



DESTINATION PANAMA CITY
REGULARLY SCHEDULED QUARTERLY MEETING
April 27, 2021

9:00AM (immediately following the City of Panama City Commissioner Meetings)

- 1) Roll Call
- 2) Approval of Minutes – January 26, 2021
- 3) Acceptance of TDT Revenue Reports – Collections thru March 2021
- 4) Financial Status Reports period ending March 31, 2021
- 5) Acceptance of FY20 Audit as prepared by Carr Riggs Ingram
- 6) Consideration of Facility Use Agreement for Future Visitor’s Center Public Space
- 7) CEO Update
 - a) FY21 Budget Amendment
 - b) Local SEO and Google My Business Best Practices for Partners
 - c) Near shore Artificial Reef
 - d) Marketing & Public Relations Update
 - e) Visitors Center Update
 - f) Events Update
 - i) Tourism Appreciation Month
 - ii) July 4th Salute to Freedom
 - iii) Gulf Yachting Association Regatta, Shine Down Basketball, Florida Weightlifting Championships, Snap Soccer, Mardi Gras in May, Blessing of the Fleet & Free Your Feet
- 8) Adjournment

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

04/27/2021

3. REQUESTED MOTION/ACTION:

Motion to Accept Minutes for January 26, 2021 as presented.

4. AGENDA

PRESENTATION
PUBLIC HEARING
CONSENT
REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Minutes for January 26, 2021 are attached for consideration of approval.



DESTINATION PANAMA CITY
REGULARLY SCHEDULED QUARTERLY MEETING
January 26, 2021

9:00AM (immediately following the City of Panama City Commissioner Meetings)

- 1) Roll Call – Chairman Jennine Brown, Vice Chairman Nirav Banker, and Board Members Kenneth Brown, Billy Rader, Greg Brudnicki, and Mike Nichols were all present.
- 2) Approval of Minutes – October 13, 2020. Motion to approve Minutes as presented was made by Board Member Kenneth Brown, seconded by Board Member Billy Rader. The motion was approved unanimously.
- 3) Acceptance of TDT Revenue Reports – Collections thru November 2020. Vice Chairman Nirav Banker motioned to Accept the TDT Revenue Reports as presented, seconded by Board Member Greg Brudnicki. The motion was approved unanimously.
- 4) Financial Status Reports period ending December 31, 2020. Motion to Accept the Financial Status Reports was made by Board Member Greg Brudnicki and seconded by Board Member Kenneth Brown. The motion was approved unanimously.
- 5) Consideration of Facility Use Agreement for Future Visitor’s Center Public Space.
 - a) Input was received from the Board regarding the Cancellation Policy being too short with a preference of no less than 14 days with a fee, language for public space closure during special events, additional rental fee for outdoor space, the fee structure needed to be raised for private events, consideration of a percentage discount for citizens of Panama City.
 - b) Staff responded to questions regarding event insurance, assured the board that the kitchen in the new facility was not a commercial kitchen and that caterers would have to be used by renters, and the fee structure.

- c) Staff was given direction to implement the suggestions made by the Board and return for Board approval at an upcoming meeting.
- 6) Ratification of Change Order for Completion of Public Restroom Facilities at New Visitor's Center signed by CEO Vigil.
- a) CEO Vigil explained that a formal Change Order had not yet been prepared however, to ensure construction continued at a steady pace, she requested the authority to execute a Change Order in an amount not to exceed \$84,476.00 plus 10% as some details of the flood gates versus flood vents had not yet been resolved. CEO Vigil explained the Change Order essentially adds back to the original contract the "add-on" item of the ground level public restrooms. Initially the Board had decided to wait until FY22, but a error by the masonry contractor made it more prudent to finish out the ground level. Additionally, CEO Vigil stated that Destination Panama City had finished the FY20 fiscal year in a strong financial position and adding the restroom facilities would not interfere in marketing and promotion activities planned for the year.
 - b) Board Member Greg Brudnicki stated it was important with Viking Cruise Lines and increased tourism to have public restroom facilities. He motioned to authorize CEO Vigil to execute a Change Order as requested in the agenda summary. Board Member Kenneth Brown agreed and seconded the motion. The motion passed unanimously.
- 7) Authorize CEO Vigil to engage Carr, Riggs, & Ingram to assist with CARES Act Loan Application for Payroll Protection.
- a) CEO Vigil explained the latest version of the Federal CARES Act allowed certain 501c6 organizations to be eligible for the Payroll Protection Program and that she would like to utilize Carr, Riggs & Ingram as they are already familiar with the finances of Destination Panama City and have the

information readily available due to their work on the annual audit. CEO Vigil requested authorization to execute an engagement letter not to exceed \$2,500 for the purposes of making the PPP loan application.

8) CEO Update

- a) CEO Vigil discussed the following topics: Sunset Serenade, Credit Card Points to be used for Office Equipment and as prizes for tourism partners to encourage more active participation, Citizen & Employee Academy involvement, event updates, and the ongoing construction of the building.
- b) CEO Vigil presented the Board with two MarCom Awards for Print Media – Brochure and Writing – Brochure that were received by Destination Panama City for their hard work on the Panama City Visitor's Guide.

9) Adjournment

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

04/27/2021

2. REQUESTED MOTION/ACTION:

Approve Financial Reports for period ending March 31, 2021

4. AGENDA

PRESENTATION
PUBLIC HEARING
CONSENT
REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

Accounting staff has prepared the Financial reports. Staff request approval on financials as presented.

Panama City Community Development Council, Inc.
Statement of Net Position, **UNAUDITED**
March 31, 2021
Interim financial reporting; for internal management use only

Assets	
Cash and cash equivalents	\$ 151,041
Accounts receivable	237,912
Prepaid expenses	-
Equipment & furniture	2,662
Allowance for depr/amort	(2,264)
Work in progress	68,927
Total assets	\$ 458,278
Liabilities and Net Position	
Liabilities:	
Accounts payable	\$ 59,053
Other accrued liabilities	26,534
Deposits	100,000
Total liabilities	185,587
Net position:	
Unrestricted net position	272,691
Total liabilities and net position	\$ 458,278

Final audited balances may vary from interim financial reports.

Panama City Community Development Council, Inc.
Statement of Revenues, Expenses, and Changes in Net Position *UNAUDITED*
For the period ended March 31, 2021
Interim financial reporting; for internal management use only

	Adopted Budget	Budget Amendments	Amended Budget	Y-T-D Actual
Revenues:				
Intergovernmental:				
Bay County TDC Contract	\$ 1,071,040	\$ -	\$ 1,071,040	\$ 913,936
Bay County Carry Forward Revenue	1,000,000		1,000,000	-
Advertising revenue PC CDC	-	-	-	-
Total intergovernmental	<u>2,071,040</u>	<u>-</u>	<u>2,071,040</u>	<u>913,936</u>
Miscellaneous:				
Investment/Interest earnings	-		-	326
Private Contributions & Donations	-		-	-
Miscellaneous	-		-	-
Event booth rentals	-		-	-
Sponsorship revenue	-		-	-
Alcohol sales	-		-	-
Merchandise sales	-		-	-
Event ticket sales	-		-	-
Total miscellaneous	<u>-</u>	<u>-</u>	<u>-</u>	<u>326</u>
Total Revenues	<u>2,071,040</u>	<u>-</u>	<u>2,071,040</u>	<u>914,262</u>
Expenses:				
Personal services	275,292		275,292	113,660
Operating expenses:				
Professional Services	10,000	10,000	20,000	11,851
Professional Services-DIB	-		-	10,420
Accounting & Auditing	21,000		21,000	22,000
Other Contractual Svcs	1,000		1,000	824
Other Contractual Svcs Dues	128,850		128,850	39,850
Travel and Per Diem	10,000		10,000	52
Non-staff Travel Expenses	5,000		5,000	-
Communication Services	7,800		7,800	2,542
Freight & Postage Service	5,000		5,000	-
Utility Services	3,000		3,000	2,918
Rental & Leases	10,000	10,000	20,000	16,934
Insurance	10,000		10,000	470
Repairs & Maintenance Svc	5,000		5,000	904
Printing & Binding	10,000		10,000	6,185
Promotional Activities	240,349	50,000	290,349	214,412
Other Current Charges	10,000		10,000	1,106
Office Supplies	1,000		1,000	496
Operating Supplies	12,000		12,000	1,982
Books Publications Memberships	14,650		14,650	13,903
Training	2,500		2,500	89
Operational Reserve For Contingency	288,599	(280,000)	8,599	-
Capital Outlay:				
Buildings	1,000,000	210,000	1,210,000	562,795
Machinery & Equipment	-		-	-
Total Expenses	<u>2,071,040</u>	<u>-</u>	<u>2,071,040</u>	<u>1,023,393</u>
Net change in net position	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ (109,131)</u>
Net position-beginning of year				<u>381,822</u>
Net position-end of year				<u>\$ 272,691</u>

Final audited balances may vary from interim financial reports.

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

04/27/2021

3. REQUESTED MOTION/ACTION:

Motion to Accept TDT Revenue Reports for as presented.

4. AGENDA

PRESENTATION
PUBLIC HEARING
CONSENT
REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes No IF No, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Clerk of Court TDT division collects revenue and provides the attached reports.



TDT Monthly Analysis

	% change	FY21	FY20	% change	FY19 5.00%	% change	FY18 5.00%	% change	FY17 5.00%	% change	FY16 5.00%	% change	FY15 5.00%
OCT	3.96%	128,768.79	131.67%	123,861.73	-47.21%	53,465.19	-10.17%	101,281.73	19.23%	112,754.00		94,571.27	-
NOV	10.90%	101,630.73	123.84%	91,643.79	-41.31%	40,942.54	-4.86%	69,765.50	11.00%	73,327.00		66,059.88	-
DEC	-4.60%	78,649.26	118.73%	82,443.03	-45.66%	37,691.14	5.63%	69,355.65	5.76%	65,657.00		62,079.90	-
JAN	-1.34%	78,908.76	57.93%	79,980.05	-23.33%	50,642.49	-6.09%	66,053.88	-10.00%	70,339.00	23.92%	78,155.39	63,069.50
FEB	17.96%	87,288.10	23.55%	73,996.73	-27.20%	59,891.56	-3.94%	82,266.95	-7.72%	85,637.00	5.64%	92,804.00	87,845.52
MAR	116.52%	192,292.90	10.47%	88,811.23	-45.62%	80,393.83	-4.76%	147,842.53	-2.82%	155,229.00	-20.33%	159,731.00	200,483.24
APR			-41.19%	66,107.75	-24.44%	112,406.97	-0.32%	148,755.72	-2.61%	149,230.00	17.10%	153,227.00	130,848.26
MAY			-26.75%	102,481.39	-12.71%	139,913.92	0.48%	160,287.99	4.75%	159,517.00	4.15%	152,286.00	146,220.71
JUN			49.20%	280,201.96	-21.88%	187,808.86	17.94%	240,405.16	-3.22%	203,829.00	4.32%	210,619.00	201,906.34
JUL			-23.78%	176,685.02	-15.73%	231,805.34	4.60%	275,072.33	-1.10%	262,982.00	11.66%	265,911.00	238,143.02
AUG			-20.35%	125,871.61	19.03%	158,028.14	7.51%	132,766.82	14.11%	123,488.00	-8.34%	108,223.00	118,070.60
SEP			6.24%	132,963.41	7.07%	125,158.45	2.78%	116,889.75	14.31%	113,733.00	3.74%	99,494.00	95,907.58
TOTAL	23.45%	667,538.54	11.49%	1,425,047.70	-20.65%	1,278,148.43	2.22%	1,610,744.01	2.11%	\$ 1,575,722	20.32%	\$ 1,543,161	\$ 1,282,495

2.96%

540,736.56 FY20 YTD
 323,026.75 FY19 YTD
 536,566.24 FY18YTD
 562,943.00 FY17YTD
 553,401.44 FY16YTD
 351,398.26 FY15YTD

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

01/26/2021 04/27/2021 - revision

3. REQUESTED MOTION/ACTION:

Approval of Destination Panama City Facility Request Form Procedures & Policy

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes No IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

We learned through our experience with Hurricane Michael that the Visitor's Center does not qualify for "Community Center" FEMA assistance because we did not have a space that could be reserved for public use.

Our intention is to make spaces available that may be requested and reserved for public use, for the benefit of visitors, citizens, businesses, and organizations, and to ensure the Visitor's Center will qualify for FEMA assistance in the event of a future natural disaster. Procedures, policy, and fees are comparable to similar facilities that were researched in Panama City.

Staff recommends approval of proposed *Destination Panama City Facility Request Form Procedures and Policy* and proposed *Destination Panama City Facility Request Web Form* for Visitor's Center requests and reservations with the knowledge that changes to these procedures and policy may be made at the discretion of CEO Vigil.

*Attached is proposed *Destination Panama City Facility Request Form Procedures and Policy*.

*Attached is proposed *Destination Panama City Facility Request Web Form*.

4/26/21 Update -

Per Board direction, DPC made revisions to the Facility Use Policy. Fees were slightly increased, a 14-day cancellation policy was included, a non-refundable deposit to hold date was added, fees for green space has been included, discounts for citizens of Panama City for private functions and entities partnering with Panama City lodging partners was also included.

Destination Panama City Facility Request Form Procedures and Policy

PROCEDURES

Facility Reservation Requests

- All requests will be made via web form on DestinationPanamaCity.com

Point of Contact

- info@destinationpanamacity.com will be used to collect form responses & make google calendar appointments.

Certificate of Insurance

- Upon notifying reserving parties with approval of request, a link to purchase event insurance (with instructions and deadline) will be included for those who do not already have event insurance: <https://www.theeventhelper.com/>
- Cost of insurance for reserving parties will vary based on event type, event size, and the presence of alcohol.

Collection of Reservation Fees

- Upon notifying reserving parties with approval of request, a non-refundable deposit and/or total fees will be required via check or cash (does not apply to non-profit events).
- Cancellation Policy:
 - Cancellations 14 days prior to scheduled events will result in loss of deposit.
 - Non-payment by 14 days prior to event will result in cancellation of event.
 - Cancellations within 14 days of scheduled events are subject to a 50% retainage penalty.

Submittal Confirmation:

- Form responses immediately emailed to requesting party.
- Confirmation message: Thank you for your request! Your responses have been emailed to you, and a Destination Panama City team member will contact you within two working days. If you have any questions, please contact 850-215-1700 or info@destinationpanamacity.com.

POLICY

(The following information is required of requesting/reserving parties.)

Event Name/Type

Indicate Repeating/Non-Repeating Event

(All repeating events are subject to approval.)

Event Date & Start Time

Reservation Requested

- Discounts
 - Citizen Rate
 - 20% discount for private citizen events (ie: weddings, baby showers, etc.)
 - Not applicable to non-profit/commercial reservations
 - Panama City Hotel Partner Rate
 - 10% discount for any groups partnering with Panama City Hotels
- Regular Rates
 - Interior Spaces & Observation Deck
 - M-F Half Days (8am-12pm, 11am-2pm, 1-5pm)
 - For-Profit = \$100
 - Non-refundable deposit of \$100 due upon approval of reservation request.
 - Cancellation Policy:
 - Non-payment by 14 days prior to event will result in cancellation of event.
 - Cancellations 14 days prior to scheduled events will result in loss of deposit.
 - 50% retainage penalty for cancellations within 14 days of scheduled event.
 - Non-Profit = \$50
 - No Deposit Required
 - Full amount of \$50 due 14 days prior to scheduled event.
 - Cancellation Policy:
 - Non-payment by 14 days prior to event will result in cancellation of event.
 - 50% penalty for cancellations within 14 days of scheduled event.
 - M-F Evenings (5-9pm)

- \$300
 - Non-refundable deposit of \$100 due upon approval of reservation request.
 - Cancellation Policy:
 - Non-payment by 14 days prior to event will result in cancellation of event.
 - Cancellations 14 days prior to scheduled events will result in loss of deposit.
 - 50% penalty for cancellations within 14 days of scheduled event.
- Grassy Area
 - M-F Half Days (8am-12pm, 11am-2pm, 1-5pm)
 - \$100
 - Non-refundable deposit of \$100 due upon approval of reservation request.
 - Cancellation Policy:
 - Non-payment by 14 days prior to event will result in cancellation of event.
 - Cancellations 14 days prior to scheduled events will result in loss of deposit.
 - 50% penalty for cancellations within 14 days of scheduled event.

Duration of Set-Up/Tear-Down Time Needed

Number of People Expected

Individual/Organization Contact Info

Name
 Billing Address
 Email
 Phone

Facilities Needed

(Requesting/reserving parties check all that apply. All rooms are included in flat reservation fee.)

- Meeting Space (499 sqft, 32 max. occupancy)
- Conference Room (249 sqft, 16 max. occupancy)
- Observation Deck (615 sqft, 42 max. occupancy)
- Grassy Area (7200 sqft max occupancy = 300 max. occupancy)
 - **This area may be closed off to the public for private events. The use of event tent(s) is subject to approval.*
- Kitchen

Equipment Needed

(\$150 Furniture Arrangement Fee is required for any configuration other than standard 9-table arrangement.)

- Tables (6ft round)
 - Included - 15 tables for indoor/outdoor use
- Linens (6ft round)
 - Black tablecloths available to rent at \$1/ea
 - Other colors will need to be secured by a third party vendor
- Extra tables (8ft rectangular)
 - 5 available
 - 2 included without fee
 - \$10/table for each extra
- Linens (8ft rectangular)
 - Black tablecloths available to rent at \$1/ea
 - Other colors will need to be secured by a third party vendor
- Chairs (included)
- Podium (included)

Audio-Visual Needed

(Requesting/reserving parties check all that apply. In-house sound system and essential cables and adapters included with selected equipment.)

- TV/Remote
- Handheld Wireless Microphone/Stand

Acknowledgement of Disclosures/Other Fees:

- Reservation Fee
 - I understand that a Deposit or Reservation Fee may be due upon approval of this request and *cancellation of reservation may result in a fee.
 - Cancellation Policy: Non-payment by 14 days prior to events will result in cancellation of events, cancellations 14 days prior to scheduled events will result in loss of deposit, and cancellations within 14 days of scheduled events are subject to a 50% penalty.
- Certificate of Insurance/Purchase Event Insurance from eventhelper.com
 - I understand that I am required to provide a Certificate of Insurance or will purchase *event insurance from a Destination Panama City recommended third-party provider upon approval of this request.
 - *Prices vary based on type of event.
- Cleaning Fee
 - I understand that, at the discretion of Destination Panama City, if venue spaces used by my event are not returned to their original state upon departure I may be subject to a cleaning fee of \$100 or more.
- Damage to Equipment and Property

- I understand that damage to any and all Destination Panama City equipment or property incurred by myself or anyone in attendance of my event will be filed against my event insurance policy.

(Changes to procedures and policy may be made at the discretion of CEO Vigil.)