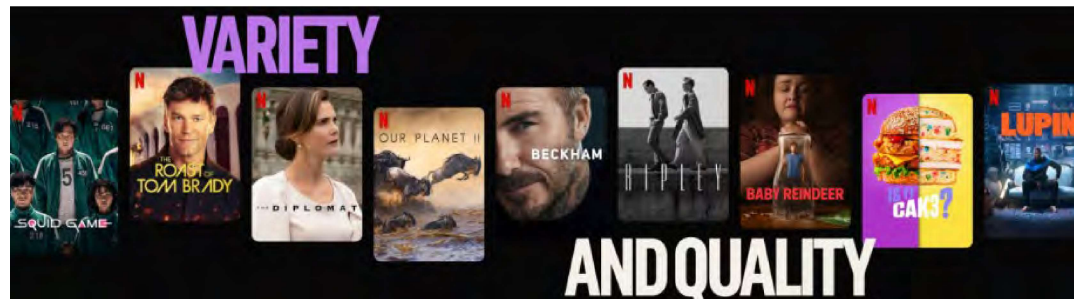
- A metasearch platform where high-intent travelers come to see all their options and book travel
- Three custom ad formats reaching travel intenders at every phase of their trip planning journey
- One is a full-screen takeover as search results are loading, putting the PCB ad in front of a highly attentive user



NETFLIX

NETFLIX

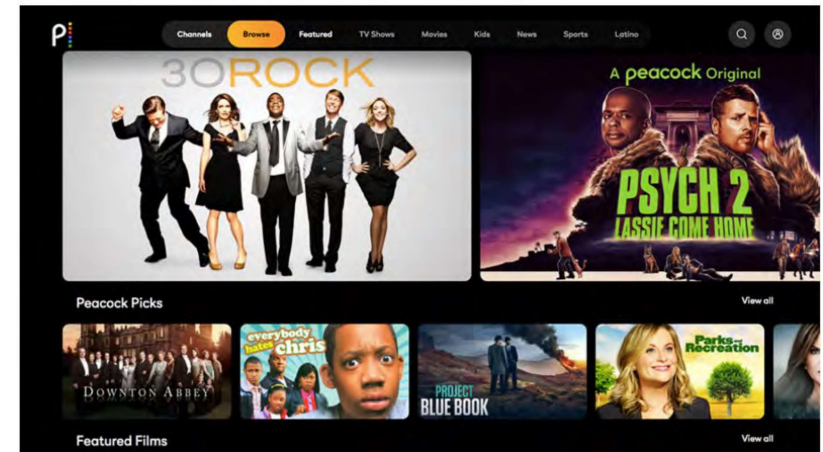
- Netflix's ad-supported plan has over 11 million monthly active users in the U.S.
- Be first-to-market in a high-attention platform to expand OTT presence with a premium partner
- :30 second video ads



PEACOCK



- Peacock is NBCUniversal's streaming service. It provides access to a wide array of premium content across NBCU's portfolio including Peacock original programming, TV shows and movies
- Peacock has high reach and over-indexes with the core audience in PCB's top markets
- Allows PCB ads to serve in premium streaming video inventory, across multiple networks



LOOP ME

- LoopMe uses unique ad-technology that allows them to pre-qualify audiences
- They survey people 2-4 weeks before a campaign
- The answers train their AI to build profiles of the positive respondents, those most likely to be interested in PCB

Competitive Conquesting Strategy

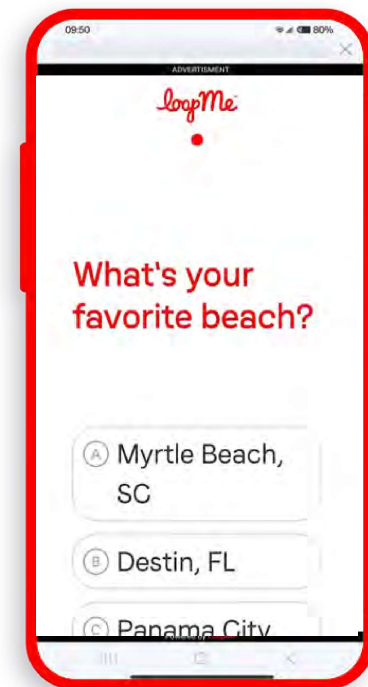
Use the survey to designate two audience segments based on people's responses:

- Those whose favorite beach is PCB will be served MIY creative
- Those whose favorite beach is a competitor will be served Competitive Conquesting creative

loopMe™

Pre-Flight

Competitive Conquesting



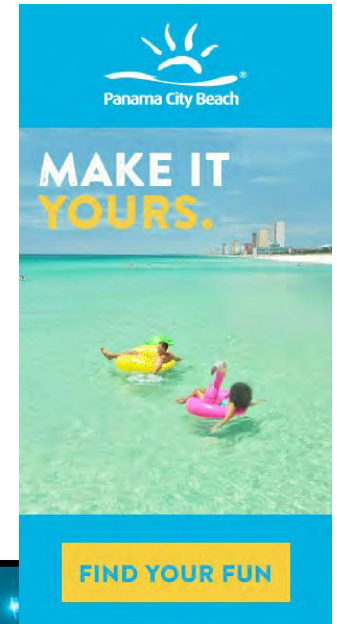
EPSILON

- Epsilon can access and measure 60% of credit/debit card spend in the U.S. per day
- This technology allows them to build custom audiences based on where people transact on their credit card
- Utilize this for Competitive Conquesting:
 - Target people we know have stayed in hotels in our competitive destination set
 - Reach people who have stayed 6+ months ago, who may be looking to book another beach trip



Programmatic Display

Epsilon®



Programmatic Pre-Roll

**REAL
FUN**
PANAMA CITY BEACH

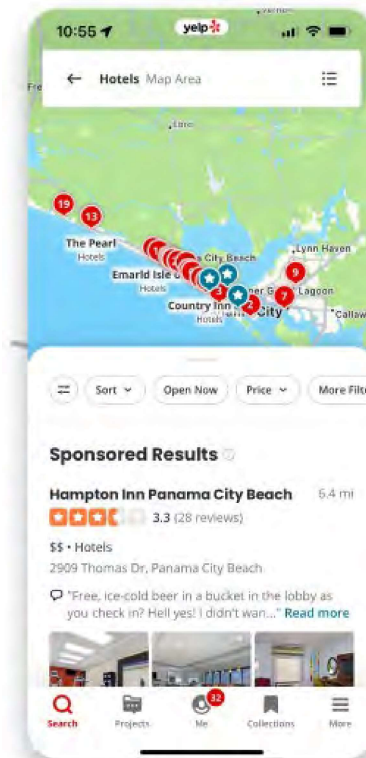
YELP AUDIENCES

- Follow an untapped and highly specific audience after they leave Yelp
- Utilize Yelp's custom first party audiences & reach them as they browse across the web
- This audience is not available anywhere else



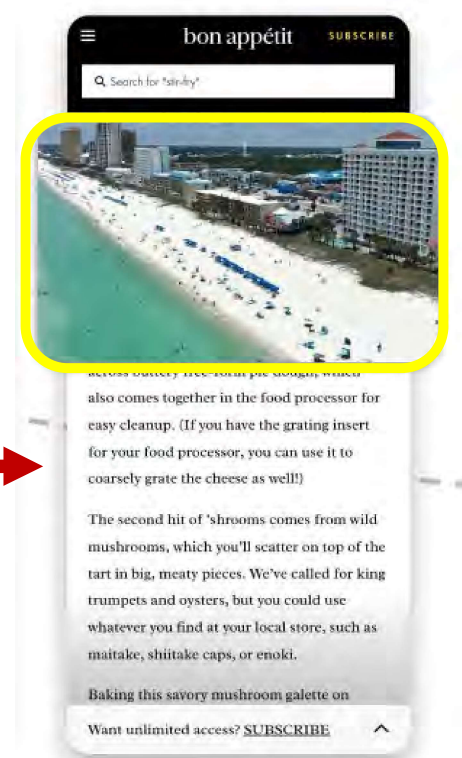
1

User searches on Yelp for Hotels in PCB



2

Sees PCB ad off-Yelp (on the web)



COMPREHENSIVE TV STRATEGY

- TV viewing is fragmented; there are many options for people to consume TV content now
- The PCB audience over-indexes for watching local TV, OTT and Live-Streaming TV
- Competitors spend consistently in this medium
- Attention span, recall, and brand awareness are strongest when viewing TV ads
- We will use a strategic video approach to deliver the PCB message across all television tactics
 - Support OTT, on-demand viewing
 - Invest in local TV within core markets, also delivers live-streaming inventory

FOX

CBS

NBC

abc

ROKU

firetv stick

hulu + LIVE TV

sling

pluto tv

tubi

YouTubeTV

RETURNING PARTNERS

RETURNING PARTNERS



Southern Living

LinkedIn



hulu

priceline

the knot



Booking.com

PRICELINE & BOOKING.COM

- New in FY24, the 2Q campaign drove:
 - \$79.14 Return on Ad Spend
 - Over 6,000 bookings
- Reach in-market travelers, searching for PCB or Competing Destinations
- Ads appear in search results pages
- Mix of ads that drive to the PCB site & that drive to a Custom Booking Page

priceline Booking.com

Visit Panama City Beach

Save big on your next hotel
Great deals on hotels, resorts and private homes

Where to Panama City, FL

Check-in: Check-out: 2 Adults, 1 Room **Book Now**

REAL FUN BEACH
PANAMA CITY BEACH

Panama City Beach: Where You Can Be You

With an average of 320 days of Florida sunshine each year - and 27 miles of sugar-white sands bordering the clear, emerald green waters where the Gulf of Mexico and St. Andrew Bay converge - Panama City Beach is a favorite of travelers seeking an affordable beach vacation with year round offerings. The region also features exciting on- and off-shore attractions, including St. Andrews Park and Pier Park, that offer something special to adrenaline-seekers, eco-tourists, families and couples alike.

	Holiday Home Price includes: Hotel + Flight, taxes & fees.	\$1371 per person \$2741 Total price Choose your room
	Gulf Winds 202 Panama City, FL ✓ Free Internet Access: Amenities ✓ Instant Book Apartment Price includes: Hotel + Flight, taxes & fees.	\$1155 per person \$1,309 Total price Choose your room
	South Harbour Unit 3D Panama City Beach ✓ Free Internet Access: Amenities ✓ Instant Book Holiday Home Price includes:	\$1056 per person \$2111 Total price Choose your room

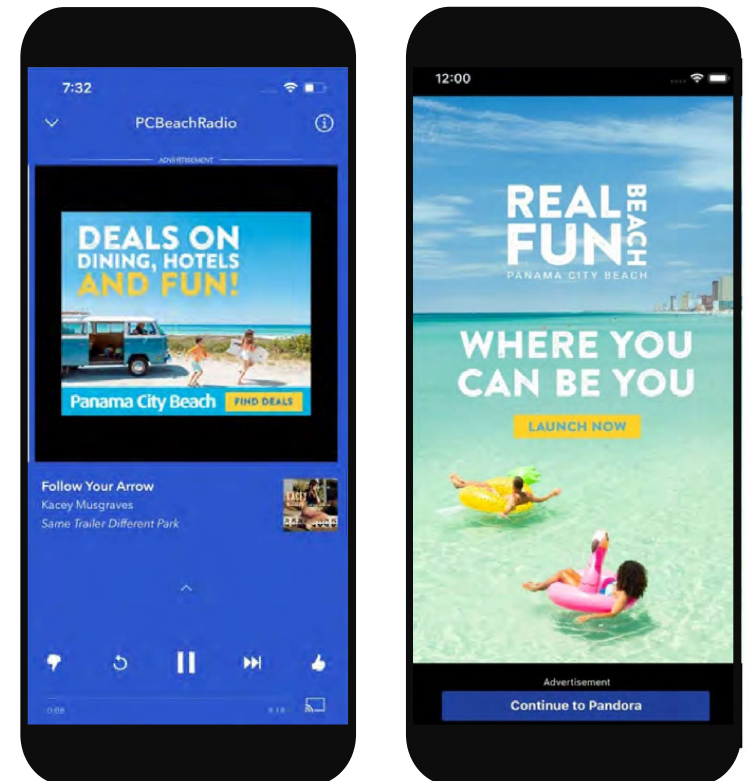


REAL FUN BEACH
PANAMA CITY BEACH

PANDORA

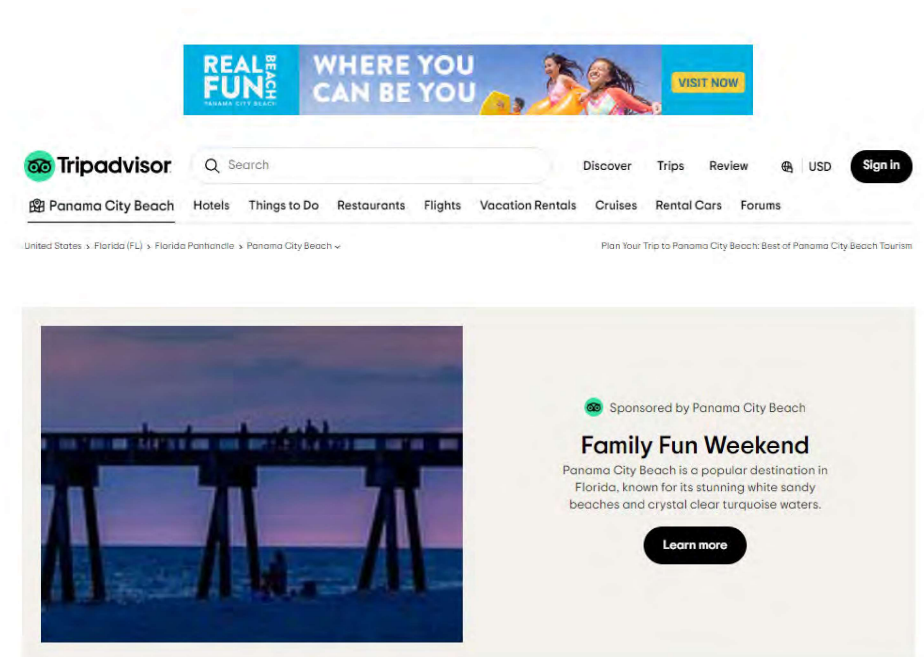
All sponsorship elements with Pandora continue to drive high CTR and time on site

- Average of 22,000 listeners per month to the Custom Radio Station
- Sponsored Listening consistently drives a 3.5%+ click-through-rate
- Continue **Sponsored Listening** partnership where listeners will receive an ad-free hour of music in return for listening to or watching our ad
- Custom **PCBeachRadio Station**
- We will continue with **Podcasting** to achieve broad awareness and reach an engaged audience



TRIP ADVISOR

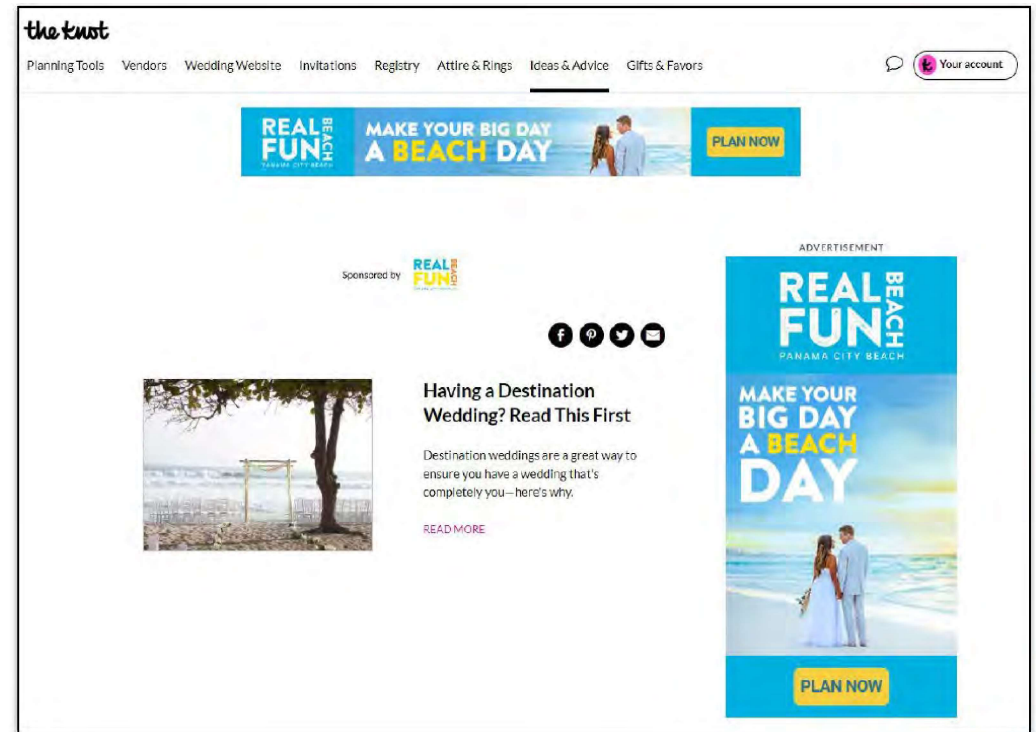
- Continue to sponsor the Panama City Beach Brand Channel (formerly Destination Page) and maintain 100% Share of Voice
- Continue to drive TripAdvisor users to our Brand Channel via native traffic drivers
- Engagement rate with content on the PCB page is average 2.50%+, above Trip Advisor's benchmark
- Average dwell time on the page is an average of 100+ seconds, above Trip Advisor's benchmark



THE KNOT

the knot

- This was new in FY24 and earned over 1.8 Million impressions and an overall click-through-rate of 0.61%
- Continue to influence newly engaged couples to plan their destination wedding at PCB
- Campaign runs during peak engagement season over the holidays
- Sponsorship of an Article, Email Blasts, Social Media partnership, and display banner ads on-site



Example: Editorial Sponsorship in FY24

ALWAYS ON TACTICS



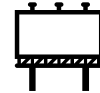
Programmatic Display



Programmatic Pre-Roll



YouTube



OOH



Streaming TV (OTT/CTV)



Print

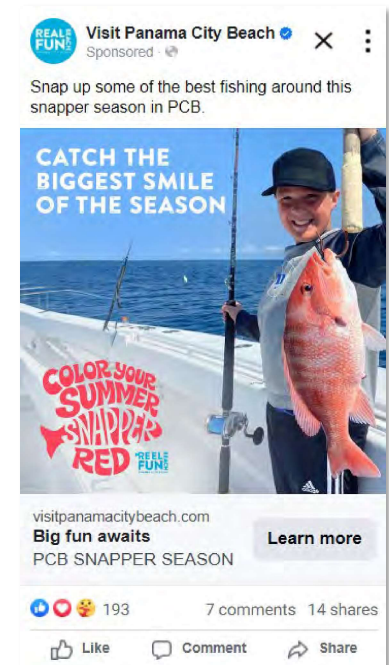
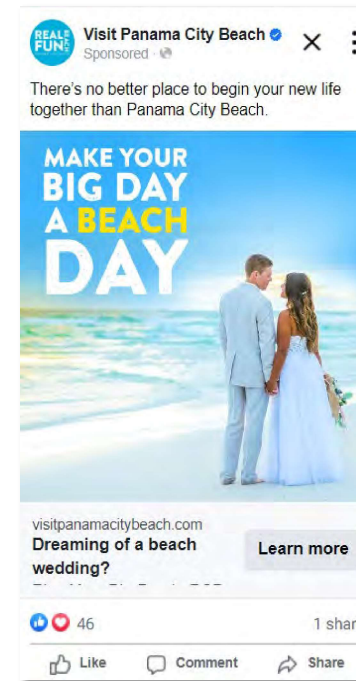


Retargeting Display

PAID SOCIAL



- Video ads consistently drove highest performance, recommend continuing to prioritize video ads across all campaigns
- Meta (Facebook/Instagram) Campaigns: Likes, Visitor's Guide, Chasin' the Sun, Events Carousels, Direct Flights, Pulse & Events, Weddings, Competitive Conquesting, Winter Residents, Rising Tide, DRF, Beach Safety Education
 - Weddings in Meta was a new effort in FY24 that will continue in FY25
 - Snapper Season was new in FY24 and one of the highest performing campaigns, will continue in FY25
- Pinterest Campaigns: MIY, Weddings, and Holiday
- Continue to optimize and refine our targeting & retargeting tactics & consistent creative refreshes



DOUBLE RED FLAGS & BEACH SAFETY

CARVERTISE

- New for FY24, this was a unique, tangible tactic to drive awareness of Double Red Flag meaning
- Over 27,000 miles driven (as of July 31st)
- Over 2.5 million impressions delivered (as of July 31st)
- Carvertise has over-delivered miles and impressions



BEACH SAFETY EDUCATION

NEW FOR FY25

Partner with ADARA to utilize custom creative

- Adara can target confirmed travelers to PCB
- We'll utilize Adara to target people traveling to PCB within the next 30 days & expose them to the custom interactive Beach Flag creative
- Get our message in front of travelers BEFORE they come, so they arrive at the beach with knowledge of the flag system



DOUBLE RED FLAGS & BEACH SAFETY

Double Red Flags

- Raise awareness to visitors and beachgoers that water is closed when double red flags are up
- Turns on ONLY when DRF are flying



Car Wraps



Social Media



Digital Display



Beach Safety Education

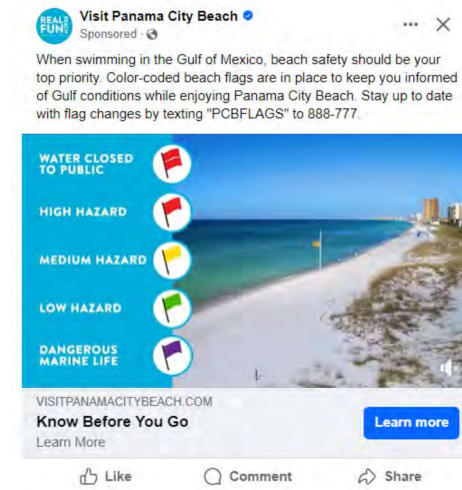
- Educate visitors about the Beach Flag system & what it means
- Run campaign during highest months of visitation and beach-goers
- Creative is a :30 second video



Social Media



Local TV



FUN FOR ALL

FUN FOR ALL

FUN FOR ALL

FUN FOR ALL

FUN FOR ALL

Expand PCB's Fun. For. All. initiative to promote accessible travel

- Support the launch of the Fun for All microsite in 2Q-3Q25
- Promote this message via a programmatic tactic like Display or Pre-Roll
- Audience targeting in digital platforms allows us to reach users who have handicap accessible homes, wheelchair purchasers, and with interests that include: accessible travel, disabilities, disabled parent, children with disabilities



RISING TIDE SCHOLARSHIP SUPPORT

RISING TIDE SCHOLARSHIP SUPPORT

- Raise awareness with key audiences to highlight how PCB's focus on customer service helps make PCB visitor's beach of choice

Media Channels



SALES & SPORTS

SALES & SPORTS

SALES & SPORTS

SALES & SPORTS

FY25 SALES PARTNERS



FY25 SALES CREATIVE

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

FY25 SPORTS PARTNERS



FY25 SPORTS CREATIVE



**PLAY
HERE
AND
HERE**

SCORE A WINNING SPOT
Host your next game or tournament at the world-class, 160-acre Publix Sports Park in Panama City Beach. Not only will you find the best state-of-the-art facilities in the Southeast, but you'll also be perfectly positioned to continue the fun along the sugar-white sands and turquoise waters of PCB.

CONTACT CHRIS O'BRIEN, DIRECTOR OF SPORTS MARKETING, AT 850.233.5070



 [PlayPanamaCityBeach.com](https://www.PlayPanamaCityBeach.com)

REAL FUN
SPORTS
PANAMA CITY BEACH

FY25 MEDIA MIX

CHANNEL	PLANNED BUDGET
Digital	\$1,719,500
Social Media	\$1,548,821
Radio <i>(Pandora, Spotify, Local/Event)</i>	\$936,975
TV <i>(Regional, OTT, Local/Event)</i>	\$843,272
Print	\$513,948
OOH	\$249,695
Contingency Funds	\$250,000
Unallocated	\$187,789
TOTAL PLANNED FY25	\$6,250,000

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 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.



SPECIAL EVENTS

TACTICS TO ACHIEVE SUCCESS

Operate several high-profile events throughout the year. Pirates of the High Seas and Renaissance Fest, Beach Home for the Holidays, New Year's Eve Beach Ball Drop, Mardi Gras, and UNwineD.

Maintain relationships with existing events, work together to enhance the events through available resources including sponsorship, marketing, equipment support or event management.

Engage the industry partners, through workshops, tradeshow on events, market trends and new opportunities that will create incremental demand for the destination.

Use innovative event themes to support and extend the REAL.FUN.BEACH brand and create additional awareness and demand for Panama City Beach.

Foster relationships with national artist agencies (e.g. WME, Live Nation) and explore opportunities to enhance current events or produce new events.

Engage in Industry tradeshow and conferences to reach industry decision leaders; attend educational event seminars; and showcase the destination's venue to potential event partners.

Continue to be involved with trade organizations and attend educational conferences for the special event industry.

Coordinate annual events calendar of events taking place in Panama City Beach



2025 Program of Work

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 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.



SPORTS MARKETING

TACTICS TO ACHIEVE SUCCESS

Continue to fine tune event schedule at Publix Sports Park to add larger events and events with additional days, and when possible combine multiple sports during the same timeframe.

Use bid fees, sponsorships and underwriting field rentals, paid to or on behalf of the event right holders, to secure events, including for baseball, soccer and softball tournaments, as well as triathlons and other tournaments or sports events.

Actively participate on the board of SPORTS ETA as well as local boards, such as PCB parks & recreation advisory board.

Continue success in social media platforms to broadcast success and report on the results of events at Publix Sports Park and other venues.

Engage with communities in Florida, attend the Florida Sports Foundation Annual Summit and Tourism Day to stay up-to-date on the State's sports initiatives and grant funding opportunities.

Continue to develop and maintain sports facilities, amenities and infrastructure, as well as convert natural grass fields to artificial turf at Public Sports Park to ensure the facilities are versatile and flexible to host different sports tournaments, camps and events.

Oversee the operations and management of the Publix Sports Park. Ensure venues are tournament ready for booked events.

NOTE: Publix Sports Park Annual Budget and Business & Operations Plan is included in the appendix of this document.

Host in market selected rights holders and national organizations for familiarization tours that can host events in market. Seek out sports conferences that can fit within our meeting facilities.

Collect data for all sports participants and traveling parties to increase business intelligence and quantify the impact of sports tourism using Destinations International's economic impact calculator.

Develop beneficial programs and sponsorship opportunities to mitigate the costs of hosting tournaments in PCB.

Market PCB at national tradeshows and conferences such as; Sports Entertainment and Travel Association(Sports ETA), TEAMS Conference, Connect Sports, SPORTS The Relationship Conference. attendance is important for connections, bid documents, exposure and networking.

Continue work on plans for the future indoor project the Coca Cola Center.



2025 Program of Work

SALES

OVERVIEW

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.



2025 Program of Work

SALES

TACTICS TO ACHIEVE SUCCESS

Partner with the marketing team to maintain a group sales presence in the marketplace via digital and print campaigns at industry tradeshows and within membership organizations

Continue our group lead generation platforms, proposal software to generate compelling sales presentations to clients and utilize our internal lead data for follow up of repeat and new business

Attend targeted industry tradeshows to solicit small meetings, incentive travel, military travel and leisure bookings

Continue memberships within organizations that provide opportunities for future business, as well as more involvement on committees.

Focus on in market familiarization trips for qualified meeting planners and group tour operators to provide personal first-hand experiences

Continue building relationships with our hospitality partners via through monthly on property site visits and ambassador program

Solicit and market to clients that may have an interest in large industry exhibit shows and small conferences for the Coca-Cola Events Center.

Maintain lodging and meeting assets inventories with our hospitality partners to ensure we are providing up to date and current value for our stakeholders, both industry partners and customers.

Increase involvement with large citywide conventions via in-kind sponsorships (E.g. Shuttle Services) to ensure ease of flow within the destination in order to retain these large room night generators in market.



2025 Program of Work

SALES

TACTICS TO ACHIEVE SUCCESS

Work hand in hand with our hospitality partners whom provide small meeting venues and their clients that may need site visit assistance to ensure business is selecting PCB as their choice of meetings destination.

Assist the efforts of Bay County's Emergency Support Function - 18 (ESF-18)

Continue to build on the efforts to grow the international market and drive new shoulder season business

Work closely with Sports and Special Events Department to bring in national and regional sports conferences that will generate ancillary business for the sports facilities in our destination.

Promote Panama City Beach and the PCB Perks program within targeted markets in Southeast by conducting out of market activations for leisure travel and special occasion events. (E.g. Weddings & Reunions)



2025 Program of Work

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.



TOURISM DEVELOPMENT

TACTICS TO ACHIEVE SUCCESS

Design and construct the 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.

Enhance the tourism venue experience via capital improvements to Publix Sports Park, the Northern Region Resiliency Center and Aaron Bessant Park.

Expand distribution channels and create engaging content for "Chasin' The Sun," the bureau's award-winning fishing and coastal lifestyle television show.

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.

Source and apply for grants offered by public agencies, foundations or other entities to fund tourism-related activities.



2025 Program of Work

VISITOR SERVICES

OVERVIEW

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.



VISITOR SERVICES

TACTICS TO ACHIEVE SUCCESS

Assist visitors in creating a memorable visit by sharing “off the beaten path” experiences, whether by phone, in lobby or an off-site location

Visitor Services will continue familiarization (FAM) tours of local businesses, attractions and restaurants

Continue organizing and enhancing the Winter Resident Program, Homecoming, Senior Prom, Grand Finale, Winter Resident Appreciation Days and Mystery Prize Challenge

Celebrate National Tourism Month by organizing National Tourism Day event, held the first Wednesday in May

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

Maintain entire bulk mail database in the CRM, including fulfillment of our Visitor Magazine requests and assuring the weekly mail outs from our publishing warehouse, maintain Winter Resident database, to include winter resident email newsletters, and prize giveaways

Continue partnership with Visit Florida by having rack space and display transparencies within Visit Florida Welcome Centers at I-10 and Tallahassee

Ensure visitors are aware of the Flag Warning System and Leave No Trace Ordinance

Operate the Visitor Information Center from 8am – 5pm daily



**REAL
FUN** BEACH
PANAMA CITY BEACH

2025 Program of Work

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).



2025 Program of Work

COMMUNITY SUPPORT

TACTICS TO ACHIEVE SUCCESS

Working with stakeholders across the community, actively seek ways that the TDC can further integrate into the local community by providing funding for public opportunities to enhance the lives of visitors and local residents alike.

Develop Beach Ambassador Programs to enhance the visitor experience for beachgoers and increase awareness of the flag warning system.

Develop a brand toolkit that will assist industry partners in incorporating Real.Fun.Beach. into their messaging without diluting the brand or creating brand confusion.

Partner with Visit Florida and other communities in Northwest Florida, through the Northwest Florida Tourism Council, on regional marketing initiatives.

Operate the PARCS Foundation on a pro bono basis to facilitate investments into Bay County's parks and recreational infrastructure

Continue to serve as the lead agency for business recovery and stabilization within the County's Emergency Management System.

Continue building relationships with the Chambers of Commerce and the Bay Economic Development Alliance to support the community's broader economic development strategies.

Highlighting the importance of tourism to the local community and its economy, the TDC will host National Tourism Month activities during the month of May.

Continue to collaborate with the City of PCB & Bay County to fund lifeguard programs, a digital surf conditions alert system, co-op beach ambassador program and other vital public safety initiatives.

Continue to collaborate with Bay District Schools, Haney Technical College, Gulf Coast State College and Florida State University.

Collaborate with Naval Support Activity – Panama City (NSA-PC), Tyndall Air Force Base on strategies to enhance military readiness, as well as strengthen and diversify the local tourism industry.



2025 Program of Work

