

2027 PLANNING

AUGUST 25, 2026 | PANAMA CITY BEACH



THE TEAM

The Marketing Department



Jayna Leach
Senior VP & CMO



Haile Hollman
Marketing Coordinator



Sydney Clifton
Communications &
Social Media Manager



Antonia Scharpe
Marketing Services Manager



Rhett Miller
Director of Marketing Services

NEW INITIATIVES



Real. FUN. Beach. Store.

Expand the REAL. FUN. BEACH. Brand through the REAL FUN BEACH STORE, featuring branded merchandise at Visit PCB-owned events and using paid social media to drive awareness and traffic to the Shopify store.

The Panama City Beach Public Beach Access Signs (100 Signs 100 Stories!)

In addition to elevating the aesthetic along the tourist corridor, Visit PCB will support the new look with a promotional campaign that builds awareness of the new designs and celebrates the memories visitors and residents create across PCB's 100 public beach access points.

For the Love of PCB Campaign

Shares how tourism benefits our community and contributes to the quality of life we all enjoy.

Coffee Trail (Beachside Views & Local Brews)

A destination experience designed to showcase locally owned coffee shops while encouraging visitors to explore Panama City Beach's diverse neighborhoods, hidden gems, and local businesses.

Evolution of CTS Social Media

Expand CTS Social Media to a broader outdoor lifestyle channel for Panama City Beach, while keeping Chasin' The Sun at the center of it all. (fishing, diving, wildlife, boating, and all coastal adventures that make PCB unique.

New Visit PCB Website

Launch a new Visit Panama City Beach website featuring the latest tourism technology and AI-ready capabilities to enhance destination discovery, improve trip planning, and strengthen Visit PCB's visibility across traditional and AI-powered search.

Activations

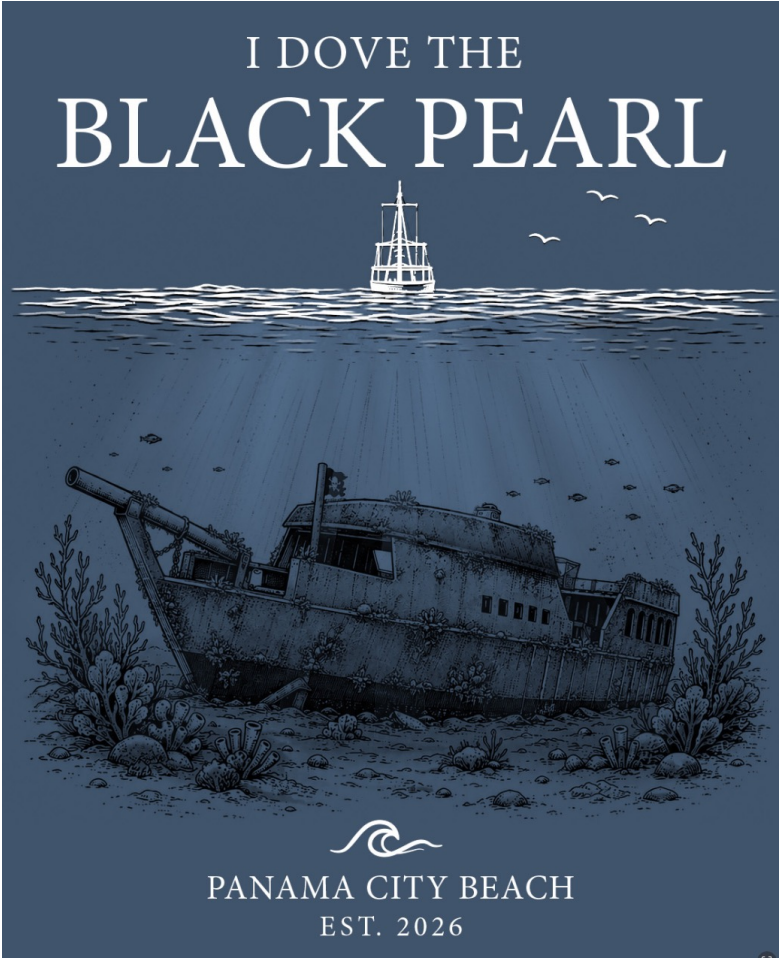
Develop and pilot innovative destination activations that bring the Real. FUN. Beach. brand to life, enhance the visitor experience, and generate engaging, shareable moments. (Sales & Public Relations)

THE REAL. FUN. BEACH. STORE

Turning the Real. FUN. Beach. Brand Into
Something Visitors Can Take Home



THE REAL. FUN. BEACH. STORE



NEW COFFEE TRAIL

Beachside Brews and Local Views

Coffee + Adventure Pairings

(Visitors and residents can explore local businesses and neighborhoods)

Coffee + Bike Ride

Coffee + Pier + Beachwalk

Coffee + Shopping at a local boutique (Décor by the Shore)

Develop and launch the Coffee Trail to enhance the visitor and local experience, support locally owned businesses, and encourage exploration beyond traditional areas through curated neighborhood pairings and local recommendations.



MEET THE TEAM



Taylor Rhodes

Chief Client Officer



Brittany Chapman

President,
Florida



Erin Murphy

Account Supervisor,
Florida



Sarah Rabin

Media Account Director

01

2027 PCB Planning Approach

02

Travel Trends and Strategies to Win

03

Creative Expansion

04

Public Relations Initiatives

05

Media Activation



2027 PCB PLANNING APPROACH

AS A DESTINATION, PCB CONTINUES TO DELIVER

1. REAL CONNECTION

There's a real connection that visitors feel to the locals, to the beach, to their families and to other visitors.

2. REAL FUN

We're fun for everyone, even when it means something different for everyone — and that's hard to come by. We take pride in being the Real. FUN. Beach, and that sets us apart from the rest.

3. REAL BEAUTY

Our beautiful beaches don't need a filter. No matter where you are in PCB, you can experience the natural beauty the destination has to offer.



**2027 IS OUR YEAR TO KEEP THE MOMENTUM
GOING WITH BOLD VISION, BIG ENERGY,
AND PRECISE EXECUTION**



RIDE THE WAVE

RIDE THE WAVE

We've already made so much progress in redefining PCB, but 2027 isn't a year for coasting.

Keeping the momentum going will take collective commitment, focus and strategic pivots along the way. Let's make this the year we continue making waves of our own.

It's a new day in PCB. One beach, everyone's own version of fun, and continuous opportunities to Make it Yours.



IN 2027, 'MAKE IT YOURS' WILL MAKE WAVES

'Make It Yours' is the platform everything ladders up to. Every campaign, event, and activation proves that PCB is a come-as-you-are beach where anyone can show up as themselves and have fun their way. In 2027, we make that operationally true for every PCB visitor.

This year, 'Make It Yours' is getting more personal and more out-of-the-box than ever. We're taking things above and beyond our usual creative and activations executions and bringing 'Make it Yours' to life in new and unexpected ways, refreshing the campaign and continuing to build on its differentiation.

With PR-worthy activations and exciting experiences that invite audience participation, we'll create more engaging content and earned media opportunities, generating the buzz that PCB deserves.





TRAVEL TRENDS AND STRATEGIES TO WIN

TRAVEL TREND SCRAPBOOK



Events and experiences are where consumers are starting their planning

66%

plan a trip in 2026 to celebrate someone else's milestone

Birthdays are the #1 reason (40%)



book retreats +100%
book club retreat ideas +275%

PCB already ranks at the top of Vrbo's destinations list.

Hushpitality: Seeking Sweet Silence

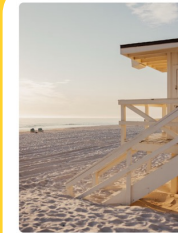
The Why: In 2026, travelers will look for destinations and experiences to dial down life's distractions. Seeking calm—even moments of silence—signals a change in why people are traveling, where they're going, and how they'll relax.

"Beach Readaways"

213% increase in online mentions of "Beach Readaways" – readers traveling to destinations for a slower-paced vacation centered around reading

Source: Vrbo

Top destinations for Beach Readaways



Beach Readaways
Panama City Beach, Florida, U.S.



Beach Readaways
Seaside, Oregon, U.S.



Beach Readaways
Nova Scotia, Canada



Beach Readaways
Aruba

53% who expressed interest in a reading retreat specifically.



Solo travel

+190%

Women solo travel

Travel Groups

Soft travel



Source: Morning Consult Report, Hilton, Google, Travel Star

Slower paced trips that prioritize leisure and well-being



Driven by a desire to build connections with others and their surroundings during their stay



Dining alone
@ hotel restaurants



Cocktail @
the lobby bar



Taking a stroll in the
local neighborhoods

The quiet moments
28% are seeking on their trip.

Friends + Colleagues =



"Frolleagues"

1 in 4 business travelers expects team building to be their reason for hitting the road next year.

SIX STRATEGIES TO WIN 2027

ACCESSIBILITY

01

Anticipate, don't accommodate.

Reach a loyal, high-value segment before competitors do, signaling a destination that thinks ahead.

SEASONALITY

02

Own the occasion.

Use celebratory, occasion-led travel and alignment to events to drive urgency all year, not just during peak season.

COMPETITIVE

03

Win the feeder fight.

As travelers stay closer to home, out-compete nearby destinations for the same drive-market visitor.

SALES AND SPORTS

04

Turn events and meetings into stays.

Attend the event, stay for the vacation. Encourage planners and event attendees who book work or sports travel to extend their trip.

RETENTION

05

Make it new again.

Give repeat visitors a reason to rediscover the beach they think they know by heart.

SEARCH

06

Be the first answer.

Capture dreaming-stage travelers with no destination in mind, before intent turns into a booking elsewhere.



CREATIVE EXPANSION

CREATIVE EXPANSION IN 2027

A new day in PCB means new opportunity to make waves in where and how we show up as a destination. Whether it's bold ideas to entice new visitors, exciting surprise-and-delight initiatives to deepen affinity with repeat visitors, or continuing to strengthen the PCB perception with locals, the goal is clear—**continue to show up uniquely and authentically to reinforce the points of differentiation for the Real. Fun. Beach.**

Creative Initiatives and Objectives

1. **New Creative and Campaign Work:** Introduce recent creative including executions for competitive conquering and the local “For the Love of PCB” campaign
2. **‘Make it Yours’ Campaign Activations:** Continue to refresh the value of the PCB offerings and what it really means to ‘Make it Yours’
3. **‘Fun For All’ Expansion:** Build on the existing accessibility campaign to develop new tactics to support visitors and locals
4. **Real. Fun. Beach. Store Extensions:** Launch new merch and keepsakes that keep PCB relevant, badge-worthy, and top of mind, helping visitors and locals share the love

DELIVERING ON CORE MESSAGES IN A REFRESHING WAY

Over the course of our digital campaigns we're continually looking for ways to refresh and optimize our creative. As part of our ongoing evolution, we're leveraging more vibrant imagery, action-driven copy, color treatments, and varying text size to deliver greater impact and engagement with our priority messages and CTAs.

A suite of assets for the campaign work together across platforms to elevate 'Make It Yours' messaging in a distinct, refreshing, and eye-catching way.



DIFFERENTIATING THE REAL. FUN. BEACH.

We know Panama City Beach has many enticing offerings and experiences that set us apart from other destinations but we needed to help highlight and reinforce what makes us unique—and that meant *showing* off, not just saying it.

Using key differentiators like the SkyWheel, Shell Island, and the pier, this campaign is all about highlighting the unique features of PCB and the added value of everything being close together.

We want each of our audience groups to know that their perfect beach vacation, is closer and than they think.





VisitPanamaCityBeach.com

SHARING THE IMPACT OF TOURISM

Visit Panama City Beach helps support the places that locals love and call home—bringing in visitors who support local business, fuel the economy, and keep PCB a special place for current residents and future generations.

‘For the Love of PCB’ highlights how tourism supports the community and the vibrancy of PCC, making it a destination not just to live and to visit, but to love.





'Make It Yours' continues to engage the community.

REAL EXPERIENCES AT THE REAL. FUN. BEACH.

PCB's beach access signs are revered for a reason.

Let's take advantage of this historic initiative and treat the boardwalk signs like the icons they are. As the transformation continues, we'll launch a robust social media campaign to highlight the nostalgia, memories, and unique differentiation of the PCB 100 boardwalks.

Social content and a PR initiative will engage visitors and residents to "share the memories, share the moment" of their PCB stories. As we collect stories and experiences, we'll repurpose the memories and continue to share the content on social. A (Board)walk Through Summers Past reminds us of the memories made and the memories to come at the Real. Fun. Beach.



'Make It Yours' becomes something discoverable.

FLAVOR OF FALL TRAIL

Coffee Trail and Local Collabs

With the launch of the coffee trail and collabs initiative, we'll invite visitors to perk up their trip one cup and one new experience at a time. Each coffee "stop" on the trail will have its own perfect pairing—taking the trail beyond coffee and into the neighborhoods around each shop. Curated local experiences will help break routine by encouraging exploration and discovery.

Whether it's a bookshop that's perfect for browsing while you sip your latte, a boutique to wander through with your cold brew in hand, or the ideal spot to catch sunrise views with your morning cup, we hope to inspire new experiences and new local favorites.



'Make It Yours' becomes something that travels.

RE-MAKE IT YOURS

We'll create a pop-up experience in feeder markets that invites people in for a head-to-toe makeover. We'll sit them in a chair, promise them a dramatic transformation...then bring out the blindfold.

But instead of making them over, our team will stealthily be transforming the space around them, creating a beach getaway, complete with sand, an umbrella, gorgeous views and a tropical drink.

Within 10 minutes, we'll reveal their makeover: a change of scenery that does more than change their look, it dramatically transforms their whole outlook. We'll let them enjoy their impromptu beach party before giving tickets for a trip to the real PCB. Content captured can then be shared on social for additional reach and engagement.

This single setup brings big potential for other kinds of makeovers—bridal, corporate meetings, event planning, and more—to reach several audiences with content that showcases the way a destination can transform you.



ACCESSIBILITY MAP

'FUN FOR ALL'

Create a map of PCB with mobility, cognitive, and sensory activities and resources clearly marked and color coded. Visitors will know where to go when you need a quiet, calming space or how to find the most accessible boardwalks and accessible sunset spots.

The map can live both digitally on the website and be printed for distribution at the welcome center and in local establishments.



'Make It Yours' becomes a personal keepsake.

'MAKE IT YOURS' MERCH

Leave home without your personalized, accessorized, super-sized tumbler? Unthinkable.

Let's double down on the ability to 'Make it Yours' with new branded merchandise at the Real. Fun. Beach. Store. Items such as a PCB branded tumbler and/or a 2027 collection of accessories like tags, toppers, and straw charms can help the destination stay relevant and modern all while showing off their love for PCB.

Additional merch such as colorful new hat designs and frisbees also serve to further extend the wearable and fun-filled vibes of PCB.



ALL TOGETHER NOW

‘MAKE IT YOURS’ INITIATIVES AND ACTIVATIONS



**BOARDWALK
CAMPAIGN**



**FLAVOR OF FALL
COFFEE+ TRAIL**



**REMAKE
IT YOURS**

‘FUN FOR ALL’ EXPANSION



MAKE IT YOURS MERCH



**FOR THE
LOVE
LOVE
LOVE
OF PCB**
TOURISM AT WORK
FOR OUR COMMUNITY





PUBLIC RELATIONS INITIATIVES

2025/2026 REACH

- Total Impressions: 2,625,039,813 (Through July 30, 2026)
 - 2.5% Increase YOY
- Estimated Ad Value: \$1,826,206 (Through July 30, 2026)
 - 8.4% Increase YOY

2025/2026 COVERAGE SAMPLING



THE WALL STREET JOURNAL.

March 30, 2026 Issue
CIRC: 474,729

Kurt Russell

The 'Madison' actor on Goldie Hawn and kicking Elvis. **M12**

Take Our Quiz

How well do you know your TV and movie homes? **M7**

MANSION

THE WALL STREET JOURNAL.

Friday, March 20, 2026 | **M6**

HOMES | MARKETS | PEOPLE | REDOS | SALES

Goodbye Spring Break Parties.
Hello Luxury Home Sales.

Long known as the 'spring break capital of the world,' Panama City Beach wants to rebrand itself as a family-friendly vacation destination—with the pricey real estate to match

BY LORITINA BERRY

For decades, Florida's Panama City Beach was known as the "spring break capital of the world," a reputation forged by MTV crews, star-studded concerts and massive beach parties.

Though the revelry lasted just a few weeks each year, the stigma lingered year-round for those outside the Panhandle, who knew the area only through their television screens.

"The party crowd and MTV—that's what we grew up knowing Panama City Beach to be," said Allison Cregger, a Midwest native who graduated from high school in the 1990s.

In the summer of 2011, Allison and her husband, dentist Dr. Ryan Cregger, finally visited the area for themselves. The Tennessee-based couple, who have two children, were invited to stay at a friend's rental in Carillon Beach, a gated community just outside Panama City Beach proper. They found it to be peaceful and quiet—a far cry from the televised chaos. "We went every year after that," Allison said.

In 2023, the pair bought a six-bedroom vacation property in Carillon Beach for \$2.75 million. For most of its existence, the housing market in the Panama City Beach area was defined by modest homes that sold for significantly lower prices than the neighboring Scenic Highway 30A area, but Panama City Beach has seen a recent wave of high-end new construction, which coincides with a concerted effort to rebrand itself as a family-friendly destination. These factors, coupled with the Panhandle's newfound post-pandemic popularity, are increasingly drawing wealthy home buyers willing to spend seven figures.

In 2017, there were 22 home sales at or over \$1 million in the Panama City Beach area, according to Craig Duran of Berkshire Hathaway HomeServices Beach Properties of Florida. In 2021, during the pandemic boom, that figure spiked to 102. In 2025, there were 89, he said.

Many of these buyers are gravitating to Panama City Beach after being priced out of the 30A area, which is made up of 16 high-end beachside communities. In January, the median sale price for homes sold at or over \$1 million in Panama City Beach was \$1.19 million. In 30A, that figure was \$2.6 million.

"This is like the last frontier," said wealth manager Cherie Anderson. After searching for a second home in the 30A area last year, she and her husband, Randy Anderson, pivoted to Panama City Beach for its relative affordability and broader public beach access, purchasing a new five-bedroom home there for \$1.7 million in May 2025.

Locals generally refer to Panama City Beach as a roughly 20-mile stretch of shoreline that includes the Panama City Beach proper and several adjacent unincorporated neighborhoods, including Carillon Beach. In the mid-1990s, the area was a quiet vacation destination popular with travelers from the Southeast. Then, around the 1990s, local officials began promoting Panama City Beach as a spring-break destination to help sustain businesses in the offseason, according to Dan Rowe, former CEO of the marketing organization Visit Panama City Beach.

Hundreds of thousands of college students started descending on the shoreline every year from March through early April, and the popular Club La Vela became MTV's spring-break headquarters. The network visited until around 2009 to film spring-break parties and concerts featuring artists like the Spice Girls. During this era, the area's spring-break parties also served as a filming location for Girls Gone Wild, the now-defunct adult-entertainment company. Crowds typically clustered on the eastern half of Panama City Beach's shoreline, flooding the bars and restaurants along Front Beach Road. Mack Carter, owner of Shuckums Oyster Pub, recalls his restaurant getting so crowded that patrons held tailgate parties in his back parking lot while waiting for a table. Even after the MTV cameras left, the massive crowds remained. "They were getting a little more unruly," said Josh Wakstein, a lifelong resident and chairman of the Panama City Beach planning board.

After a highly publicized shooting and sexual assault in 2015, local officials passed several ordinances to curb spring-break crowds, including a ban on the possession and consumption of alcohol on the beach during the month of March. Virtually overnight, the college-party culture began to recede, said Panama City Beach Vice Mayor Michael Jarman. In 2018, damage from Hurricane Michael closed Club La Vela and its neighbor, the Spinnaker Beach Club.

Today, spring breakers still visit and trouble sometimes brews, but the crowds of college kids are significantly smaller than during the MTV heyday, according to Jarman. To curb high-school spring breakers, an 8 p.m. curfew for unaccompanied minors was enacted in 2023, Jarman said.

The spring-break scene is about "one-fourth of what it used to be," said Zlatan Durmic, 36, vice president of a roofing company, who recalled visiting the region in the early 2000s. In February of 2025, he and his wife, Jenny Durmic, paid \$1.55 million for a newly built home in Panama City Beach to use as an investment property. If the area were still a massive spring-break hub, he said, "it wouldn't have been on my radar."

For years, local officials worked behind the scenes to shift the economy away from its reliance on spring break, according to Rowe. In an attempt to offset the loss of March revenue, the city introduced year-round events like the New Year's Eve Beach Ball and the U2washed gardens party. This effort was bolstered by the 2008 opening of Pier Park—an open-air entertainment, shopping and dining complex—and the launch of commercial flights at the nearby Northwest Florida Beaches International Airport in 2010.

Then came the pandemic. When people from all over the country began flocking to Panhandle beaches, "there was a shift in clientele," said Panama City Beach home builder Adam Reid, founder of Salt Luxury Builds. Historically, Panama City Beach architecture favored small, cinder-block homes, according to longtime local Sharon Judah. But in the late 2000s, developers pivoted to larger homes with low-cost finishes intended for heavy usage by young renters, said Reid. Now, preferences are changing again, and the area's new buyers and renters are seeking the pricier amenities like large pools, outdoor living spaces and high-end finishes.

In 2021, Reid completed a home in the Riviera Beach neighborhood, expecting it to sell for \$400,000. Instead, it closed for nearly \$500,000. Serving a shift, he purchased a nearby lot for \$180,000, built a larger home, and sold it for \$975,000. He continues to step up the quality of his builds, incorporating high-end features such as exotic quartzite and travertine. Last year, he sold five homes ranging from \$1.35 million to \$1.7 million, and currently has five new-construction projects under way.

The Panama City Beach rebrand effort is paying off. In 2025, the area's home sales were up 10% from 2024, according to Duran. In January 2025, Panama City Beach had 36 months of single-family luxury inventory, defined as homes priced at or over \$1 million. By January 2026, that figure rose to 30.3 months.

Still, homes continue to trade at high prices for the area. Last month, a five-bedroom home in Carillon Beach sold for \$5.2 million, making among Panama City Beach's top 20 most expensive sales, according to Duran.

THE WALL STREET JOURNAL.

March 30, 2026 Issue
CIRC: 474,729

Allison and Ryan Cregger

on the porch of their vacation home in Carillon Beach. The couple bought the six-bedroom home in 2025 for \$2.75 million. They rent out the house when they're not using it.

MANSION

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Friday, March 20, 2026 | **M6**

HOMES | MARKETS | PEOPLE | REDOS | SALES

Panama City Beach

Continued from page M1

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Today, spring breakers still visit and trouble sometimes brews, but the crowds of college kids are significantly smaller than during the MTV heyday, according to Jarman. To curb high-school spring breakers, an 8 p.m. curfew for unaccompanied minors was enacted in 2023, Jarman said.

The spring-break scene is about "one-fourth of what it used to be," said Zlatan Durmic, 36, vice president of a roofing company, who recalled visiting the region in the early 2000s. In February of 2025, he and his wife, Jenny Durmic, paid \$1.55 million for a newly built home in Panama City Beach to use as an investment property. If the area were still a massive spring-break hub, he said, "it wouldn't have been on my radar."

For years, local officials worked behind the scenes to shift the economy away from its reliance on spring break, according to Rowe. In an attempt to offset the loss of March revenue, the city introduced year-round events like the New Year's Eve Beach Ball and the U2washed gardens party. This effort was bolstered by the 2008 opening of Pier Park—an open-air entertainment, shopping and dining complex—and the launch of commercial flights at the nearby Northwest Florida Beaches International Airport in 2010.

Then came the pandemic. When people from all over the country began flocking to Panhandle beaches, "there was a shift in clientele," said Panama City Beach home builder Adam Reid, founder of Salt Luxury Builds. Historically, Panama City Beach architecture favored small, cinder-block homes, according to longtime local Sharon Judah. But in the late 2000s, developers pivoted to larger homes with low-cost finishes intended for heavy usage by young renters, said Reid. Now, preferences are changing again, and the area's new buyers and renters are seeking the pricier amenities like large pools, outdoor living spaces and high-end finishes.

In 2021, Reid completed a home in the Riviera Beach neighborhood, expecting it to sell for \$400,000. Instead, it closed for nearly \$500,000. Serving a shift, he purchased a nearby lot for \$180,000, built a larger home, and sold it for \$975,000. He continues to step up the quality of his builds, incorporating high-end features such as exotic quartzite and travertine. Last year, he sold five homes ranging from \$1.35 million to \$1.7 million, and currently has five new-construction projects under way.

The Panama City Beach rebrand effort is paying off. In 2025, the area's home sales were up 10% from 2024, according to Duran. In January 2025, Panama City Beach had 36 months of single-family luxury inventory, defined as homes priced at or over \$1 million. By January 2026, that figure rose to 30.3 months.

Still, homes continue to trade at high prices for the area. Last month, a five-bedroom home in Carillon Beach sold for \$5.2 million, making among Panama City Beach's top 20 most expensive sales, according to Duran.



2025/2026 COVERAGE SAMPLING

Southern Living

March 12, 2026
UVM: 18,174,865

The South's Most Legendary Restaurants Have Outlasted Trends—And Still Set The Standard

Captain Anderson's



[Panama City Beach, Florida](#)

If you wanted to get any closer to Florida seafood than Captain Anderson's, you'd have to climb aboard a boat. That's because this Panama City Beach institution, which has been around since 1967, is famous for serving up more local catches than anyone else in the state. Drop in for an early dinner, and you can watch fishermen unload their stock directly from their vessels. Captain Anderson's has been doing things this way since brothers Jimmy and Johnny Patronis established the restaurant nearly six decades ago, quickly building their reputation for good eats. The dining room is proof of their popularity, as it has expanded over time to hold 725 seats. The Patronis family continues to operate the business, and it's not uncommon for them to swing by and make sure your meal is going just right.

<https://tinyurl.com/mzdra9ua>

Southern Living **yahoo!/life**

March 10, 2026
UVM: 57,662,874

How To Shuck An Oyster, According To The South's Real Pros

In the South, [oyster](#) shucking is something rarely learned from a manual. It's picked up dockside, behind [raw bars](#), or at a backyard gathering where someone hands you a knife and says, "Here, try this one." Still, there is a right way to do it; one that keeps your precious oysters (and digits) intact.

Here's how Southern oyster farmers, chefs, and raw-bar pros actually shuck oysters, step by step, without overcomplicating the ritual.

What To Know Before You Start

"Keeping oysters cold is my biggest priority," says Honor Allen, an internationally acclaimed oyster shucker from Panama City Beach. "You don't want them warming up during the shucking process." Allen started shucking at age 12, and quickly fell in love with the oyster bar environment - its people, pace, and sense of place.

Fresh oysters should be stored cold and dry, ideally packed in ice with the cup side down so they retain their natural liquor. Before shucking, give each oyster a quick scrub under cold water to remove any sand and debris.

A good oyster should feel heavy for its size and tightly closed. If it smells off or won't close when tapped, it doesn't make the cut.

4. Release The Oyster From The Bottom Shell

Run the knife gently underneath the oyster to free it from the bottom shell, being careful not to spill the liquor. This briny liquid within the shell is part of the experience and a sign of true freshness. If the oyster tears slightly, don't panic; flavor matters much more than perfection.

"Everyone shucks a little differently—knife choice, gloves, rags, overall approach," Allen says. "What matters is finding what feels natural and controlled."

<https://tinyurl.com/yckevvyz>

Southern Living

April 9, 2026
UVM: 18,174,865

6 Of The Most Beautiful White Sand Beaches In Florida

[Panama City Beach](#)



Credit: Courtesy of Visit Panama City Beach

With 27 miles of beaches along Florida's Panhandle, you're sure to find just the right one for you in Panama City Beach. This stretch of coastline is broken into seemingly endless public beach access points, and you could easily spend weeks or even months exploring each to find your favorite.

If you're looking for a private island experience, hitch a ride aboard the Shell Island Shuttle. The uninhabited seven-mile-long barrier island is just three-quarters of a mile at its widest, so there's plenty of space to stake your claim for the day. As its name implies, the island is terrific for its shelling; keep an eye out for sand dollars, periwinkles, conch shells, pin shells, whelk, and olive shells.

<https://tinyurl.com/4vvi9ktz>

2025/2026 COVERAGE SAMPLING



TimeOut

April 23, 2026
UVM: 10,798,968

These are the top 10 domestic destinations for U.S. travel this summer

If your group chat has already turned into a chaotic mix of flight screenshots and “should we just do a beach?” messages, new data from Tripadvisor might help you all make some firm decisions before you default to just visiting family.

The company’s [Summer Travel Index](#)—based on searches made between February and April for trips taking place June through August—offers a snapshot of where Americans actually want to go right now. And for 2026, the answer is pretty straightforward: beaches, bright lights and big, easy hits.

The biggest trend seems to be the complete domination of beach destinations, particularly along the East Coast and across Florida. Places like Key West, Clearwater and Panama City Beach highlight a clear preference among domestic travelers for warm water, soft sand and low-effort itineraries. Even Ocean City brings that same boardwalk energy, just a little further north.

Taken together, the ranking paints a clear picture of summer 2026: Travelers aren’t necessarily looking to go off the grid. This year is all about choosing destinations that feel familiar, fun and easy to say yes to, whether that means a frozen drink by the ocean or a packed weekend in a city that never really slows down.

Here are the top 10 domestic destinations Americans are eyeing for summer 2026:

1. Myrtle Beach
2. New York City
3. Chicago
4. Las Vegas
5. Ocean City
6. Key West
7. Panama City Beach
8. Seattle
9. Clearwater
10. Nashville

TRAVEL+
LEISURE

May 5, 2026
UVM: 14,559,630

I’ve Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacation Destinations in the State

01 | Panama City Beach



I landed in [Panama City Beach](#) (PCB) a little more than 17 years ago and always count myself lucky to call this place home. With 300-plus days of sunshine each year, it’s known to have some of the world’s most beautiful beaches, including some affordable spots. And thanks to 100 beach access points, it’s easy to spend a day paddleboarding the gentle waves or building sandcastles.

Shell Island, the seven-mile barrier island just off St. Andrews State Park on the east end of PCB, provides a private oasis where you can collect moon snails, periwinkles, and olive shells. My family scuba dives and we spend our time underwater exploring the coral-encrusted shipwrecks and looking out for large sea turtles and schools of angelfish. If you prefer to stay on land, inexpensive mini-golf courses dot the beach. Locals like me know to beeline for the food trailer [Finns Island Style Grub](#), which serves excellent fish tacos.

DISCOVERIES

Hello Sunshine

This family-friendly Florida beach town hits all the marks. By Carrie Honaker

U.S. Navy in 1964. Scuba enthusiasts can also explore more than 50 artificial reef sites on the ocean floor with [Panama City Dive Center](#), while those who prefer an aerial view can book a tour with [Panhandle Helicopter](#).

SLEEK STAYS
The waterfront villas, two-acre heated pool, and lazy river at [Margaretville Beach Cottage Resort](#) (doubles from \$300) create a relaxed home base. For longer visits, the condos at [Sterling Breeze](#) (doubles from \$300) have full kitchens and sunset-ready balconies with grills. [Splash Resort](#) (doubles from \$399) is great for families, with spacious units and kid-friendly perks like an indoor water park and a “dive-in” movie theater where guests can enjoy poolside movies.

BEACH BITES
Start the day with an iced vanilla-honey-cinnamon latte and banana ampanadas at [Panama City Coffee Co.](#), or pick up doughnuts and kolaches at [Thomas Donut & Snack Shop](#), an essential beach stop since 1973. For lunch, get fish tacos and burritos from [Finns Island Style Grub](#) (entrées \$6–\$15) or shrimp and grits, gumbo, and po’ boy at [Dat Cajun Place Cafe](#) (entrées \$26–\$45). For an upscale meal, the [Grand Martin](#) (entrées \$26–\$45) offers ocean views with seafood-forward dishes like grouper piccata and sautéed snapper.

WITH 320 DAYS of sunshine a year, Panama City Beach, or PCB for short, is a classic getaway. It’s also one of Florida’s most accessibility-minded beach destinations—last year, its “Fun For All” initiative added beach ramps, mobility mats, and barrier-free marine experiences, making it ideal for multigenerational trips. And with a new nonstop service from New York City, it’s easier to reach than ever. Here’s how to explore this Gulf Coast oasis.

SUNNY DAYS
PCB’s crown jewel is its 27-mile-long stretch of sand with more than 100 access points, offering ample opportunities for jet skiing, fishing, or just sunbathing. Active travelers can hike, kayak, or bird-watch at [St. Andrews State Park](#) and [Camp Helen State Park](#); the latter is also home to a rare coastal dune lake.

EXPLORER’S PARADISE
The [Man in the Sea Museum](#) has interactive exhibits about the area’s military diving history, as well as treasures recovered from shipwrecks dating back as far as 1500. One of the marquee attractions is Sealab I, the first underwater military habitat, designed by the

GLORIOUS FROM TOP LEFT: Houses in Panama City Beach, Florida; fish tacos at Finns Island Grub; sailing around PCB’s Gulf Coast.

44 TRAVEL+LEISURE | FEBRUARY 2026

2025/2026 COVERAGE SAMPLING



AFAR

January 13, 2026
UVM: 633,170

The 11 Best Beaches in Florida, From Cityside Shores to Uninhabited Islands



Panama City Beach

Panama City Beach is one of the finest in northwest Florida if you're looking for sugar-fine sand meets crystal-clear water. Ride the [Shell Island Shuttle](#), a pontoon-style passenger ferry that makes regular daytime trips, just offshore to reach an undeveloped seven-mile-long barrier island where you can play castaway, stroll the beach, snorkeling, or counting dolphins cruising past.

Consider a yacht charter aboard the [Bella Vita](#) to go fishing or for an overnight boating excursion. Or bask on Panama City Beach's mainland beaches in [St. Andrews State Park](#), where you can snorkel in the shallows or stroll 1.5 miles of totally undeveloped, chalk-white sand lapped by waters the loveliest shades of emerald.

Stay the night

- **Book now:** [Sunset Luxury Properties](#)

There aren't any true luxury beach resorts in Panama City Beach, and that's part of its charm. Instead, splurge on a gulf-front vacation rental from [Sunset Luxury Properties](#), with a private pool overlooking your own stretch of sand.

Parade

December 31, 2025
UVM: 20,580,289

Pickles, Potatoes and a Muskrat?! The Top 10 Weirdest New Year's Eve Celebrations in the U.S.

The weirdest and wackiest ways these towns in the U.S. celebrate midnight.

2. NYE Beach Ball Drop



When you want to hang out at the beach of [Panama City, Florida](#), it's most appropriate to experience a beach ball drop on New Year's Eve. The night includes two separate drops. The first is at 8 p.m. and caters to kids and those who don't like to stay up late. Instead of just one ball being dropped, 15,000 inflated beach balls will be drifting down from the sky. Then, at midnight, a large 10-foot-diameter ball will be dropped from Panama City Beach's Tower.

MEN'S JOURNAL

December 13, 2025
UVM: 5,098,114

Ironic 'Black Pearl' Ship From 'Pirates of the Caribbean' Gets a New Home

The legendary Black Pearl from the Johnny Depp franchise is becoming a tourist attraction.

Fans of the *Pirates of the Caribbean* franchise are quite familiar with the Black Pearl, the legendary ship "of the seven seas."

[According to a fan page](#), devoted to the franchise, the Black Pearl "was originally a merchant vessel called 'The Wicked Wench' before being raised from the depths as a pirate vessel and renamed the Black Pearl. With sails as dark as a moonless night, and a hull painted to match, the Black Pearl was every inch a pirate ship, built for action." [According to MyPandhandle.com](#), the Black Pearl was "built as a prop for *Pirates of the Caribbean: Dead Man's Chest*."

Now, the actual Hollywood ship has been moved to new depths. [It now lies](#) "Six nautical miles southwest of St. Andrews Pass."

The Black Pearl Will Be Part of a 'Diving Site' Open to the Public, Reports Say

[According to WJHG-TV](#), "the famous Black Pearl from the film series *Pirates of the Caribbean*, starring Johnny Depp, became an artificial reef in Bay County" this winter. The "97-foot steel pirate ship became Panama City Beach's newest Davie Jones' locker treasure."

The television station explained that the ship "was towed from Orange Beach, Alabama, and made its final descent about an hour southwest of St. Andrews Pass."

"This was designated for a movie prop, so it did not have a lot of the grease buildup, the engine, the fuel, everything that is required to remove for artificial reefs. So this was a prime artificial reef vessel," said Erin Graham, artificial reef coordinator at Visit Panama City Beach, to the television station.

- According to [WJHG-TV](#), "the ship is now on the seafloor at approximately 75 feet deep."
- What's the purpose? "The diving site will open to the public starting November 21st for scuba diving, fishing, and other activities," the television station reported.

PRESS TRIPS



Lia Picard

- Freelance: *Condé Nast Traveler*, *Travel + Leisure*, *Garden & Gun*, *HuffPost*, *The Atlanta Journal-Constitution*, *The Local Palate*
- Visited July 25-28 with her 7-year-old daughter, exploring the dining scene and outdoor activities together.



Robert Annis

- Freelance: *Inside Hook*, *Outside Magazine*, *Midwest Living*, *Garden & Gun*, *National Geographic Traveler*
- Visited April 25-27 by RV, staying at Raccoon River, fishing with Shallow Water Expeditions and visiting Conservation Park.



Brian Cicioni

- Freelance: *TimeOut*, *National geographic Traveler*, *The Extra Mile (AAA)*, *InsideHook*, *USA TODAY 10Best*, *Fodor's Travel*
- Visited Dec. 30-Jan. 2, using the new direct NYC route and attending the Beach Ball Drop.

TARGET MEDIA



Karon Warren

- Freelance: *Modern South, Newsday, AAA Northeast, The Atlanta Journal-Constitution*
- Visited Aug. 17-21 for the first time in 15 years to pursue a 90th anniversary angle. Accompanied by her 17-year-old son.



Nick Dauk

- Freelance: *AFAR, Condé Nast Traveler, AARP, The Atlanta Journal-Constitution*
- Story angle: St. Andrew State Park feature, including glamping experience and potential shoulder season/drive market appeal.



Nneya Richards

- Freelance: *Travel + Leisure, National Geographic Traveler, Business Insider, Tripadvisor, Forbes*
- Story angle: Slow travel, highlighting the destination's food, culture, arts and outdoor experiences.

INFLUENCER TRIPS

2025-2026 INFLUENCER VISITS

- Jin Kim - @hughtriplets
 - Instagram Followers: 618K
- The Harvey Family – @homeoftheharveys
 - Instagram Followers: 157K
 - TikTok Followers: 114.6K
- Makayla Noble – @makaylamnoble
 - Instagram Followers: 271K
 - TikTok Followers: 490.9K

2025-2026 INFLUENCER REPORT

- Estimated Earned Media Value: \$69,703.18
- Total Impressions: 1,055,066
- Total # of Posts: 96

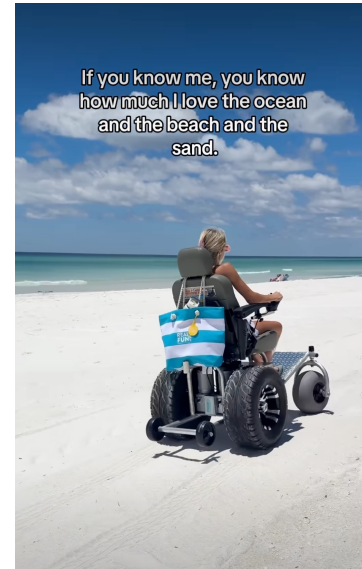
@hughtriplets



@hughtriplets



@homeoftheharveys



@makaylamnoble



@makaylamnoble



@homeoftheharveys

FUN. FOR. ALL. 2.0

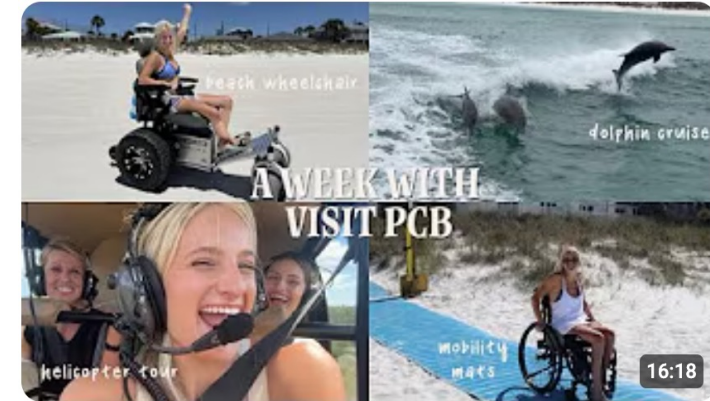


Elevate the Fun. For. All. initiative through an ambassador program that generates authentic storytelling, refreshes destination assets and strengthens Panama City Beach's position as a leader in accessible travel, resonating with travelers with disabilities, caregivers and families.

CREATIVE THEME: Fun For All Ambassador Program

- Strengthen PCB's Wheel the World partnership by identifying an official accessibility spokesperson to provide authentic, year-round storytelling.
- Expand the program to produce long-form video, social content and professional photoshoots that generate evergreen assets for PR, digital and social channels.
- Leverage testimonials and authentic UGC across Visit PCB's website and accessibility marketing initiatives.
- Gather feedback on lived experiences to inform future accessibility enhancements, events and visitor offerings.

Makayla Noble X Visit Panama City Beach



The future of Accessible Beaches



INITIATIVES

2026-2027



INCREASE MEDIA VISITS

LEVERAGE SEASONAL APPEAL TO HOST MEDIA AND INFLUENCERS THROUGHOUT THE YEAR

- Continue hosting around marquee events including Pirates of the High Seas & Renaissance Fest, Beach Home for the Holidays, Beach Ball Drop, Mardi Gras, UNwineD, Snapper Season, Spring Travel and Summer Vacation.
- Prioritize media from key drive markets and nonstop destinations.

CREATIVE TACTIC: "One More Trip"

- Turn overlooked travel moments into headline-worthy reasons to visit, from one last family beach trip before school starts to Thanksgiving celebrations, waterfront glamping and nontraditional holiday getaways.
- Build customized media itineraries around timely travel trends, including beach readaways, digital detoxes and affordable shoulder-season escapes.



100 SIGNS. 100 STORIES



On the heels of PCB's 90th anniversary, position the boardwalk replacement project as a celebration of nostalgia, community storytelling and destination reinvestment, transforming an infrastructure improvement into a campaign that visitors and media want to participate in.

CREATIVE TACTIC: A (Board)Walk Down Memory Lane

- Pitch family travel, nostalgia, Americana and lifestyle media around multi-generational traditions, recreating decades-old vacation photos at the boardwalks that become part of a digital archive and storytelling campaign.
- Stagger moments throughout the installation (artist reveal, sign auction, milestone installations, community memory campaign) to generate multiple waves of earned coverage.
- Integrate earned media into the broader 100 Stories initiative, supporting the significant social media rollout and amplifying stories.



BEACH READS & BREAKFAST

Capitalize on Vrbo naming PCB a top “Beach Readaways” destination for summer 2026, positioning PCB as one of America’s best destinations to unplug by highlighting its natural beauty, beachy coffee shops and diners known for Southern hospitality.



beachreadsandbubbly

Beach Reads & Bubbly

616 posts 245K followers 779 following

Katie 🍷 your book BFF
📍 Chicago
Buzzed on Books 📖🍷
linktr.ee/BeachReadsandBubbly



CREATIVE THEME: "Your First Stop Before the Sand."

- Launch a Coffee Trail featuring the best breakfast diners and coffee shops, complemented by merch and Little Free Libraries at select beach access points and cafés.
- Monthly "Book & Brew" Series: Partner with local cafés like Sweet Brownettes and Panama City Coffee to offer featured lattes inspired by a popular book or genre.
- Invite top BookTok and Bookstagram creators to produce earned and owned content.
- Develop editorial identities for interviews about the personalities behind each local spot.



FOR THE LOVE OF

Strengthen community trust by celebrating tourism's positive impact and providing a trusted source for destination information.

CREATIVE THEME: "For the Love of PCB"

- Shape messaging and educational content around tourism initiatives and community investment.
- Generate local earned media highlighting destination wins, accolades, advocates and community impact.
- Support ambassador storytelling to amplify local narratives.



Tripadvisor
Travelers' Choice™



Southern Living

COASTAL STEWARDSHIP



SCUBA
DIVING

February 27, 2026
UVM: 98,209

Position Panama City Beach as a national leader in marine conservation by highlighting the destination's innovative artificial reef program and year-round commitment to coastal stewardship.

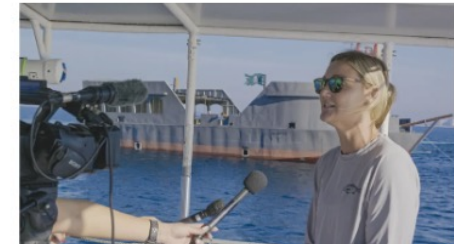
CREATIVE THEME: "Beneath the Surface"

- Position Coastal Resources Manager Erin Graham as a national thought leader on artificial reefs, marine conservation and sustainable destination stewardship.
- Leverage reef deployments, new dive sites and conservation milestones to generate year-round earned media beyond traditional travel coverage.
- Showcase how visitor experiences, from diving and fishing to snorkeling and wildlife encounters, directly support and benefit from Panama City Beach's long-term investment in healthy marine ecosystems.

Pirates of the Caribbean's 'Black Pearl' Now Open to Divers

Divers looking to channel their inner Captain Jack Sparrow can now explore the famed *Black Pearl* off Florida's Emerald Coast. The 97-foot steel-hulled vessel was built as a prop for the film *Pirates of the Caribbean: Dead Man's Chest* and was recently sunk as part of Panama City Beach's artificial reef program. It sits in 75 feet of seawater on a flat, sandy bottom, providing critical habitat for marine organisms.

"By placing these artificial reefs out there, we are creating that habitat that was not there to begin with," Erin Council Graham, Artificial Reef Coordinator and Coastal Resources Manager at Visit Panama City Beach, says in a press release. "Because the boat was destined to be a movie prop, a lot of the typical things that we would have to remove, the boat didn't have to begin with, and it became a perfect artificial reef."



Welding students from Panama City's Tom P. Haney Technical College crafted several embellishments to give divers the full pirate experience. See the Jolly Roger fly, take helm at the captain's wheel, find a treasure chest full of booty, walk the plank—or simply fin around and discover what sea life has made this artificial reef home.

"Expanding our artificial reef program supports sustainable fisheries while creating incredible new places for divers and anglers to explore," Jayna Leach, Senior Vice President and CMO of Visit Panama City Beach, says in the release.

[Florida's Emerald Coast](#), which stretches 100 miles from Panama City to Pensacola, is dotted with dozens of spectacular dive sites, many of which are purpose-sunk wrecks such as the *Black Pearl*. Other local highlights include the 911-foot-long *USS Oriskany*, the *USS Strength* World War II minesweeper, and the Underwater Museum of Art, a permanent sculpture exhibit off the coast of Grayton Beach State Park.

COASTAL STEWARDSHIP

Turn marine conservation into a family adventure, inspiring the next generation to explore and appreciate PCB's underwater world.

CREATIVE THEME: "Treasure the Gulf"

- Send family, parenting and travel media a treasure chest-inspired summer mailer that brings PCB's marine ecosystem to life through screen-free exploration.
- Fill each chest with a QR code to the underwater camera, marine life identification cards, a map of PCB's artificial reefs and sunken "treasures," a Junior Aquanaut Challenge, conservation activities, reef scavenger hunt and gold coins.
- Encourage families to continue the adventure by snorkeling, diving, the Man in the Sea Museum, Dolly Parton's Pirates Voyage Dinner & Show and the annual Pirates of the High Seas & Renaissance Fest.



DESTINATION EVOLUTION

Showcase Panama City Beach's evolution into a vibrant year-round destination, where thoughtful investment and diversified experiences continue attracting new audiences while deepening relationships with longtime visitors and Winter Residents.

CREATIVE TACTIC: "The Next Chapter of PCB"

- Build on Wall Street Journal momentum by securing additional national business, travel and real estate coverage examining PCB's evolution.
- Spotlight new developments, attractions and accommodations—including Dolly Parton's forthcoming entertainment district expansion and the Frank Brown Park pickleball complex—as proof points of the destination's continued investment and diversification.
- Share stories from homeowners, developers and local leaders illustrating why a new generation is choosing Panama City Beach.

THE WALL STREET JOURNAL.

March 30, 2026 Issue
CIRC: 474,729

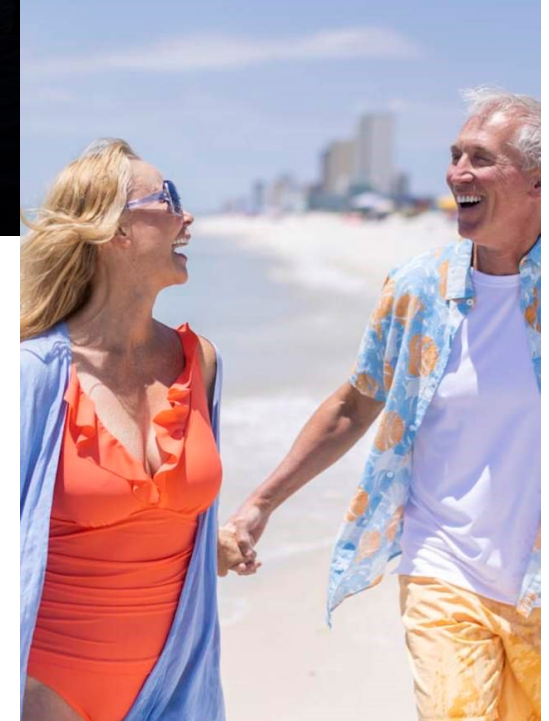


WINTER RESIDENTS

Celebrate Panama City Beach as a welcoming winter home by sharing the stories, traditions and sense of community that keep Winter Residents returning year after year.

CREATIVE THEME: "Meet Your Winter Neighbors"

- Leverage 2026 Winter Resident contest winners as ambassadors for earned media and destination storytelling.
- Pitch localized stories in each ambassador's hometown market, highlighting why they return to Panama City Beach every winter.
- Host media to experience through the eyes of a Winter Resident, showcasing the community, local businesses and lifestyle.



SPORTS TOURISM



Leverage Panama City Beach's year-round sports calendar to position the destination as where athletes and their families turn tournament weekends into memorable beach vacations.

CREATIVE THEME: "Beyond the Ballfields"

- Generate year-round earned media through seasonal sports milestones, marquee tournaments and economic impact stories
- Elevate the "play-cation" experience by spotlighting sports-friendly accommodations and community partners that enhance the visitor experience, including vacation rentals like The Park at PCB.
- Sports Mom MVP Sweepstakes: Celebrate the moms who make game day happen by encouraging families to nominate a sports mom (or share their own story) for a chance to win a season of support—think Publix gift cards, sports gear and local sports park experiences to help fuel the families cheering athletes on.



EXECUTIVE VISIBILITY & THOUGHT LEADERSHIP

LEVERAGE DEPARTMENT LEADS TO SECURE TRADE OPPORTUNITIES ACROSS KEY AREAS, INCLUDING:

- Special Events and Sports Tourism, Accessible Participation
- Tourism Development
- Destination Marketing
- Small Market Meetings
- Accessible Travel

meetings
PEOPLE + PLACES TODAY

May 2026 Issue
CIRC: 64,759

consider and potential pitfalls to avoid.

Kathy Sadler, project manager to Dean Elaine M. Wallace at Dr. Kiran C. Patel College of Osteopathic Medicine, Nova Southeastern University, has collaborated on a wide range of events in beach locations, including in Florida, Delaware, South Carolina, Aruba, Jamaica and Mexico.

"Beach events require a unique level of adaptability, everything from weather patterns and surface stability to guest comfort," Sadler said. "Beach events are never a solo event, as the coordination must include considerations such as permitting and local regulations, particularly coastal regulations; all weather contingencies; floating tenting; equipment stabilization and protection; guest experience, including accessibility for all guests, footwear and hydration; and vendor coordination in non-traditional environments and more-remote locations."

Beach as Photo Op

If a meeting agenda is just too packed for a full-on beach soiree, it would almost seem cruel to not incorporate an easily accessible beach for at least the bare minimum: a group shot on the sand, if only for a little liberating toe wiggling and FOMO for those who will see the shot but didn't attend.

Christina Thockey, finance and events manager for Top Rep Sales Training, produced a mid-February event at Embassy Suites by Hilton Myrtle Beach Oceanfront Resort that was crunched for time but still prioritized getting attendees corralled for the obligatory group shot on the sand.

"We always take a group photo after lunch the second day, and because there are so many [attendees], it's like corralling cattle," she said. "I was making nearly 300—almost 95% men—walk all the way out to the beach and I thought, these people are going to complain about sand in their shoes, or some of them have suits on. But everybody loved it! They were turning around to their own teams and taking their own group photos, and everybody was like, 'Wow, thank you so much for getting me out in the sunshine in the middle of the day,' because you're in a ballroom all day."

"We joked that the hotel staff was going to hate us for dragging in all that sand in our shoes on the way back!" Thockey said. ■

Myrtle Beach Embassy Suites meeting



How to Create an Inclusive Environment at Beach Events



Jayna Leach

Everyone loves an event on the soft sands of a beach, but this environment can pose significant challenges for those with mobility issues, such as wheelchair users or older attendees.

To make sure everyone in the meeting feels welcome, Visit Panama City Beach (VPCB) has made accessibility a central focus through its "Fun For All" initiative, which was designed to ensure visitors of all abilities can fully experience the destination.

With 27 miles of shoreline and more than 200 public beach access points, Panama City Beach has invested in infrastructure such as accessible boardwalks, ADA-compliant ramps and mobility mats that extend across the sand to the water's edge.

Beyond physical access, the destination focuses on highlighting accessible attractions, accommodations, dining and transportation, and has also earned recognition via the Wheel the World "Destination Verified" program, which evaluates and strengthens accessibility across local partners, ensuring a consistent and reliable experience.

The "Fun For All" initiative emphasizes thoughtful planning and continuous improvement, creating an environment where visitors don't have to search for accessible options—they're already built into the experience.

We checked in with Jayna Leach, senior vice president and CMO of Visit Panama City Beach, to see how the destination goes above and beyond to serve everyone who travels to the northwest Florida destination for a meeting.

Tyler Davidson: How does VPCB support accessibility on the ground, and how is this integrated into meetings or events?

Jayna Leach: Panama City Beach has made accessibility a core part of the on-the-ground experience through features like Mobi-Mats, accessible boardwalks, ADA beach access points and beach wheelchairs. These amenities allow individuals using wheelchairs or mobility aids to move with ease from parking areas across the sand and even down to the water. With more than 200 beach access points and newly developed, fully accessible boardwalks, accessibility is built into the physical infrastructure of the destination. As a beach destination, many events are held directly on the sand, from weddings and family reunions to beach bonfires and company retreats. In terms of meeting space, many of our venues are ADA compliant, offering accessible entrances, restrooms and layouts that support a wide range of needs. This allows planners to seamlessly pair beachfront experiences with indoor meetings or events, creating a cohesive and inclusive experience from start to finish.

What are the most important accessibility considerations planners should think about early on for beach events?

Early planning should focus on attendees' physical barriers and needs while in the destination. On a beach, that means prioritizing accessible entry points,

mobility equipment availability and proximity of parking, restrooms and drop-off areas.

Sand can be a barrier, ensuring a continuous path from arrival to the event space is essential.

Where is accessibility most often overlooked in beach event planning, and how does VPCB help address those gaps? Visit VPCB helps address these gaps by centralizing accessibility resources and information in one place through its "Fun For All" microsite. This hub provides planners with an overview of available infrastructure, services and accessible experiences, making it easier to identify needs early and plan accordingly. By putting everything in one accessible location, planners can proactively build more inclusive events without having to piece together information from multiple sources.



Pier Park, Panama City Beach, Florida

How do you work with planners to ensure accessibility is balanced with other logistical considerations like transportation, site setup and guest comfort?

We work closely with planners to identify locations that naturally support both accessibility and overall event flow, whether that's proximity to host properties, transportation routes or essential amenities. By aligning on these elements early, accessibility becomes part of the overall planning strategy rather than a separate consideration.

From what you've seen, what details make the biggest difference in creating a beach event experience that is both seamless and inclusive for all attendees?

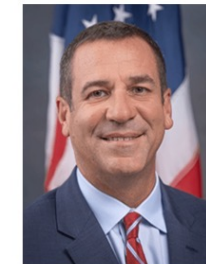
Simple, intentional details, like clear pathways across the sand and thoughtful layout, can make a big impact. A planner with inclusivity in mind ultimately creates a better experience for every attendee.

MeetingsToday.com 45

travelmarket
Voice of the Travel Advisor report

April 7, 2026
UVM: 72,516

Visit Panama City Beach Names New CEO



Griff Griffiths is taking over as president and CEO of Visit Panama City Beach, the official destination marketing organization for the city.

Griffiths, a third-generation Bay County resident and FSU graduate, has spent more than four decades in the hospitality industry. His resume includes operating a Panama City Beach-based hotel, serving on the Bay County Tourist Development Council, and serving as Bay County commissioner for District 5, an area that includes all of Panama City Beach.

He also serves in the Florida House of Representatives, first elected in 2022. He will serve out his term, which ends in 2026, while also working in the new role.

"Panama City Beach is my home; as a third-generation Bay County resident, I have a deep love for the community and am honored to join a talented team of people who truly love this destination and want to see it succeed," Griffiths said. "I look forward to advancing the important work this organization has been doing for decades."

Panama City Beach is located at the top of the Florida Panhandle, 47 miles east of Destin. According to the Bay County Chamber of Commerce, tourism supports more than 30,000 local jobs, making it the area's top industry. Visitor spending, which includes the significant drive-in market, generates over \$3 billion annually.

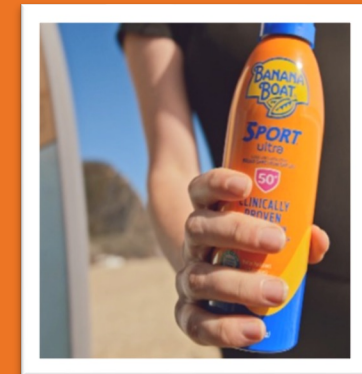


PARTNERSHIPS

Collaborate with like-minded lifestyle brands whose products naturally complement the destination experience, introducing PCB to new or niche audiences through authentic storytelling.

CREATIVE THEME: "Real.Fun.Beach Essentials"

- Host creators for a Brand FAM featuring gifted products that enhance the PCB experience.
- Host creators individually through customized itineraries for families, couples and friend groups which authentically integrate partner products into the visitor experience.
- Align brand partnerships with signature destination events and initiatives—from UNwineD to the new PCB Coffee Trial—to create timely, co-branded opportunities for exposure.



INDUSTRY AWARDS

HIGHLIGHT VISIT PANAMA CITY BEACH'S CREATIVE ACCOMPLISHMENTS IN DESTINATION MARKETING AND PROMOTION THROUGH INDUSTRY AWARD RECOGNITION

AWARD OPPORTUNITIES:

- ESTO
- Flagler
- HSMAI
- FFEA SUNsational
- Destinations International





MEDIA ACTIVATION

FY27 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.

- **Support New Initiatives**
- **Maintain Impact within Existing Initiatives**
- **Align media investment with audience behavior**
- **Flexible Buying**
- **Pulse Campaigns and Event Support**
- **Competitive Conquesting**
- **Optimize Campaigns**
- **Data-Driven Decisions**

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



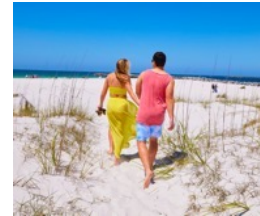
Prospecting first-time visitors and retargeting past visitors giving them another reason to visit to PCB, we align campaign timing, messaging, and targeting to reach core segments during their unique planning windows.



Summer Families



Young Families



Couples



Winter Residents



Teen Families



Long Weekend Families



Sports Families

FY27 MARKETS



- Continue to target state-level for Georgia, Alabama, Tennessee
- Move New Orleans to Seasonal (from Always On)
- Add Jacksonville to 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
Tampa
Orlando
Jacksonville
Dallas
Houston
Chicago
St. Louis
Louisville
Indianapolis

Seasonal

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

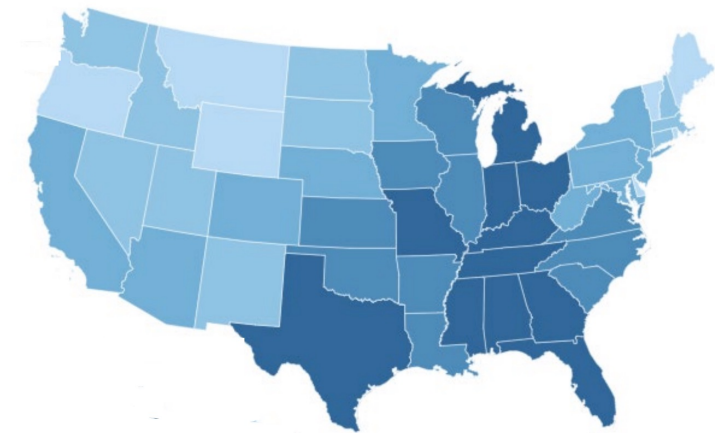
Baton Rouge
Cincinnati
Detroit
New York
Washington, DC (holiday)
Jackson, MS
Lexington, KY
New Orleans

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



FY27 INITIATIVES

Overview of all initiatives supported with paid media to promote visitation and awareness of the destination

- | | |
|-------------------------------------|----------------------------------|
| 1. MIY | 15. Direct Flights |
| 2. Competitive Conquesting | 16. Snapper Season |
| 3. Winter Residents | 17. Visitor's Guide Lead Gen |
| 4. UNwined | 18. PCB Perks |
| 5. Mardi Gras | 19. Double Red Flags |
| 6. Pirate's Fest & Renaissance Fest | 20. Beach Flag Safety |
| 7. Beach Home for the Holidays | 21. Tourism Scholarship Program |
| 8. Beach Ball Drop | 22. Weddings |
| 9. I am Thankful Boosted Posts | 23. Sales Department Support |
| 10. Christmas Travel/Gift of Here | 24. Sports Department Support |
| 11. 12 Stays of Xmas Boosted Posts | 25. Anti-Takeovers |
| 12. Valentine's Day | 26. Coastal Lifestyle *NEW |
| 13. Co-Op | 27. Sports Park Paid Social *NEW |
| 14. Mother's Day | 28. Real Fun Beach Store *NEW |
| | 29. For the Love of PCB *NEW |



PULSE & EVENTS



Pulse Campaigns

Thanksgiving

Holidays

Winter Residents

Mother's Day

Valentine's Day

PCB Perks

Snapper Season

Events

Pirate's Fest

Beach Home for the Holidays

Beach Ball Drop

Mardi Gras

UNwineD



PAID SOCIAL

PAID SOCIAL

PAID SOCIAL

PAID SOCIAL

FY27 PAID SOCIAL CAMPAIGNS



1. MIY (Meta/ Pinterest)

2. Page Likes

3. Visitor’s Guide

4. Event Carousels

5. Direct Flights

6. Coastal Lifestyle (underwater camera)

7. Real Fun Beach Store

8. Winter Residents

9. Competitive Conquesting

10. Pirate’s Fest

11. Beach Home for the Holidays

12. Boosted Thanksgiving Posts

13. Gift of Here

14. Boosted Christmas Posts

15. Beach Ball Drop

16. Weddings (Meta/Pinterest)
17. LinkedIn Sales Team Support

18. Mardi Gras

19. UNwineD

20. Valentine’s Day

21. Mother’s Day

22. Snapper Season

23. PCB Perks

24. Rising Tides Scholarship

25. Sports Park

26. For the Love of PCB

27. UK Retargeting

28. Boardwalk Sign Support

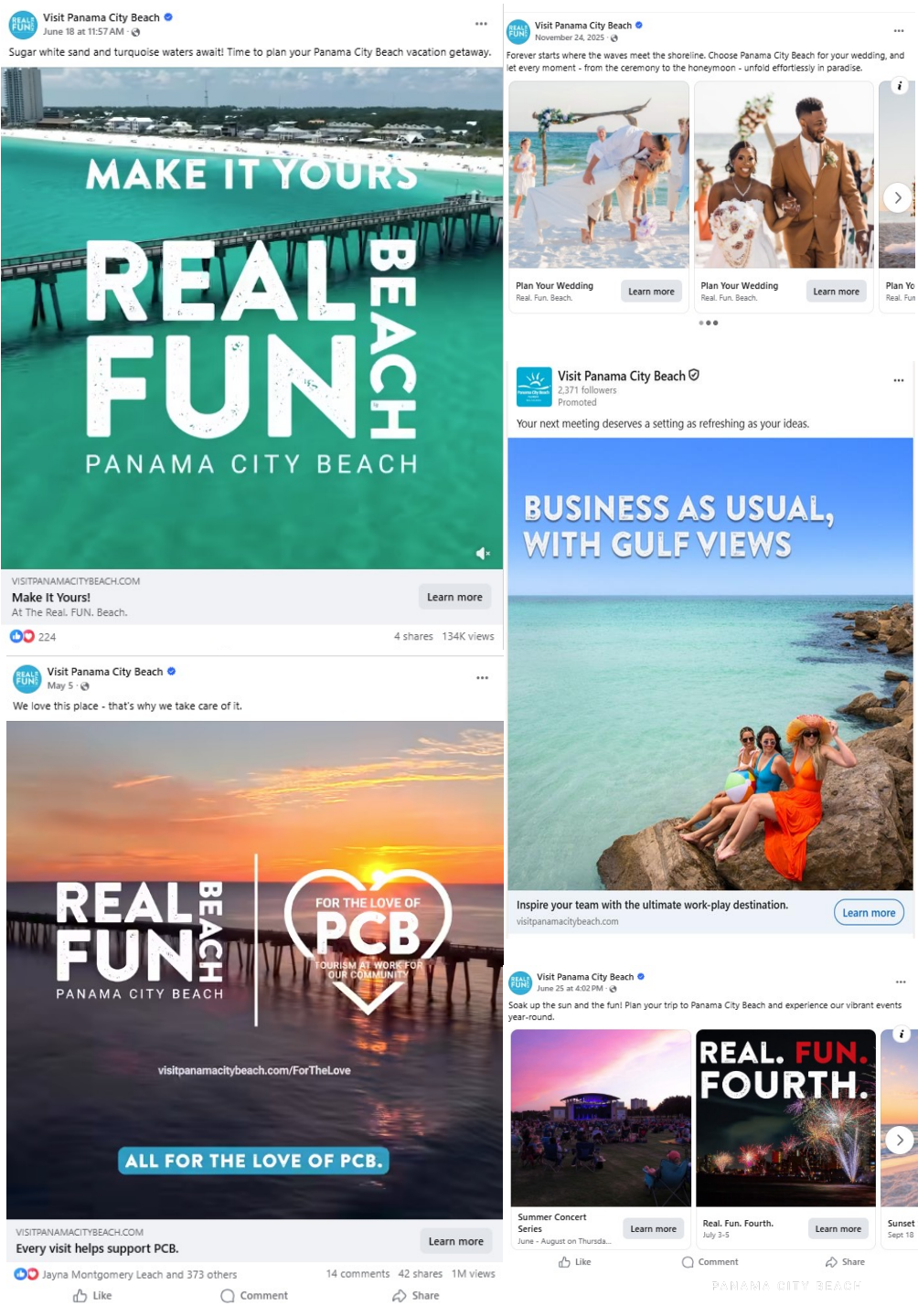
29. Beachside Views and Coffee Brews

30. Double Red Flags

31. Beach Safety Education

32. Anti-Takeover Teens

33. Anti-Takeover Parents of Teens



SPORTS PARK SUPPORT



Continue the momentum of what began in 2Q26 to support the Sports Park by building awareness to stakeholders and the importance it holds within the community

Three Unique Social Campaigns

1. General Publix Sports Park Traffic Campaign

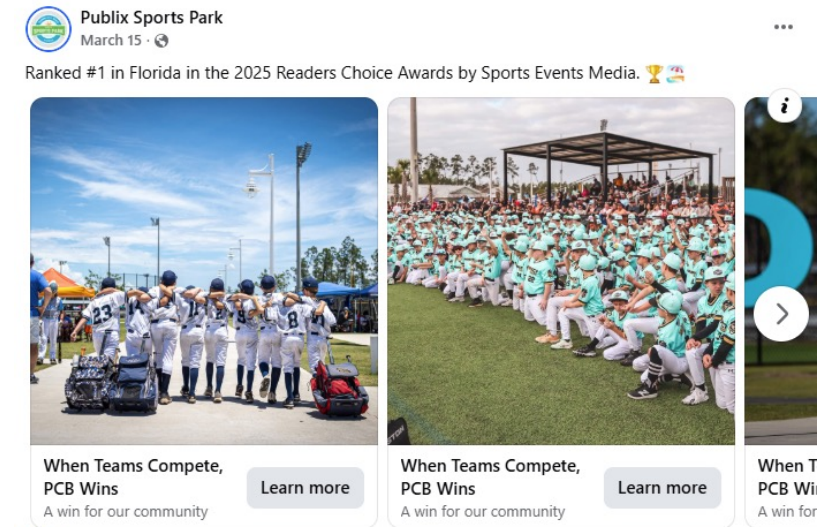
- Showcasing Events, Offerings at the Park, Atmosphere
- Attract rightsholders on our continued attractive events and fields

2. Local Community Traffic Campaign

- Showcasing the Local Economic Impact & Community Wins

3. Sports Park Likes Campaign

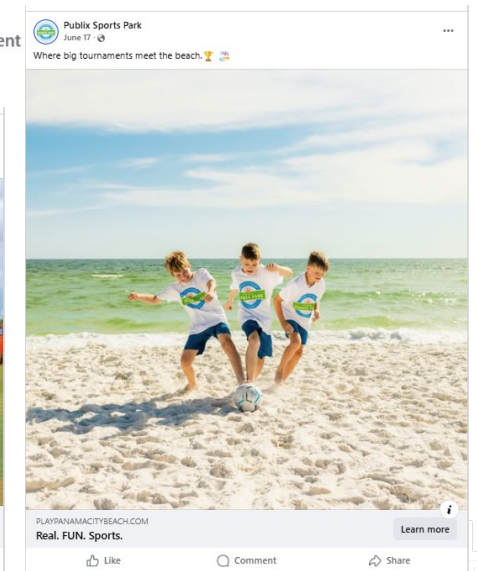
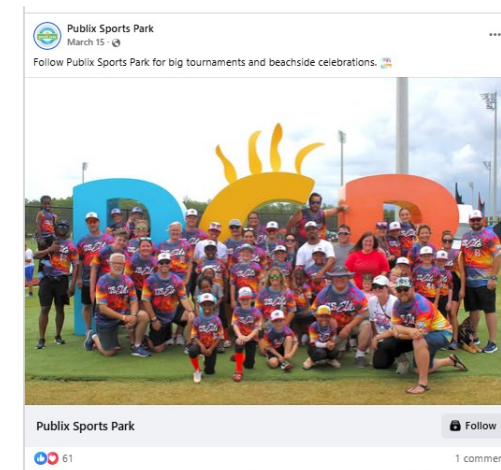
- Increase page viewership
- Intentionally grow followers and page likes by promoting content to new audiences



14

Like

Comment



FOR THE LOVE OF PCB



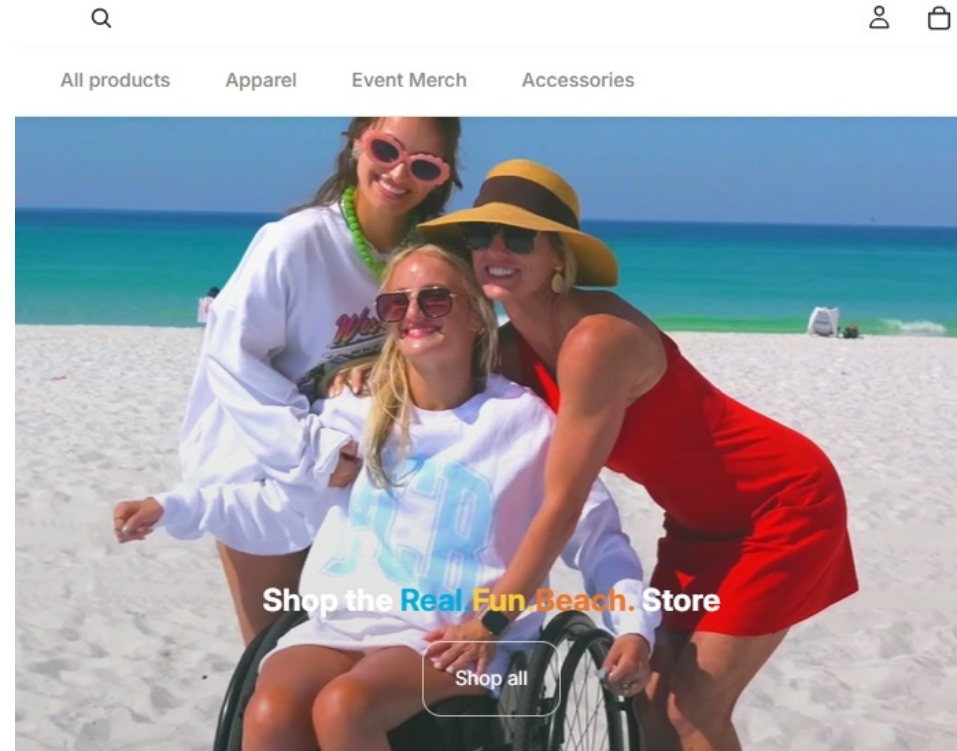
- Show the impact and value of tourism for the destination and how it benefits the community
- Community engagement
- Utilize local TV and paid social channels



REAL FUN BEACH STORE



- The Real Fun Beach Store Meta campaign will drive traffic to the Shopify page in hopes they make a purchase
- <https://panama-city-beach.myshopify.com/>



Featured products



PARTNERS

FY27 PARTNERS



YOUTUBE TV



- What is it? Linear TV/live cable content across all devices, in a streaming TV format
- Of all streaming services with LIVE TV, YouTube TV has the most reach and most subscribers
- MRI-Simmons Data for W25-54 beach travelers who live in AL, GA, TN over-index for reach and use:
 - 128 index as compared to national average
- Reach women during key times: colder months, awards shows, as they are planning for family spring/summer travel



VISIT FLORIDA CO-OP *FLORIDAYS*

- Support Visit Florida and leverage their 50% match offer
- Receive distribution across multiple channels: YouTube, Social Display, Disney+, Netflix, Peacock, and Prime Video
- Reach a high-intent national audience for 8 weeks when they are in planning cycle for spring and summer travel



NETFLIX

peacock



 **YouTube**



VISIT **FLORIDA**

LIVE MORE
FLORIDAYS



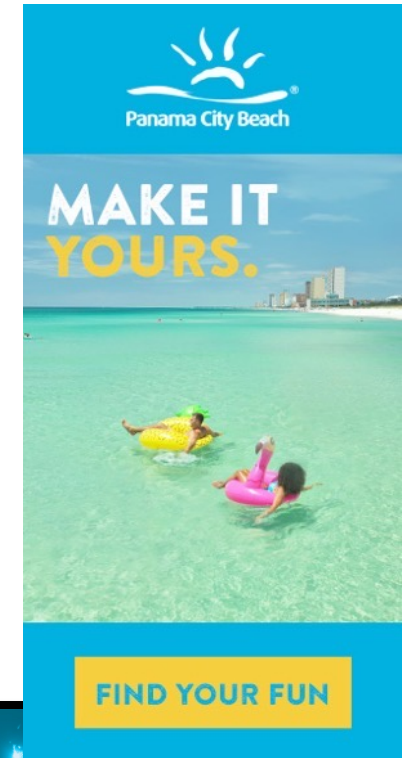
EPSILON: COMP CONQUESTING



- 2026 campaign drove 775 room nights according to Epsilon's Net Economic Impact Report
- 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
- Can incorporate those who have stayed at vacation rentals as well (not AirBnB)



Programmatic Display



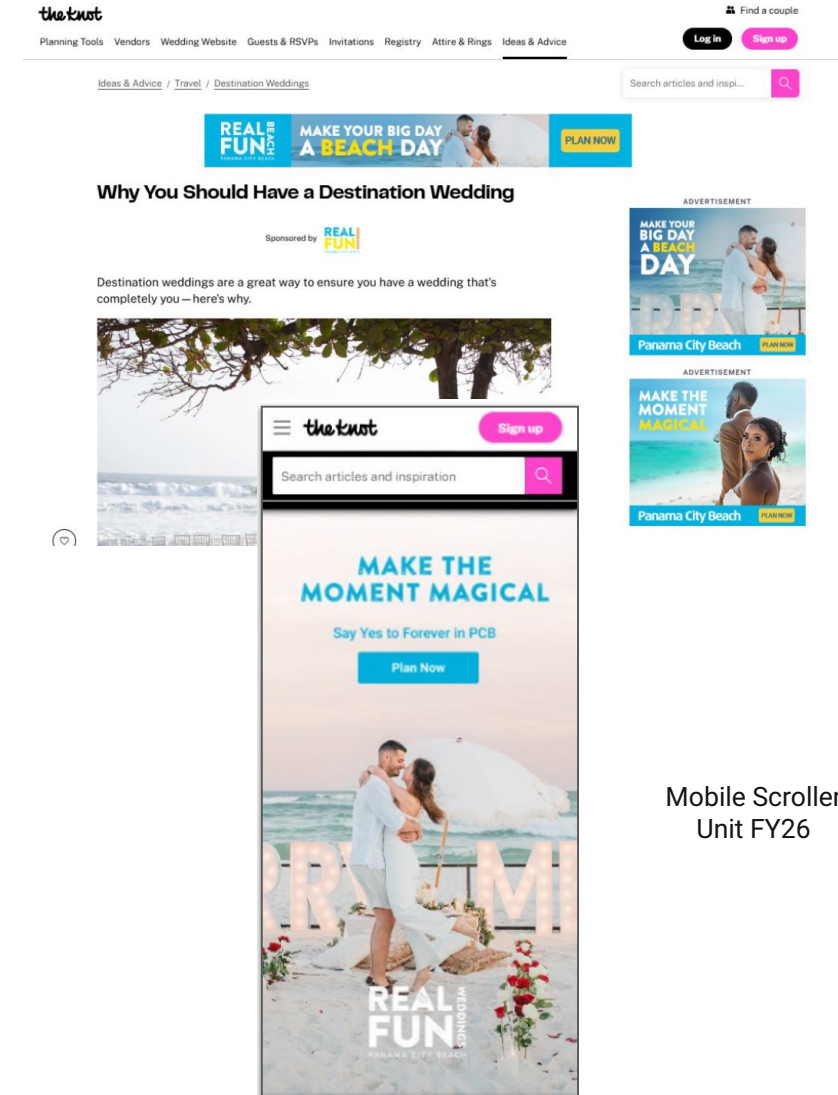
Programmatic Pre-Roll

THE KNOT

the knot



- This will be our fourth year partnering; continues to be the top wedding brand and drive strong CTR
- 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 custom high impact display ads

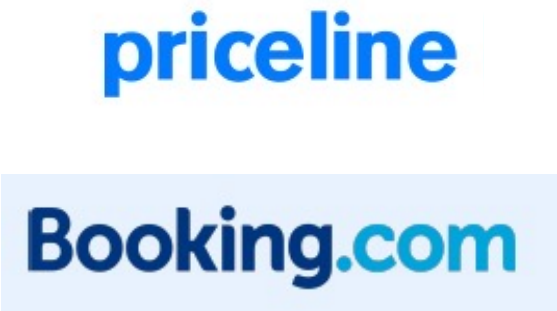


Editorial
Sponsorship
FY26

Mobile Scroller
Unit FY26

BOOKING PARTNERS

- In FY26, we utilized booking partners earlier in the year to help drive bookings earlier and maintain momentum through the summer season
- Key Data has shown strong visitation YoY to support the positive impact this had
- Based on strong results and bookings, we recommend continuing with **Priceline, Booking, Expedia, and VRBO** in FY27



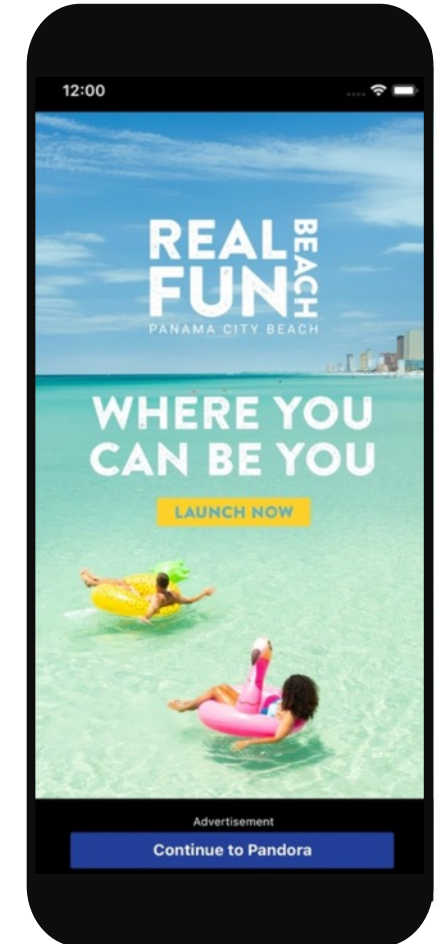
PARTNER	DATA PERIOD	ROOM NIGHTS	LODGING REVENUE GENERATED	TOTAL FY26 MEDIA SPEND
VRBO Canada	Oct-Dec 2025	1,067	\$202.9K	\$50K
Expedia	May-June 2026	16,328	\$5.3M	\$70K
VRBO	Feb/March, May/June 2026	84,954	\$34.3M	\$95K
Booking/Priceline	April-June 2026	55,931	\$12.9M	\$100K
TOTAL		158,280	\$52.7M	\$315,000

Note: does not reflect Expedia Co-Op & VRBO/Expedia/Priceline 3Q metrics. These are still in flight.

Note: data subject to change; as more time passes, more conversions are attributed to the media.

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

- 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** to drive brand engagement and brand loyalty, as users keep returning to the station and we reach new listeners every month
- We will continue with **Podcasting** to achieve broad awareness and reach an engaged audience



- Continue to sponsor the Panama City Beach Brand Channel and maintain 100% Share of Voice
- Tested search engine traffic drivers in FY26 and saw an average 5% click through rate
- Continue utilizing search engine traffic drivers to bring people to the PCB Brand page



It's easy to make it yours at PCB.
Where you can be you.

Plan now





Search

Plan with AI

Rewards

Discover

Review

USD

Sign in

Panama City Beach

Things to Do

Hotels

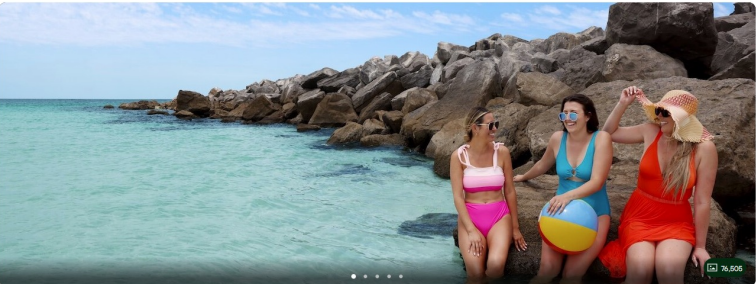
Restaurants

Cruises

Forums

United States > Florida (FL) > Florida Panhandle > Panama City Beach

Plan Your Trip to Panama City Beach: Best of Panama City Beach Tourism



Sponsored by Panama City Beach

76,606

Panama City Beach, Florida

Save

PCB Brand Channel

Display Traffic Driver to PCB Brand Channel

I'm a nutritionist, these are the five seasonal fruits you should be piling your plate high with this winter

• READ MORE: The healthiest crisps in Britain, RANKED by experts

By ELEN JOHNSTON, HEALTH REPORTER
PUBLISHED: 10:54 GMT, 25 November 2025 | UPDATED: 14:04 GMT, 28 November 2025

Share 18 245

Even if you're yet to consider doing the 'Christmas shop', you've probably come face to face with hoardes of festive goodies at the supermarket — with bumper boxes of prettily wrapped chocolates and mince pies stacked several feet high.

But winter isn't just the season of goodwill and outrageous snacks (yes pigs in blanket flavoured crisps, we're looking at you), it's actually the best time to enjoy a slew of delicious fruits which are currently at their peak.

Apples, pears and cranberries are all native British fruits which are in season right now, along with elderberries.

And, according to one leading expert, we should be popping them, and punnets of blackberries into our shopping baskets, rather than the calorific Christmas treats which are becoming harder and harder to avoid.

Rob Hobson, registered nutritionist and author of The Low Appetite Cookbook told the Daily Mail: 'Festive snacks are often ultra processed and tend to be high in sugar, unhealthy fats and very low in nutrients.

'And because of their texture and flavour profile, they're incredibly easy to overeat

Enter your search

Search



PANAMA CITY BEACH, FL

WINTER THE WAY IT SHOULD BE.



PLAN NOW



Tripadvisor

www.tripadvisor.com/florida/panamacitybeach

Your beach getaway starts here - A beach that fits you

Plan a Panama City Beach getaway made for relaxing, exploring, or nonstop fun. Sugar-white sands, turquoise waters, and space to vacation your way in PCB.

SEM Traffic Driver to PCB Brand Channel

REGIONAL SUPPORT

- Partner with iHeart radio stations in Columbus, GA, Birmingham, AL, and Albany, GA
- :30 second beach forecasts by on-air talent
- Live broadcasts from the beach
- Delivers authentic endorsements and exposure to encourage visitation from key drive markets



ALWAYS ON TACTICS



Foundational channels ensure we consistently reach potential travelers, maintain a steady brand presence, and keep the destination visible and relevant throughout the year.

This sustained visibility builds familiarity and consideration over time, giving each seasonal and pulse initiative a stronger foundation for success.



Programmatic Display

- Top driver of CTR and time on site
- Broad reach at efficient CPMs — a foundational digital pillar



Programmatic Pre-Roll

- Consumers increase engagement with video every year
- Allows PCB to come to life through video movement



YouTube

- Achieve broad brand awareness
- MRI data shows our target audience has high reach on this platform



OOH

- Continue billboards in PCB



Streaming TV (OTT/CTV)

- Audiences keep growing as an extension of traditional TV
- High video completion rates
- Delivered in Full Episode Player inventory



Print

- Support Sales / Meetings
- Support Sports Team and promote the Sports Park
- Promote events in consumer print



Retargeting Display

- Retarget site visitors
- Retarget Sports Families
- Re-engage people showing interest in PCB

**7 media channels
working year-round**

WINTER RESIDENTS

WINTER RESIDENTS

WINTER RESIDENTS

FY27 WINTER RESIDENTS

WINTER RESIDENTS

- Winter residents aren't just snowbirds with longer stays. They are also empty nester couples who can travel outside of the school calendar
- We target them ahead of when they visit, during their planning cycles with the goals of:
 - Driving Aug/Sept/October travel
 - Driving travel planning for extended stays in 4Q/1Q and rebooking before they leave

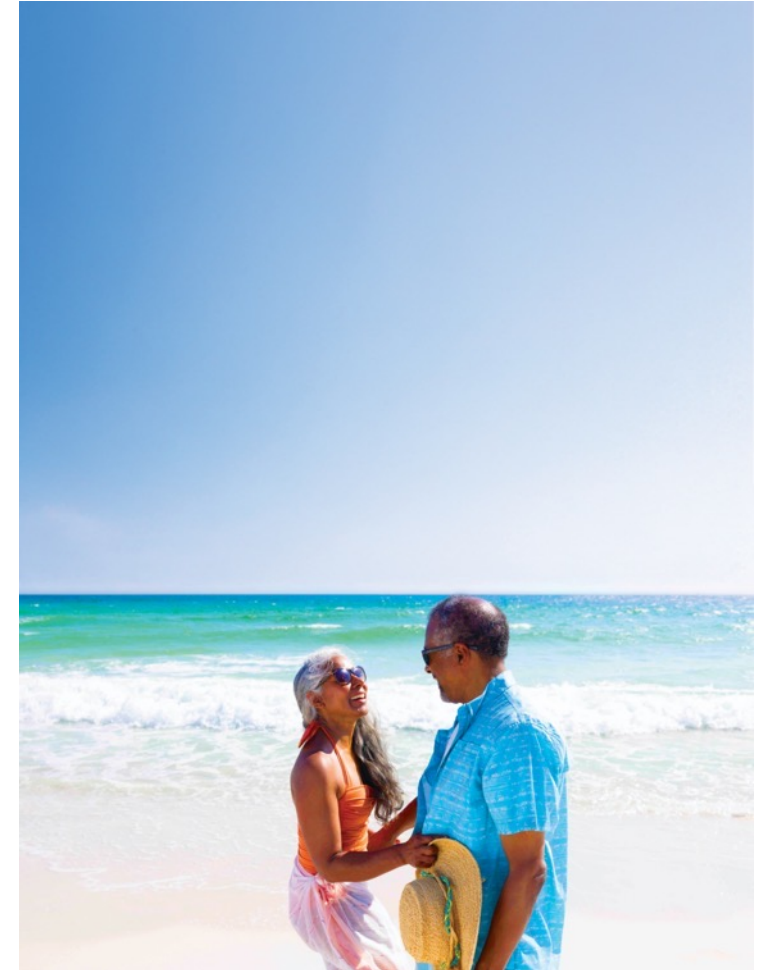
MARKETS

State Level

- Minnesota
- Michigan
- Wisconsin

DMA Level

- Indianapolis, IN
- Chicago, IL
- Cincinnati, OH
- Louisville, KY
- NY Metro DMA (includes Newark)
- Washington D.C.
- St Louis, MO



FY27 WINTER RESIDENTS



snowbirdadvisor.ca

DREAMSCAPES

Media Channel	Markets
Display	U.S. & Ontario
Pre-Roll	U.S. & Ontario
Social Media	U.S.
VRBO Canada	Canada
Snowbird Advisor Canada	Canada
DreamScapes Magazine	Canada

COMBATING TAKEOVERS

COMBATING TAKEOVERS

- 2026 campaign reached over 1 MM parents and garnered over 70,000 engagements on Meta
- That campaign aided in the successful outcome for spring 2026
- Serve paid media to **parents of teens** during law enforcement-designated High Impact Periods
- Serve in designated locations determined by Bay County Sheriff's Office
- Timing will be approximately 6 weeks leading up to and during the designated high impact period



YouTube



Instagram



Facebook



TikTok



OTT/CTV

CO-OP

CO-OP

- Support local businesses by offering opportunities for them to buy-in to special media offerings
- Winter, Spring, Summer opportunities
- Tactics range from display, paid social, and partnerships with Canadian publishers
- Opportunities to partner with our wedding campaigns on Meta & Pinterest

snowbirdadvisor.ca



CSA NEWS
OFFICIAL MAGAZINE OF THE CANADIAN SNOWBIRD ASSOCIATION



Visit Panama City Beach

Favorites · July 19 ·

As one of the newest all-suites hotels on the beach, SpringHill Suites - Panama City Beach is sure to make your beach retreat a memorable vacation! Start your mornings with a free made-to-order breakfast before exploring the area. We're near many fun-filled attractions like Shipwreck Island Waterpark, Pier Park, Shell Island and Frank Brown Park. Cool down after exploring with a handcrafted cocktail on our hotel bar's terrace, or take the kids for ice cream and a swim in our sparkling outdoor pool! Whether you're attending an event hosted in our beachfront venue or soaking up the sun on your time off, we're here to help you dive into the fun! <https://bit.ly/SpringHillSuitesPCB>



DOUBLE RED FLAGS & BEACH SAFETY

CARVERTISE



- This continues to be a tangible tactic to drive awareness of Double Red Flag meaning
- Weekly swarms
- Targeted driving hours
- Added value like printed handouts in cars for visitors to learn about the flag program



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
- Also support county's initiatives



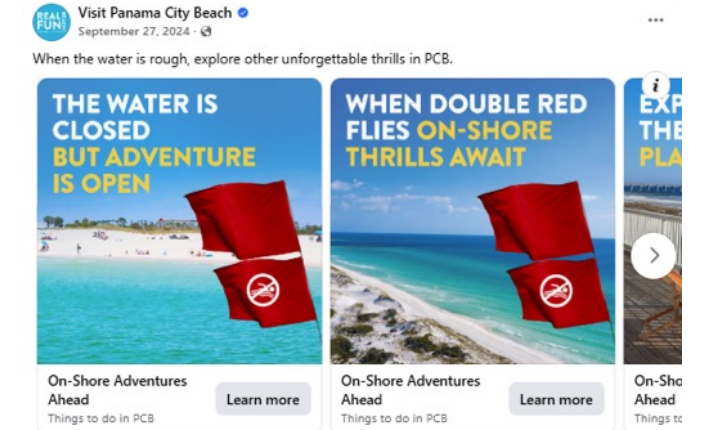
Social Media



Digital Display



Car Wraps



Beach Safety Education

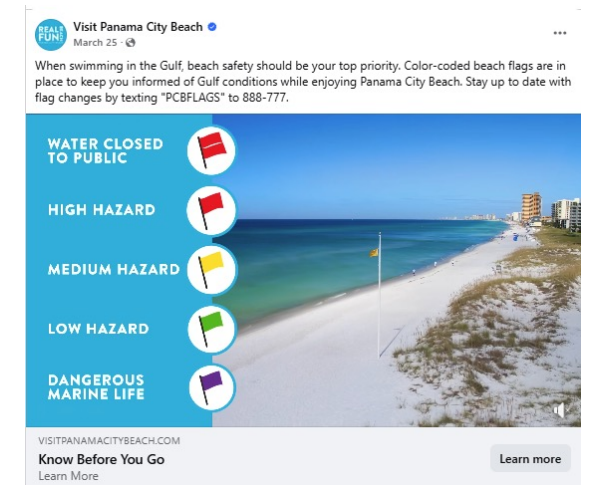
- Educate visitors about the Beach Flag system & what it means
- Run campaign during highest months of visitation and beach-goers
- Creative is a :30 second video



Social Media



Local TV



Website Traffic: The landing page for these campaigns, Stay PCB Current, has garnered over 180K engaged site sessions to date in 2026

FUN FOR ALL

FUN FOR ALL

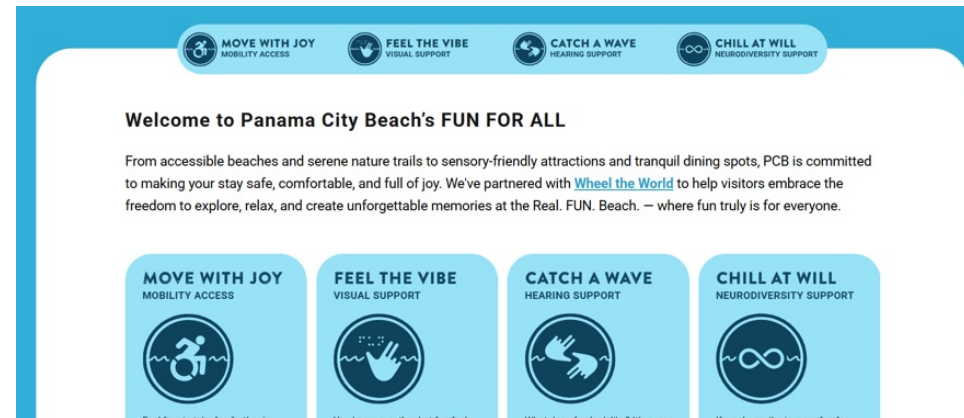
FUN FOR ALL

FUN FOR ALL

FUN FOR ALL

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

- New to FY27 will be a partnership with Wheel the World to make Panama City Beach visible, trusted, and top of mind for travelers with accessibility needs
- Utilize video channels to encourage visitation during time periods when destination is more accessible
- 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



SALES & SPORTS

SALES & SPORTS

SALES & SPORTS

SALES & SPORTS

FY27 SALES PARTNERS



FY27 SPORTS PARTNERS



NEW PUBLICATIONS



FLORIDA SPORTSMAN



THE GROUP TRAVEL LEADER



- Florida Sportsman's mission is to educate and entertain Florida's anglers, boaters, hunters and other outdoors enthusiasts
- The **Waypoint Issue** focuses on the places closest to the hearts of Florida outdoorsmen

- The Group Travel Leader is published 10 times per year and mailed to 13,350 tour operators and travel planners representing tens of thousands of active travel groups.
- Reach new audiences to support group meetings and encourage group travel

NEW: SCUBA DIVING INDUSTRY MAGAZINE



- Scuba Diving Industry Magazine is the only monthly trade magazine for dive professionals
- This publication is mailed to 986 verified diving retailers nationally (heavy presence in Florida and the Southeast region) and available digitally to 19K+ divers worldwide
- This print ad will allow Visit PCB to raise awareness around the artificial reefs and all the work Erin's team is doing
- QR code can be built into the print ad to drive people to the underwater cameras



FY27 MEDIA MIX



CHANNEL	PLANNED BUDGET
Digital	\$1,774,708
Social Media	\$1,585,050
Radio (Pandora, Spotify, Local/Event)	\$909,900
TV (OTT, Local/Event)	\$724,250
Print	\$566,803
OOH	\$285,910
Contingency Funds	\$250,000
Unallocated	\$153,379
TOTAL FY27	\$6,250,000

FY 2027

PROGRAM OF WORK

VISIT PANAMA CITY BEACH



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 the local community.



EXECUTIVE SUMMARY

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 are linked to strengthening and diversifying Panama City Beach's tourism economy.

Our marketing efforts will target leisure and group travelers drawn to the Gulf Coast who seek enriching beach experiences. We will leverage the strength of the Real. FUN. Beach. brand to highlight the recent investments and experiences that make Panama City Beach new, fresh, unexpected, and unmatched, while showcasing the scenic beauty of our white-sand beaches, turquoise waters, and unforgettable sunsets. Messaging will demonstrate how the Real. FUN. Beach. lifestyle enhances quality of life by inspiring meaningful moments, genuine connections, and lasting memories.

Building on this approach and the continued development of new tourism industry assets, our goal is to increase our market share by 5% within the next ten years.



MISSION STATEMENT

REAL
FUN
PANAMA CITY BEACH

The Bay County Tourist Development Council through its destination arm, Visit Panama City Beach promotes a positive image for Panama City Beach and fosters economic opportunity for local businesses through enhanced visitor spending.

BRAND POSITIONING

Panama City Beach's brand: the Real. FUN. Beach., highlights the distinctive qualities that set Panama City Beach apart from other destinations.

We are an authentic beach town where FUN comes naturally and are home to the "World's Most Beautiful Beaches."

REAL
FUN
BEACH
PANAMA CITY BEACH

BRAND POSITIONING



REAL
FUN
BEACH
PANAMA CITY BEACH

CORE FOCUS

Visit Panama City Beach's core focus is enhancing the perception and increasing awareness of Panama City Beach as a year-round, FUN beach destination.



CORE VALUES

- Live the Real. FUN. Beach. Brand.
- Serve as responsible stewards of financial resources, maintain public trust, and ensure accountability in all actions.
- Foster innovation in all programs to ensure the organization reflects the true nature of PCB as a dynamic, world-class beach destination.
- Encourage collaboration between departments, with stakeholders and regional partners to extend the Real. FUN. Beach. Brand.
- Always lead.



STRATEGIC IMPERATIVES



The TDC's strategic plan provides the framework to articulate the organization's priorities, focus its efforts, and drive its decision-making as it strives to accomplish the TDC's mission.

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

- **Economic Vitality** - Strengthen the visitor economy through responsible growth, strategic investment, and year-round demand
- **Environmental Sustainability & Resiliency** – Protect the natural resources that define PCB while supporting long-term destination resilience
- **Community Vibrancy** – Enhance the quality of life by supporting experiences, events, and amenities that benefit residents and visitors
- **Industry Leadership** – Advance Panama City Beach through innovation, collaboration and tourism leadership

View the complete strategic plan at TDC's Industry Website: www.visitpanamacitybeach.org.



REVENUE BUDGET

Revenues	FY 2027	FINAL FY 2026	% of Budget
Current Year Collections			
- Fund 125 (TDC Revenue)	\$ 28,214,485	\$ 15,924,364	47.5%
- Fund 127 (Beach Renourishment)	\$ 4,394,333	\$ 2,440,769	7.4%
- Fund 128 (5th Cent)	\$ 21,167,846	\$ 275,616	35.6%
Excess Collections from FY 2025			
- Fund 125 (TDC Revenue)	\$ -	\$ -	0.0%
- Fund 127 (Beach Renourishment)	\$ -	\$ -	0.0%
- Fund 128 (5th Cent)	\$ -	\$ -	0.0%
Contract Funds from prior years			
- Fund 125 (TDC Revenue)	\$ -	\$ 9,126,000	0.0%
- Fund 127 (Beach Renourishment)	\$ -	\$ 8,531,865	0.0%
- Fund 128 (5th Cent)	\$ -	\$ 9,146,307	0.0%
Sports Park Revenues (recorded in Fund 124)	\$ 2,659,789	\$ 2,576,471	4.5%
Sports Park Operating Subsidies (Fund 128)	\$ 83,318	\$ 83,318	0.1%
BCC General Fund 001-Film Commission	\$ 30,000	\$ 86,000	0.1%
Co-Op Income	\$ 12,500	\$ 12,500	0.0%
Artificial Reef (Fund 125 - Transfer from Co-Op)	\$ 90,000		0.2%
Visitor Guides	\$ 28,000	\$ 40,000	0.0%
RFB Store Merch Sales	\$ 8,000	\$ 8,000	0.0%
Corporate & Event Sponsorship Income	\$ 175,000	\$ 175,000	0.3%
Event Income	\$ 150,000	\$ 150,000	0.3%
Winter Resident Program	\$ 32,000	\$ 32,000	0.1%
Interest Income	\$ 108,000	\$ 108,000	0.2%
Micellaneous Income	\$ 500	\$ 500	0.0%
Grants	\$ -	\$ 72,500	0.0%
CVB Unrestricted Assets (cash)	\$ 2,281,638	\$ 5,563,181	3.8%
TOTAL	\$ 59,435,409	\$ 54,352,391	100.0%



EXPENSE BUDGET

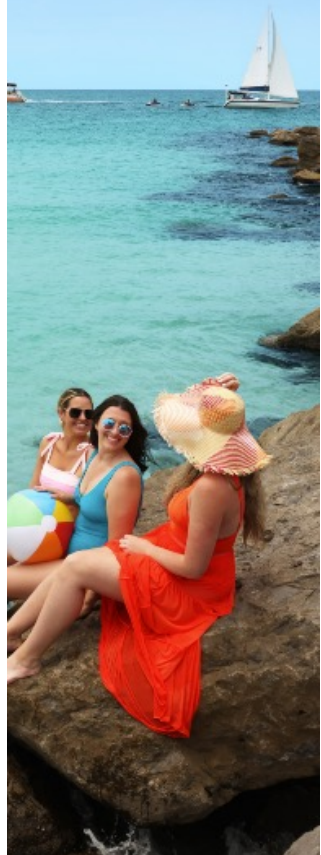
Expenses		FY 2027	FINAL FY 2026	% of Budget
OPERATIONS	Dept. 60	\$ 1,645,400	\$ 1,223,900	2.8%
MARKETING	Dept. 61	\$ 11,247,135	\$ 11,102,635	18.9%
SALES	Dept. 62	\$ 690,000	\$ 645,000	1.2%
SPECIAL EVENTS	Dept. 63	\$ 2,418,000	\$ 2,348,500	4.1%
VISITOR SERVICES	Dept. 64	\$ 278,000	\$ 293,000	0.5%
SPORTS MARKETING	Dept. 66	\$ 1,146,150	\$ 1,050,700	1.9%
COASTAL RESOURCES	Dept. 67	\$ 1,435,000	\$ 1,160,000	2.4%
COMMUNITY SUPPORT	Dept. 68	\$ 690,000	\$ 685,000	1.2%
TOURISM DEVELOPMENT	Dept. 69	\$ 35,238,350	\$ 30,471,267	59.3%
PERSONAL SERVICES	Dept. 00	\$ 2,882,560	\$ 2,712,600	4.8%
SPORTS PARK OPERATING EXPENSE		\$ 1,764,814	\$ 2,659,789	3.0%
TOTAL		\$ 59,435,409	\$ 54,352,391	100.0%



OPERATIONS

Budget Detail

Department - 60	Item	Description	Budget	YTD Actual	Remaining	% Utilized
602500	Contract Labor	Temp Labor Services	\$0	\$0	\$0	0.0%
603101	Professional Services	Professional Services Fees and related expenses	\$15,000	\$0	\$15,000	0.0%
603105	Legal Services	CVB Legal Services	\$125,000	\$0	\$125,000	0.0%
603106	Legislative Services	CVB Legislative Services	\$172,000	\$0	\$172,000	0.0%
603201	Accounting Services	CVB Accounting Service Expense	\$50,000	\$0	\$50,000	0.0%
603202	Annual Audit	CVB Annual Audit	\$42,000	\$0	\$42,000	0.0%
603230	Film Commission	Film Commission Expense	\$47,700	\$0	\$47,700	0.0%
603410	Advertising & Fees	CVB Legal and Job Recruitment Advertising	\$5,000	\$0	\$5,000	0.0%
604010	Meetings, Seminars & Travel	Travel & Meeting Expense for Executive Office	\$64,100	\$0	\$64,100	0.0%
604020	Mileage Reimbursement	Local Mileage Reimbursement - day trips only	\$13,000	\$0	\$13,000	0.0%
604030	Auto Allowance	Car Allowance for CVB President	\$8,400	\$0	\$8,400	0.0%
604101	Communication	Internet, Cell phones and conference calling	\$25,000	\$0	\$25,000	0.0%
604201	Postage & Freight	Postage shipping for CVB Operations, Fulfillment and Visitor Guides	\$100,000	\$0	\$100,000	0.0%
604300	Utilities	FPL invoice for CVB office	\$24,000	\$0	\$24,000	0.0%
604501	Insurance	D&O, celebration tower, etc	\$85,000	\$0	\$85,000	0.0%
604701	Printing	Non-marketing related printing, letter head, business cards, etc	\$3,500	\$0	\$3,500	0.0%
604810	Promotional Items	Budget for Logoed and other Giveaway Items, includes RFB merch	\$150,000	\$0	\$150,000	0.0%
604815	Promo Items for Resale	RFB merch to be sold at VC and events	\$65,000	\$0	\$65,000	0.0%
604820	Repairs and Maintenance	Budget for repairs and maintenance not covered elsewhere, cleaning svcs, pest ctrl	\$45,000	\$0	\$45,000	0.0%
604870	Surveys & Research	Economic Impact/Profiles, Brand Analysis, Lodging & Other Studies	\$350,000	\$0	\$350,000	0.0%
604920	Community & Employee Relations	Community Relations Activities and employee recognition	\$45,000	\$0	\$45,000	0.0%
604925	Recruitment	Recruitment Services	\$0	\$0	\$0	0.0%
604940	Property tax	Tax on furniture and equip	\$1,500	\$0	\$1,500	0.0%
604950	Sales Tax Expense	Sales Tax	\$15,000	\$0	\$15,000	0.0%
604990	Miscellaneous	Uncategorized Operations Expenses	\$700	\$0	\$700	0.0%
605101	Office Supplies Services	Office Supplies and Equipment for CVB	\$12,000	\$0	\$12,000	0.0%
605215	Uniforms	Uniforms/Logoed Clothing for CVB Staff	\$18,000	\$0	\$18,000	0.0%
605225	Volunteer Recognition	Recognition for outgoing Officers/Board Members	\$1,000	\$0	\$1,000	0.0%
605402	Dues & Subscriptions	Membership Dues, Subscriptions	\$75,000	\$0	\$75,000	0.0%
605405	Data Processing	Monthly subscriptions for DB mgt	\$30,000	\$0	\$30,000	0.0%
605510	Training & Development	Continuing Education and Training for Management	\$15,000	\$0	\$15,000	0.0%
606401	Furnishing and Equip	Furnishings and Equip	\$25,000	\$0	\$25,000	0.0%
606401	Artificial Reef	Reef Expenses	\$0	\$0	\$0	0.0%
608210	Donations	Support for the Destinations International Foundation	\$7,500	\$0	\$7,500	0.0%
609910	Contingency	Placeholder Budget for unexpected expenses	\$10,000	\$0	\$10,000	0.0%
TOTAL			\$1,645,400	\$0	\$1,645,400	0.0%



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 and procedures and are accounted for properly.

The TDC takes seriously its responsibility to manage and expend tourist development tax funds with integrity, accountability, and transparency. We have strengthened policies, practices, and procedures to provide appropriate checks and balances, safeguard public funds, and ensure they are used responsibly and in accordance with all applicable requirements.

SUCCESS METRICS

- Achieving an unmodified (clean) opinion on the Annual Audit
- Maintain full Compliance with all applicable transparency and public accountability requirements
- Increase agency-wide operational efficiency through purchasing support and strengthened procurement processes



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.

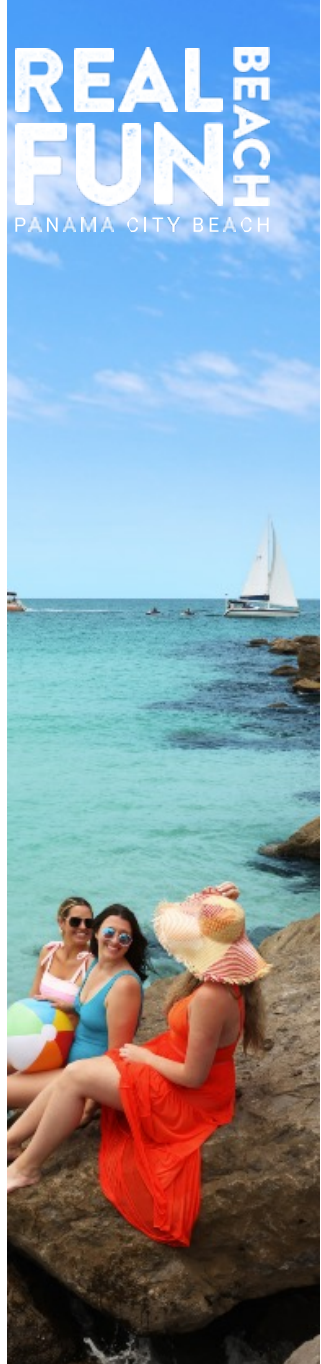
Work with TDC staff to ensure shared resources within the Operations Budget are effectively utilized across all departments.

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

Engage in industry research, including the value of tourism in Panama City Beach, the health and strength of the TDC's brand, the profile of current visitors, and other marketing intelligence elements

Enlist legislative support to protect the tourist development tax, as well as supporting the Combating Takeovers initiative..

Regularly work with County staff, as well as the staffs 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.



MARKETING

Budget Detail

Department - 61	Item	Description	Budget	YTD Actual	Remaining	% Utilized
613100	Advertising	Costs of Agency Retainer Fee	\$461,135	\$0	\$461,135	0.0%
613105	Marketing Agency Incidental fees	Costs of Advertising & PR Agency Incidentals	\$53,000	\$0	\$53,000	0.0%
613430	Advertising	Advertising Expense to promote PCB	\$7,020,000	\$0	\$7,020,000	0.0%
613432	Advertising Co-Op Special Events	Advertising Support for Event Organizers	\$1,115,000	\$0	\$1,115,000	0.0%
613435	Advertising Co-Op	Cooperative Advertising - Partner Expense Only	\$144,000	\$0	\$144,000	0.0%
613450	Advertising Production	Costs of Producing Marketing Materials	\$760,000	\$0	\$760,000	0.0%
613451	In-house Production	In-house Costs of Producing Marketing Materials	\$75,000	\$0	\$75,000	0.0%
614010	Meetings & Travel	Marketing Department Travel and Seminar Costs	\$35,000	\$0	\$35,000	0.0%
614520	Interactive Marketing	Website, Social Media, Interactive Marketing	\$750,000	\$0	\$750,000	0.0%
614701	Printing Cost	Marketing Related Printing	\$100,000	\$0	\$100,000	0.0%
614820	Public Relations - Domestic	Public Relations Expenses - Domestic	\$309,000	\$0	\$309,000	0.0%
614825	Public Relations - International	Public Relations Expenses - International	\$300,000	\$0	\$300,000	0.0%
614870	Fam Tours	Public Relations Fams - International & Domestic	\$65,000	\$0	\$65,000	0.0%
615402	Dues & Subscriptions	Marketing Department Subscriptions	\$35,000	\$0	\$35,000	0.0%
619910	Contingency	Placeholder Budget for unexpected expenses	\$25,000	\$0	\$25,000	0.0%
			\$11,247,135	\$0	\$11,247,135	0.0%

MARKETING

OVERVIEW

Marketing Panama City Beach as a visitor destination is the primary activity of the CVB, 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 both new and repeat visitors, thereby maintaining market share.

The department oversees the brand position and standards of the Real. Fun. Beach. Brand for Panama City Beach, integrating the brand into marketing, sales, sports, special events, visitor services, and public relations campaigns.

SUCCESS METRICS

(measured against industry benchmarks)

- Campaign reach and ROI (Google Analytics, OTA dashboards)
- Website Analytics
- Partner engagement (PCB Perks & co-ops)
- Public Relations Impressions and Coverage
- Social media engagement and video views
- New emerging markets traffic
- Campaign-attributed revenue



MARKETING

TACTICS TO ACHIEVE SUCCESS

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

2027 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

Research *(new) Tourism Economics*

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.

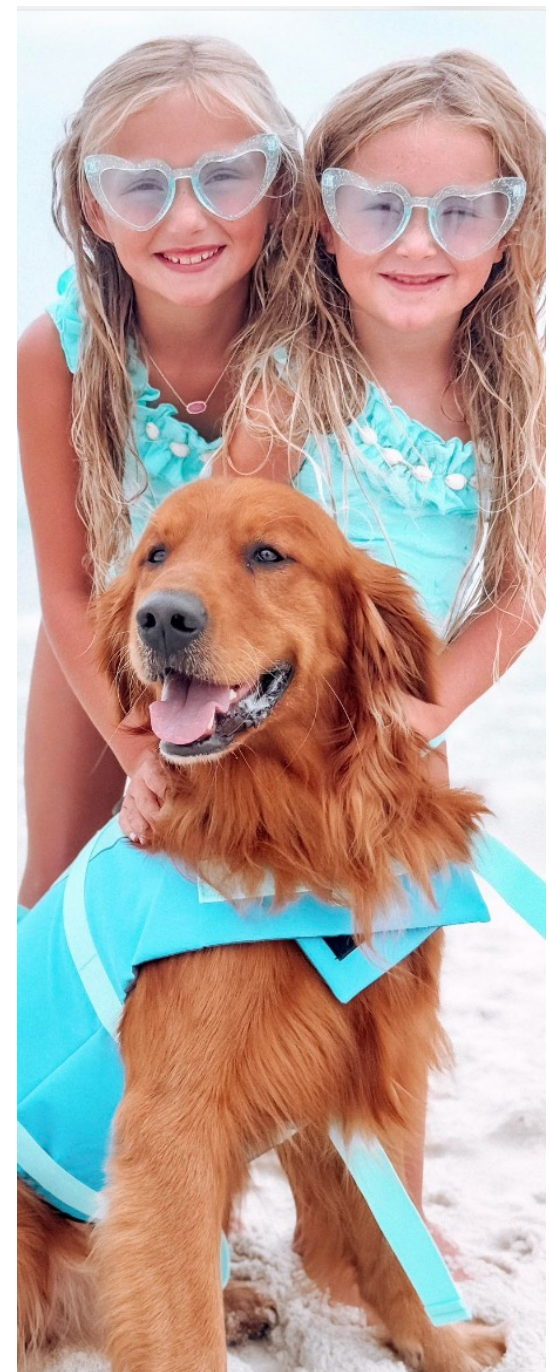
Plan annually and execute quarterly to dial up or back as needed, utilizing data and learnings in real-time and from historic results.

Competitive Conquesting, repeat visitation, PCB Loyalists, 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 & Social 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.

AI: Advance Visit PCB's visibility within AI-powered search and travel planning platforms.

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.

Social Media will play an essential role in connecting visitors with PCB. Facebook, Instagram (stories, and reels), YouTube (shorts), Pinterest, TikTok, LinkedIn, and TripAdvisor

Social Media goals are set for 2027 to increase followers, engagement, views, video views, and video completion rates, compared to 2026, both organically and through paid media.

Evolve and expand Visit PCB's social media strategy to reflect the growing role of TikTok, Instagram, and YouTube as travel search and trip-planning platforms.

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, and Deskside Media Missions.

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



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.

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

The Marketing Department will support Special Events by keeping creative within the Real. FUN. Events. brand standards to impact visitation.

Marketing support for Special Events 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, on-site, trade show, and media plans. Special attention will be given to the Publix Sports Park. Refreshed creative for 2027 with brand "Play Here & Here." (Beach and fields)

The Marketing Department will support Sales by keeping creative aligned with 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.

Winter Resident marketing will be enhanced to extend the brand of Real. Fun. Beach. Through welcome bags and the year-round publication of the Tidal Times, as well as *other new programs like "Beachcomber Barrie."*

Coastal Resources will be supported through media, PR, and specific creative initiatives and assets.



MARKETING

TACTICS TO ACHIEVE SUCCESS

Real FUN Beach Store

Expand the REAL. FUN. BEACH. Brand through the REAL FUN BEACH STORE, featuring branded merchandise at Visit PCB owned events and using paid social media to drive awareness and traffic to the Shopify store.

The Panama City Beach Public Beach Access Signs

In addition to elevating the aesthetic along the tourist corridor, Visit PCB will support the new look with a promotional campaign that builds awareness of the new designs and celebrates the memories visitors and residents create across PCB's 100 public beach access points.

For the Love of PCB Campaign

Continue to build on this campaign to strengthen local understanding of how tourism supports our community.

Coffee Trail (Beachside Views & Local Brews)

A destination experience designed to showcase locally owned coffee shops while encouraging visitors to explore Panama City Beach's diverse neighborhoods, hidden gems, and local businesses.

Evolution of CTS Social Media

Expand CTS Social Media to a broader outdoor lifestyle channel for Panama City Beach, while keeping Chasin' The Sun at the center of it all. (fishing, diving, wildlife, boating, and all coastal adventures that make PCB unique.

New Visit PCB Website

Launch a new Visit Panama City Beach website featuring the latest tourism technology and AI-ready capabilities to enhance destination discovery, improve trip planning, and strengthen Visit PCB's visibility across traditional and AI-powered search.

Visit PCB Team Activations

Develop and pilot innovative destination activations that bring the Real. FUN. Beach. brand to life, enhance the visitor experience, and generate engaging, shareable moments.



MARKETING

TACTICS TO ACHIEVE SUCCESS

Community Shared Values

The Marketing Department will support Community Shared Values 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 partnership with Wheel The World
- ❑ Stay It Forward Voluntourism
- ❑ Real. FUN. Deals.
- ❑ For the Love of PCB
- ❑ Takeovers: Visit PCB will continue to take a proactive stance through a Combating Takeovers Initiative to address societal issues surrounding takeover behavior, reinforcing our commitment to community safety and a positive visitor experience.



MARKETING

FY 2027 Media Plan

* Will be inserted here once approved



SPECIAL EVENTS



Budget Detail

Department - 63	Item	Description	Budget	YTD Actual	Remaining	% Utilized
634010	Travel & Entertainment	Expenses to attend event related conferences	\$16,500	\$0	\$16,500	0.0%
634850	Sponsorships	Sponsorship of Events Occuring in PCB	\$537,500	\$0	\$537,500	0.0%
634905	Festivals & Events	Direct Expenses for CVB Planned Events	\$1,565,000	\$0	\$1,565,000	0.0%
635402	Dues & Subscriptions	Event Industry Dues & Subscriptions	\$9,000	\$0	\$9,000	0.0%
636401	Equipment	Equipment Purchase to Support Events	\$265,000	\$0	\$265,000	0.0%
639910	Contingency	Placeholder Budget for unexpected expenses	\$25,000	\$0	\$25,000	0.0%
TOTAL			\$2,418,000	\$0	\$2,418,000	0.0%

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.

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.

SUCCESS METRICS

- Achieve an attendee, vendor, and volunteer satisfaction rating of 92% or higher for all produced special events.
- Destination Event Impact Dashboard implementation for 100% of owned and sponsored special events.
- Implement or enhance an activation for each produced special event.
- Reach 100% compliance with the Special Event Support Policy for all sponsored events.



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, UNwineD and the Gulf Coast Salute Air Show.

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 trade shows and conferences to reach industry decision leaders; attend educational 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 the annual events calendar for Panama City Beach.

Implement a centralized online platform to streamline event funding applications, approvals, and reporting for both applicants and staff.

Implement a consistent recap template for all sponsored events to ensure uniform data collection and performance analysis.

Develop and maintain a Destination Event Impact Dashboard that will serve as a visual reporting hub that presents key data points in a stakeholder-specific format.



SPORTS MARKETING

Budget Detail

Department - 66	Item	Description	Budget
663440	Awards/Appreciation	Awards for Event Right Holders	\$1,300
664001	Tradeshow Registration	Sports Tradeshow Registration / Marketing Materials	\$29,600
664010	Travel & Entertainment	Travel Costs,local meetings and entertainment	\$31,150
664402	Facility Usage	Facility costs paid on behalf of Event Right Holders	\$281,650
664830	Signage	Signage for Promotion of PCB Sporting Events	\$3,500
664835	Sponsorship Tradeshows	Funds spent to promote at tradeshows, meetings	\$33,000
664850	Sponsorships	Sponsorship of sporting events that promote tourism in PCB	\$221,500
664860	Sporting Bid/Host Fees	Bid Fees/Event Hosting Assistance	\$419,500
664870	Fam Tours	In-bound Fam Tours of Tournament Decision Makers	\$7,500
665402	Dues & Subscriptions	Dues sports related organizations	\$4,950
666401	Equipment Tournaments	Equipment for Tournaments	\$55,000
669910	Contingency	Placeholder Budget for unexpected expenses	\$15,000
666667	Security Events	Additional Security if needed	\$15,000
666669	Community Engagement	Assist Local programs	\$7,500
666670	Event Hospitality	Sponsored hospitality for hosted events	\$20,000
TOTAL			\$1,146,150



SPORTS MARKETING

OVERVIEW

The Sports Marketing Department has a long-standing history of attracting, developing, and hosting successful sports events. Through nationally recognized assets such as Publix Sports Park, Frank Brown Park, and other local venues, the department supports a typical year that brings more than 4,000 teams across multiple sports and age levels to Panama City Beach.

In Fiscal Year 2025, we hosted 100+ events that generated more than 146,000 visitors, and over 180,000 room nights. The total economic impact of these events was \$155 million, with Publix Sports Park alone accounting for \$116.5 million in total economic impact.

Attracting and retaining these events requires a comprehensive approach that includes building strong relationships with event rights holders, serving as a liaison between organizers and the destination, and providing the support needed to successfully host events. In today's competitive sports tourism market, financial commitments such as sponsorships, bid fees, site costs, and host fees are often critical to securing and maintaining high-quality, high-impact sporting events.

SUCCESS METRICS

- Prioritize events that generate strong room nights, visitor spending, and overall economic impact for Panama City Beach.
- Continue to strengthen and expand the sports event calendar by identifying new sports, event formats, and opportunities that complement existing tournaments and maximize use of destination facilities.
- Maintain a high renewal rate for successful annual events while pursuing at least 10 new high-quality event opportunities.



SPORTS MARKETING

TACTICS TO ACHIEVE SUCCESS

Capitalize on the expanded capacity of Fields 10–12 to attract more diamond sports while increasing opportunities to host soccer, 7V7 football, lacrosse, and other rectangle sports throughout the year.

Continue to strategically invest in bid fees, sponsorships, host fees, and facility support to remain competitive and secure high-quality national and regional sporting events.

Maintain and enhance Publix Sports Park as a premier tournament destination through continued investment in turf, infrastructure, equipment, and visitor amenities, signage including planning for turf replacement and improvements to concessions, spectator areas, and family-friendly spaces.

Sales and marketing staff will monitor trends in the sports tourism industry and actively pursue emerging sports and nontraditional event formats that align with the destination's assets. Marketing will focus on social media channels and increasing interaction.

A strategic focus will be placed on securing new Publix Sports Park sponsors and expanding partnerships to help meet SFC budget goals through targeted outreach and customized sponsorship opportunities.

Maintain relationships with event rights holders will be actively fostered and strengthened, with targeted follow-up to new prospects generated through tradeshow and national outreach.

Continue to host rights holders and event organizers in Panama City Beach, allowing them to experience the destination firsthand and increasing the likelihood of future event commitments.

Attend National tradeshow and industry meetings seeking new event opportunities. Including TEAMS, Connect, Sports ETA and national organizations ensuring visibility and strengthening relationships.

Analyze visitor data and event results with a data driven approach to identify successful events and report the positive effects of economic impact and evaluate long term partnerships.

Build a stronger, more strategic event calendar by prioritizing larger tournaments, multi-day events, and opportunities that maximize field utilization, increase room nights, and drive greater economic impact.



Budget Detail

Department - 62		Item	Description	Budget	Allocated	Remaining	% Utilized
623460	Citywide Convention Expense	Expenses for Citywide Conventions		\$95,000	\$95,000	\$0	100.0%
623465	Citywide Sports Expense	Expenses for hosting conferences attended by sporting events rights holders		\$32,000	\$32,000	\$0	100.0%
623475	Collateral	Printed/Electronic Sales Materials		\$4,000	\$4,000	\$0	100.0%
624001	Tradeshows	Tradeshow expenses for current year		\$125,000	\$125,000	\$0	100.0%
624015	Site Visits	Expense incurred for planners coming to PCB		\$15,000	\$15,000	\$0	100.0%
624010	Travel & Entertainment	Travel costs for Sales Department		\$70,000	\$70,000	\$0	100.0%
624825	International Representation	International Representation for Travel/Trade		\$150,000	\$150,000	\$0	100.0%
624850	Sponsorships	Tradeshow Sponsorships		\$52,000	\$52,000	\$0	100.0%
624870	Fam Tours - Inbound	Fam trips for tour and group organizers		\$45,000	\$45,000	\$0	100.0%
625402	Dues & Subscriptions	Sales Department Membership Dues		\$62,000	\$62,000	\$0	100.0%
626401	Tradeshow Displays	Tradeshow displays		\$30,000	\$30,000	\$0	100.0%
629910	Contingency	Placeholder Budget for unexpected expenses		\$10,000	\$10,000	\$0	100.0%
TOTAL				\$690,000	\$690,000	\$0	100.0%

SALES

OVERVIEW

The Visit Panama City Beach Sales Department drives year-round visitation and economic impact by attracting meetings, groups, leisure travelers, travel trade, and international visitation to the destination. Through targeted sales strategies, industry relationships, and collaborative partnerships, the department connects qualified buyers with local tourism partners while strengthening Panama City Beach's position as Florida's Real. Fun. Beach.

In FY27, the Sales Department will focus on expanding market opportunities, strengthening partner engagement, and driving new business across meetings, group, leisure, travel trade, and international markets. Through collaboration with tourism partners and internal departments, the team will continue to grow market share, maximize return on investment, and support sustainable tourism growth.

SUCCESS METRICS

- Generate qualified sales leads that convert to meetings, group business, and leisure travel.
- Increase group room nights and estimated economic impact through sales efforts.
- Strengthen relationships with meeting planners, travel advisors, tour operators, and industry partners.
- Expand partner participation in Visit Panama City Beach sales initiatives and co-op opportunities.
- Increase destination awareness in targeted markets through strategic sales missions, trade shows, conferences, and industry events.
- Utilize CRM reporting and performance tracking to measure lead generation, conversion, and ROI.



SALES

TACTICS TO ACHIEVE SUCCESS

Attend targeted domestic and international tradeshows, conferences, sales missions, and industry events that align with priority markets and business opportunities.

Conduct sales outreach, client appointments, and relationship building efforts with meeting planners, tour operators, travel advisors, and group decision-makers.

Host targeted familiarization (FAM) trips and site visits to showcase Panama City Beach accommodations, venues, attractions, and experiences to qualified buyers.

Collaborate with tourism partners to develop competitive proposals and enhance destination offerings for meetings, groups, leisure, and travel trade markets.

Provide partner education, co-op sales opportunities, and sales resources to strengthen industry engagement and support shared business goals.

Collaborate with the Marketing Department to align sales initiatives, promote destination assets, and maximize market exposure.

Leverage CRM data, market intelligence, and reporting tools to evaluate performance, identify opportunities, and guide future sales strategies.

Represent Visit Panama City Beach through active participation in industry organizations, committees, and professional development opportunities that strengthen relationships and elevate the destination's presence.



COASTAL RESOURCES

Budget Detail

Department - 67		Item	Description	Budget	YTD Actual	Remaining	% Utilized
673498	Contract Labor		Contract for CVB's coastal engineering consultant(s)	\$200,000	\$0	\$200,000	0.0%
675402	Dues & Subscriptions		Dues and subscriptions related to coastal resources	\$8,000	\$0	\$8,000	0.0%
TBA	Coastal Resource Projects		Artificial reef and coastal resource project costs	\$1,163,000	\$0	\$1,163,000	0.0%
TBA	Reef Monitoring		Monitoring of existing artificial reefs	\$45,000	\$0	\$45,000	0.0%
TBA	Travel & Outreach		Travel costs for Coastal Resources; Handouts, Signage, stakehold	\$9,000	\$0	\$9,000	0.0%
679910	Contingency		Placeholder Budget for unexpected expenses	\$10,000	\$0	\$10,000	0.0%
TOTAL				\$1,435,000	\$0	\$1,435,000	0.0%

COASTAL RESOURCES

OVERVIEW

Coastal resources are an important part of Panama City Beach's identity and visitor experience. Our pristine beaches, Gulf waters, and marine habitats attract visitors while supporting residents' quality of life.

The Coastal Resources Department will continue to protect and enhance these resources through artificial reef construction, scientific monitoring, beach and shoreline support, and public outreach. Investment in artificial reefs supports marine habitats while creating new opportunities for fishing, SCUBA diving, and snorkeling.

Monitoring and research will be used to evaluate reef condition and ecological performance. The information collected supports regulatory compliance and guides the planning of future reef projects.

Educational outreach encourages coastal resource users to be stewards of Panama City Beach's coastal environment. The department will provide residents and visitors with reliable information through mapping tools, signage, underwater cameras, digital platforms, and other educational outreach tools.



COASTAL RESOURCES

SUCCESS METRICS 2027

- Construct artificial reef project(s) within permitted offshore reef zones.
- Implement or enhance at least one nearshore reef project.
- Conduct at least 15 days of artificial reef monitoring.
- Maintain 100% compliance with applicable U.S. Army Corps of Engineers, Florida Department of Environmental Protection and other regulatory requirements.
- Offer at least one innovative educational or public outreach tool.
- Maintain accurate, accessible and up-to-date public information on website.



COASTAL RESOURCES

TACTICS TO ACHIEVE SUCCESS

Plan artificial reef projects that expand habitat availability, support marine species across multiple life stages and create new recreational fishing and SCUBA diving opportunities.

Renourish deteriorated artificial reefs in Bay County reef zones.

Advance nearshore reef and habitat initiatives that expand accessible saltwater recreation opportunities for residents and visitors.

Manage Bay County Board of County Commissioners' artificial reef site permits and coordinate all required planning, surveying, construction notifications, and post-deployment reporting.

Conduct physical and ecological monitoring of artificial reefs to document location, depth, vertical relief, stability, movement, structural condition, and marine life.

Maintain standardized monitoring procedures and a long-term database to support trend analysis, regulatory reporting and future management decisions.

Support beach renourishment and shoreline resilience efforts through interagency coordination, project planning, and environmental monitoring.

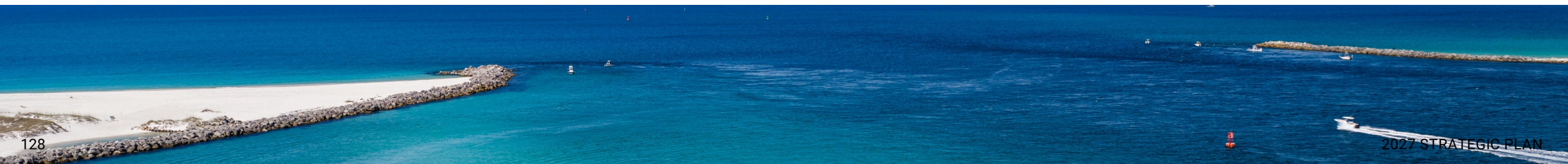
Coordinate with federal, state and military agencies on coastal resource planning, permitting, construction, monitoring and long-term management.

Maintain relationships with anglers, charter captains, divers, conservation organizations, researchers and other industry partners to identify coastal resource needs and future project opportunities.

Use mapping tools, signage, underwater cameras and digital platforms to provide information about local coastal resources.

Develop outreach initiatives that promote ethical coastal resource use.

Pursue grants, sponsorships and partnerships that support and expand the department's program of work.



TOURISM DEVELOPMENT

Budget Detail

Department - 69	Item	Description	Budget	YTD Actual	Remaining	% Utilized
						0.0%
693466	TV & Digital Streaming Production	TV & Digital Streaming Production	\$693,500		\$693,500	0.0%
694610	Sports Park Improvements	Sports Park Improvements	\$7,434,000		\$7,434,000	0.0%
694800	Sports Park Insurance Expense	Liability/General/Flood Ins	\$320,000		\$320,000	0.0%
695460	Workforce Development Initiatives	Tourism Career Development Initiatives	\$175,000		\$175,000	0.0%
695461	Aaron Bessant Park Improvements	Site Improvements	\$100,000		\$100,000	0.0%
694910	Celebration Tower	Celebration Tower ball and building repair	\$50,000		\$50,000	0.0%
695465	Product Development	Costs for product development projects	\$7,500,000		\$7,500,000	0.0%
695470	Indoor Event Center	Planning and construction of civil portion of Indoor Event Cent	\$18,965,850		\$18,965,850	0.0%
696430	Landscaping Maintenance	Landscaping Expenses	\$1,081,000		\$1,081,000	0.0%
TOTAL			\$35,238,350	\$0	\$35,238,350	0.0%



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 Indoor Event Center 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.



VISITOR SERVICES



Budget Detail

Department - 64	Item	Description	Budget	YTD Actual	Remaining	% Utilized
643498	Contract Labor	Temporary Labor as needed to staff Visitor Centers	\$10,000	\$0	\$10,000	0.0%
644010	Travel	Travel for Director of Visitor Services	\$5,000	\$0	\$5,000	0.0%
644850	Sponsorships	Sponsorships of Winter Resident Activities	\$20,000	\$0	\$20,000	0.0%
644905	Visitor Services Events	Visitor Appreciation Events and VIC Activations	\$225,000	\$0	\$225,000	0.0%
645201	Visitor Center Supplies	Visitor Center Materials, Decorations & Supplies	\$15,000	\$0	\$15,000	0.0%
645510	Training & Development	Customer Service Training for VIC staff	\$1,000	\$0	\$1,000	0.0%
649910	Contingency	Placeholder Budget for unexpected expenses	\$2,000	\$0	\$2,000	0.0%
TOTAL			\$278,000	\$0	\$278,000	0.0%

VISITOR SERVICES

OVERVIEW

In 2027, Visitor Services will build on its commitment to delivering exceptional visitor experiences while strengthening partnerships throughout the community. Our strategic focus is to provide timely, accurate, and accessible information, expand community engagement and collaboration, and enhance safety practices. These priorities will support a welcoming, informed, and safe environment for visitors while advancing the organization's long term strategic goals.

SUCCESS METRICS

- Visitor Satisfaction 90%+ positive feedback
- Customer Service 95% positive feedback
- Revenue increase – retail and winter event ticket sales
- Accessibility – compliance with accessibility standards 100%
- Operational Efficiency – queue/wait times – less than 10 minutes during peak periods



VISITOR SERVICES

TACTICS TO ACHIEVE SUCCESS

Provide timely, responsive customer service by addressing visitor inquiries, emails, and phone calls promptly and processing retail orders and business reply cards on the day they are received.

Deliver comprehensive and up-to-date information on local events, attractions, accommodations, and recreational opportunities to assist visitors in planning memorable experiences.

Create exceptional visitor experiences through personalized assistance, whether at the Visitor Information Center, by telephone, or at off-site events and outreach locations.

Expand staff knowledge through ongoing familiarization tours of local businesses, attractions, restaurants, and community amenities to ensure accurate and informed visitor recommendations.

Operate the Visitor Information Center daily from 8:00 am – 5:00 pm, providing consistent, high-quality service to residents and visitors.



REAL FUN BEACH
PANAMA CITY BEACH

VISITOR SERVICES

TACTICS TO ACHIEVE SUCCESS

Promote visitor safety and environmental stewardship by educating guests about the Flag Warning System, Leave No Trace principles, and other local safety initiatives

Improve accessibility and customer service by offering multilingual assistance through translation technology.

Continue to enhance and grow the Winter Resident Program, including signature events, Homecoming, Senior Prom, Grand Finale, and Winter Resident Appreciation Days, to foster community engagement and visitor satisfaction.

Recruit, support, and recognize volunteers throughout the peak winter season, ensuring they are well-equipped to assist visitors and acknowledged for their valuable contributions at seasonal events.



COMMUNITY SUPPORT



Budget

Department - 68		Item	Description	Budget	YTD Actual	Remaining	% Utilized
683405	Community Support - Development		Support for orgs. engaged in tourism development	\$690,000	\$0	\$690,000	0.0%
685801	PARCS - Development		Contribution to Bay County Parks that benefit Tourism	\$0	\$0	\$0	0.0%
TOTAL				\$690,000	\$0	\$690,000	0.0%

COMMUNITY SUPPORT

OVERVIEW

In addition to traditional destination marketing activities, the CVB also actively partners with nonprofit organizations, including the Northwest Florida Tourism Council, the Panama City Beach Chamber of Commerce, the Bay County Chamber of Commerce, and the Bay County Economic Development Alliance. Support for these organizations extends and leverages the TDC's ability to increase support for the community's vibrant tourism industry.

In addition, the CVB 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 and administering the County's artificial reef program. The CVB led the community in creating 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).



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 residents alike.

Administer the County's Artificial Reef Program to enhance fishing and diving experiences in local waters, as well as partner with other gulf-front counties in Northwest Florida on regional reef projects

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.

Continue to collaborate with the City of PCB & Bay County to fund lifeguard programs, a digital surf conditions alert system 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 diversity the local tourism industry.



PERSONNEL SERVICES



Department - 60		Item	Description	Budget	YTD Actual	Remaining	% Utilized
601200	Salaries	Staff salaries, wages & holiday bonus		\$2,239,088	\$0	\$2,239,088	0.0%
602100	Payroll Taxes	Payroll Taxes		\$179,127	\$0	\$179,127	0.0%
602200	401k Program	CVB retirement program expense		\$134,345	\$0	\$134,345	0.0%
602300	Employee Insurance Co	CVB expense for staff insurance benefits		\$325,000	\$0	\$325,000	0.0%
602400	Works Comp Insurance	CVB expense for Workers Comp		\$5,000	\$0	\$5,000	0.0%
TOTAL				\$2,882,560	\$0	\$2,882,560	0.0%



PUBLIX SPORTS PARK

PUBLIX SPORTS PARK

MISSION

To continue the Vision of Visit Panama City Beach and the Tourist Development Council to promote a positive image of Panama City Beach through sports events at the park.

VISION

To operate the best sports tourism facility in the US, allowing our client Visit Panama City Beach to exceed its goals of bringing sports tourism to the community.

THE SPORTS FACILITIES
COMPANIES



Date Issued
August 2026
Brian Zirkle
AGM Operations

PUBLIX SPORTS PARK

EXECUTIVE SUMMARY

In FY 26, Publix Sports Park played a significant role in advancing Panama City Beach's sports tourism. We have hosted 58 events with 68 total events on the schedule through FY 26. **Through July FY26 we have accounted for 96,000+ visitors, 39,000+ participants, 3,000+ teams and approximately 120,000+ room nights resulting in an estimated \$68 million in direct spending, and more than \$108 million in economic impact.**

Publix Sports Park is managed by Sports Facilities Companies (SFC) on behalf of our client, The Panama City Beach Convention and Visitors Bureau (CVB), which serves as the destination marketing organization of the Bay County Tourist Development Council (TDC).

Throughout the year, teams have competed in a wide range of sports, including baseball, fastpitch and slow-pitch softball, football, soccer, lacrosse and kickball.

Operational and scheduling efficiencies have steadily improved, contributing to strong top-line revenue performance. By the end of FY 26, overall revenue is projected to surpass FY 25 by 8% resulting in a positive NOI, reflecting continued growth in event activity and park utilization. We expect to have a positive net operating income again for FY27.

As we move into FY 27, our strategy remains anchored in our core priorities: delivering premier customer service, generating economic impact, and maintaining a sustainable operating budget. We will continue to elevate food and beverage offerings, continue to optimize maintenance operations and control labor costs through strategic planning.

Our **Local programming** revenue and **Food and Beverage** revenue have continued to improve year after year. We expect both to thrive in FY27 as we converted fields 10-12 to turf increasing our demand for local revenues. F&B have continued to improve efficiency and products offered to the park.

Concession building expansions and increased expected sponsorship revenue should push us over the \$3 million mark.

As the park ages, maintenance upgrades and additions are needed to continue to maintain the high standards of the park.



PUBLIX SPORTS PARK

FACILITY PROJECTS FOR FY 27

Events: Publix Sports Park continues to host high-quality, professionally managed events that generate significant economic impact for Panama City Beach. Through strategic scheduling and event stacking, we maximize facility utilization, increase revenue opportunities, and drive overnight visitation while delivering an exceptional experience for athletes, families, and event partners.

Turf Project: After 7 years of heavy tournament and community use, the current turf has reached the end of its expected lifecycle, making replacement necessary to enhance player safety, field performance, and the overall guest experience. In 2027 AstroTurf will replace the turf on Fields 1-9 with the same professional-grade turf system used by the Houston Astros, Toronto Blue Jays, and other professional organizations.

Concessions: Expand concession stand capacity to support additional menu offerings, improve service efficiency, and increase food and beverage revenue. The addition of fryers and expanded kitchen space is expected to drive significant incremental revenue growth in FY27.

Flag Poles Installed: We plan to add flag poles throughout the facility to ensure the American flag is visible from every field within Publix Sports Park. This enhancement will strengthen the park's atmosphere and allow athletes, families, and visitors across the complex to participate in the daily National Anthem ceremony before the start of play.

Pathway Expansion: We plan to widen and pave the pedestrian pathway serving Fields 10-12 to improve safety, accessibility, and overall traffic flow throughout the area. The expanded pathway will provide additional space for guest service vehicles, tournament staff, athletes, and spectators, helping to reduce congestion and create a more comfortable and efficient experience during high-attendance events.

Title Sponsorship Renewal: We are collaborating with Publix to renew the park's naming rights agreement and are pursuing an increase in sponsorship investment to align with the substantial growth in exposure, visitation, and economic impact delivered over the term of the original agreement.

Playground(s): Add one to two playgrounds throughout the complex to enhance the family experience, increase guest satisfaction, and provide additional amenities for younger visitors between games.

Storage Expansion: Develop additional storage capacity near the new turf fields to support growing operational demands and improve access to sports equipment, maintenance materials, and concession inventory. Expanded storage will enhance operational efficiency, reduce transportation time across the complex, and improve event readiness during peak tournament periods.

Batting Cage Expansion (North Fields): A minimum of three batting cages near the North Fields to better serve teams competing on Fields 10-12. This improvement will eliminate the need for teams to travel across the complex for pre-game batting practice, while providing additional warm-up capacity during large baseball and softball tournaments. The added cages will enhance the player experience, improve operational efficiency, and support the continued growth of tournament participation at Publix Sports Park

Updated Signage: Updated wayfinding and facility signage will improve the guest experience by making it easier for visitors to navigate the complex, locate amenities, and find their assigned fields. Enhanced signage also strengthens the park's professional appearance and provides additional opportunities for sponsor visibility and branding.

PUBLIX SPORTS PARK

FY26 FINANCIAL PERFORMANCE REVENUE SUMMARY

CATEGORY	FY26 ACTUALS + FORECAST
Tournament Revenue	\$719,000
Local Programming Revenue	\$200,000
Food & Beverage Revenue	\$1,100,000
Sponsorship Revenue	\$323,000
Other Revenue	\$180,000
Total Revenue	\$2,522,000

Commitment to Excellence

Through strategic operational and capital investments, we will continue enhancing the guest experience while protecting and improving our assets. Our commitment to continuous improvement ensures Publix Sports Park remains one of the nation's premier sports tourism destinations.



PUBLIX SPORTS PARK

Budget



Publix Sports Park Budget FY27 REVENUES



Tournament Revenues	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Soccer	0	22,200	9,750	3,900	11,533	0	6,700	11,700	0	0	6,850	9,000	81,633
Football	0	2,100	0	2,700	3,300	0	6,500	0	0	0	0	0	14,600
Lacrosse	0	7,800	0	11,700	0	7,000	0	0	0	0	0	0	26,500
Baseball	23,400	13,000	71,500	11,700	17,000	30,575	15,650	49,200	168,500	44,000	6,000	13,000	463,525
Softball	31,300	0	5,500	5,500	6,600	5,000	7,800	0	0	79,200	0	20,000	160,900
Rugby	0	0	0	0	0	0	0	0	0	0	0	0	-
Corporate/Other	0	0	0	0	0	0	0	0	0	0	0	0	-
Gate/Ticketing/Race	0	5,000	0	0	22,500	0	2,500	5,000	0	0	0	0	35,000
Subtotal	54,700	50,100	86,750	35,500	60,933	42,575	39,150	65,900	168,500	123,200	12,850	42,000	782,158
Local Programming Revenues	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Soccer	18,460	10,640	10,162	12,020	13,940	14,600	16,170	13,240	13,000	10,880	7,000	12,740	152,852
Football	1,400	2,000	330	120	1,000	1,230	-	-	-	-	1,920	920	8,920
Lacrosse	-	-	-	-	1,610	1,610	210	-	-	-	-	-	3,430
Baseball	4,600	5,060	1,100	2,880	8,230	11,310	12,090	9,000	-	-	910	3,060	58,240
Softball	-	-	-	-	-	-	720	-	-	3,000	-	3,800	7,520
Rugby	-	-	-	-	-	-	-	-	-	-	-	-	-
Corporate/Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Adult Recreation	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	24,460	17,700	11,592	15,020	24,780	28,750	29,190	22,240	13,000	13,880	9,830	20,520	230,962
Food & Beverage Revenues	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Concession Sales	85,916	74,085	123,747	35,903	32,591	49,015	95,991	134,099	299,905	211,019	14,672	83,666	1,240,610
Catering/Food Truck Sales	3,200	2,750	3,750	250	1,400	600	3,500	4,000	22,500	13,250	0	1,500	56,700
Vending Commission	0	0	0	0	0	0	0	0	0	0	0	0	-
Subtotal	89,116	76,835	127,497	36,153	33,991	49,615	99,491	138,099	322,405	224,269	14,672	85,166	1,297,310
Sponsorship Revenues	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Sponsorships	17,900	21,000	7,000	0	500	5,500	5,500	1,000	4,000	15,500	25,000	71,000	173,900
Naming/Pouring Rights	-	-	-	-	-	-	-	350,000	-	100,000	-	-	450,000
Subtotal	17,900	21,000	7,000	0	500	5,500	5,500	351,000	4,000	115,500	25,000	71,000	623,900
Other Revenues	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Merchandise	-	-	-	-	-	-	-	-	-	-	-	-	-
Facility Fee/Ticketing	0	0	3,000	0	0	0	600	0	0	0	0	0	3,600
Vendor Commissions	1,350	1,500	2,800	1,000	750	700	800	1,900	5,350	4,250	950	2,450	23,800
Trainers	5,180	5,210	5,830	2,485	5,250	7,385	6,370	7,000	15,000	14,475	3,270	4,970	82,425
Security	1,440	1,680	1,693	2,406	907	907	2,843	-	15,000	15,280	-	4,838	46,995
Streaming	150	610	3,900	925	2,000	4,550	340	225	4,900	3,450	550	110	21,710
Other Miscellaneous Sales	-	-	-	250	-	-	600	-	1,200	1,000	-	-	3,050
Interest Income	25	25	25	25	25	25	25	25	25	25	25	25	300
Subtotal	8,145	9,025	17,248	7,091	8,932	13,567	11,578	9,150	41,475	38,480	4,795	12,393	181,880
Total Revenue	\$194,321	\$174,660	\$250,087	\$93,764	\$129,137	\$140,007	\$184,909	\$586,389	\$549,380	\$515,329	\$67,147	\$231,079	\$3,116,209

PUBLIX SPORTS PARK

Budget



COST OF GOODS SOLD

13.2%

Cost of Goods Sold	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Contract Labor	29,109	25,354	40,109	15,471	21,225	22,194	29,602	38,839	89,988	65,972	6,954	26,413	411,231
F&B Labor	11,935	10,395	16,445	6,343	8,702	9,099	12,137	19,420	47,693	34,965	2,851	10,829	190,815
Events Labor	14,264	12,423	19,654	7,581	10,400	10,875	14,505	16,701	42,094	30,807	3,408	12,942	195,654
FAC Local Field Labor	2,911	2,535	4,011	1,547	2,123	2,219	2,960	2,719	200	200	695	2,641	24,762
COGS Manager	5,476	5,299	5,476	5,476	4,946	5,476	5,299	5,476	5,299	5,476	5,476	5,299	64,471
COGS Payroll Taxes	2,871	2,544	3,784	1,739	2,172	2,297	2,897	3,678	7,909	5,930	1,032	2,632	39,483
F&B Payroll Taxes	991	863	1,365	526	722	755	1,007	1,612	3,959	2,902	237	899	15,838
Events Payroll Taxes	1,184	1,031	1,631	629	863	903	1,204	1,386	3,494	2,557	283	1,074	16,239
FAC Local Field Labor	242	210	333	128	176	184	246	226	17	17	58	219	2,055
F&B Management	454	440	454	454	410	454	440	454	440	454	454	440	5,351
COGS Worker's Comp	325	314	428	220	291	273	334	395	624	560	108	312	4,184
Soccer	50	50	50		50			50					250
Events COGS				12,250	12,000								24,250
Adult Recreation							0	0				0	-
Food & Beverage	30,080	25,930	43,320	12,570	11,410	17,160	33,600	46,940	104,970	73,860	5,140	29,290	434,270
Food & Beverage Equipment	4,700		4,000	1,000			2,000	0	0	2,000	0	3,900	17,600
Trainers	800	1,000	1,000	870	850	1,000	1,000	1,000	5,800	5,800	0	0	19,120
Security	1,440	1,680	1,693	2,406	907	907	2,843	-	15,000	15,280	-	4,838	46,995
Streaming	30	122	780	185	400	910	68	45	980	690	110	22	4,342
Sponsorships	500	0	145	0	350	0	350	0	550	550	1,100	3,850	7,395
Pouring/Naming Rights COGS								20,000					20,000
Total COGS Total	\$ 75,381	\$ 62,293	\$ 100,785	\$ 52,186	\$ 54,601	\$ 50,216	\$ 77,993	\$ 116,423	\$ 231,119	\$ 176,117	\$ 19,920	\$ 76,557	\$ 1,093,591

Gross Profit

Gross Profit	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Tournaments and Trainers	\$43,475	\$40,702	\$70,104	\$16,582	\$41,924	\$37,092	\$28,701	\$53,633	\$131,906	\$98,327	\$12,394	\$32,850	607,690
Food & Beverage	\$35,373	\$33,805	\$56,296	\$9,711	\$7,705	\$16,580	\$44,898	\$64,068	\$159,838	\$104,427	\$478	\$34,406	567,584
FAC Field Rental	21,197	14,847	7,102	13,270	22,383	26,254	25,870	19,161	12,571	13,473	9,040	17,553	202,722
Sponsorships	\$17,400	\$21,000	\$6,855	\$0	\$150	\$5,500	\$5,150	\$351,000	\$3,450	\$114,950	\$23,900	\$67,150	616,505
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-
Streaming Commission	\$120	\$488	\$3,120	\$740	\$1,600	\$3,640	\$272	\$180	\$3,920	\$2,760	\$440	\$88	17,368
Other Misc/Interest	\$25	\$25	\$25	\$275	\$25	\$25	\$625	\$25	\$1,225	\$1,025	\$25	\$25	3,350
Vendor Commission	1,350	1,500	2,800	1,000	750	700	800	1,900	5,350	4,250	950	2,450	23,800
Gate Ticketing Fee	\$0	\$0	\$3,000	\$0	\$0	\$0	\$600	\$0	\$0	\$0	\$0	\$0	3,600
Total Gross Profit	\$ 118,940	\$ 112,367	\$ 149,303	\$ 41,578	\$ 74,536	\$ 89,791	\$ 106,916	\$ 469,967	\$ 318,261	\$ 339,212	\$ 47,227	\$ 154,522	\$ 2,022,618

Percentages

Gross Profit	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Tournaments & Trainers	73%	74%	76%	44%	63%	74%	63%	74%	72%	71%	77%	70%	70%
Food & Beverage	40%	44%	44%	27%	23%	33%	45%	46%	50%	47%	3%	40%	44%
FAC Local Field Rental	87%	84%	61%	88%	90%	91%	89%	86%	97%	97%	92%	86%	88%
Sponsorships	97%	100%	98%	0%	30%	100%	94%	100%	86%	100%	96%	95%	99%
Security	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Streaming Commission	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Other Misc/Interest	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Vendor Commission	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gate Ticketing Fee	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	100%
Total Gross Profit	61%	64%	60%	44%	58%	64%	58%	80%	58%	66%	70%	67%	65%
Contract labor as % of Revenue	19.4%	19.2%	19.9%	24.4%	22.2%	21.6%	20.6%	8.3%	18.9%	15.1%	20.2%	15.0%	16.7%

PUBLIX SPORTS PARK

Budget



COST OF GOODS SOLD													13.2%
Cost of Goods Sold	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Contract Labor	29,109	25,354	40,109	15,471	21,225	22,194	29,602	38,839	89,988	65,972	6,954	26,413	411,231
F&B Labor	11,935	10,395	16,445	6,343	8,702	9,099	12,137	19,420	47,693	34,965	2,851	10,829	190,815
Events Labor	14,264	12,423	19,654	7,581	10,400	10,875	14,505	16,701	42,094	30,807	3,408	12,942	195,654
FAC Local Field Labor	2,911	2,535	4,011	1,547	2,123	2,219	2,960	2,719	200	200	695	2,641	24,762
COGS Manager	5,476	5,299	5,476	5,476	4,946	5,476	5,299	5,476	5,299	5,476	5,476	5,299	64,471
COGS Payroll Taxes	2,871	2,544	3,784	1,739	2,172	2,297	2,897	3,678	7,909	5,930	1,032	2,632	39,483
F&B Payroll Taxes	991	863	1,365	526	722	755	1,007	1,612	3,959	2,902	237	899	15,838
Events Payroll Taxes	1,184	1,031	1,631	629	863	903	1,204	1,386	3,494	2,557	283	1,074	16,239
FAC Local Field Labor	242	210	333	128	176	184	246	226	17	17	58	219	2,055
F&B Management	454	440	454	454	410	454	440	454	440	454	454	440	5,351
COGS Worker's Comp	325	314	428	220	291	273	334	395	624	560	108	312	4,184
Soccer	50	50	50		50			50					250
Events COGS				12,250	12,000								24,250
Adult Recreation							0	0				0	-
Food & Beverage	30,080	25,930	43,320	12,570	11,410	17,160	33,600	46,940	104,970	73,860	5,140	29,290	434,270
Food & Beverage Equipment	4,700		4,000	1,000			2,000	0	0	2,000	0	3,900	17,600
Trainers	800	1,000	1,000	870	850	1,000	1,000	1,000	5,800	5,800	0	0	19,120
Security	1,440	1,680	1,693	2,406	907	907	2,843	-	15,000	15,280	-	4,838	46,995
Streaming	30	122	780	185	400	910	68	45	980	690	110	22	4,342
Sponsorships	500	0	145	0	350	0	350	0	550	550	1,100	3,850	7,395
Pouring/Naming Rights COGS								20,000					20,000
Total COGS	\$ 75,381	\$ 62,293	\$ 100,785	\$ 52,186	\$ 54,601	\$ 50,216	\$ 77,993	\$ 116,423	\$ 231,119	\$ 176,117	\$ 19,920	\$ 76,557	\$ 1,093,591
Gross Profit													
Gross Profit	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Tournaments and Trainers	\$43,475	\$40,702	\$70,104	\$16,582	\$41,924	\$37,092	\$28,701	\$53,633	\$131,906	\$98,327	\$12,394	\$32,850	607,690
Food & Beverage	\$35,373	\$33,805	\$56,296	\$9,711	\$7,705	\$16,580	\$44,898	\$64,068	\$159,838	\$104,427	\$478	\$34,406	567,584
FAC Field Rental	21,197	14,847	7,102	13,270	22,383	26,254	25,870	19,161	12,571	13,473	9,040	17,553	202,722
Sponsorships	\$17,400	\$21,000	\$6,855	\$0	\$150	\$5,500	\$5,150	\$351,000	\$3,450	\$114,950	\$23,900	\$67,150	616,505
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-
Streaming Commission	\$120	\$488	\$3,120	\$740	\$1,600	\$3,640	\$272	\$180	\$3,920	\$2,760	\$440	\$88	17,368
Other Misc/Interest	\$25	\$25	\$25	\$275	\$25	\$25	\$625	\$25	\$1,225	\$1,025	\$25	\$25	3,350
Vendor Commission	1,350	1,500	2,800	1,000	750	700	800	1,900	5,350	4,250	950	2,450	23,800
Gate Ticketing Fee	\$0	\$0	\$3,000	\$0	\$0	\$0	\$600	\$0	\$0	\$0	\$0	\$0	3,600
Total Gross Profit	\$ 118,940	\$ 112,367	\$ 149,303	\$ 41,578	\$ 74,536	\$ 89,791	\$ 106,916	\$ 469,967	\$ 318,261	\$ 339,212	\$ 47,227	\$ 154,522	\$ 2,022,618
Percentages													
Gross Profit	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Tournaments & Trainers	73%	74%	76%	44%	63%	74%	63%	74%	72%	71%	77%	70%	70%
Food & Beverage	40%	44%	44%	27%	23%	33%	45%	46%	50%	47%	3%	40%	44%
FAC Local Field Rental	87%	84%	61%	88%	90%	91%	89%	86%	97%	97%	92%	86%	88%
Sponsorships	97%	100%	98%	0%	30%	100%	94%	100%	86%	100%	96%	95%	99%
Security	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Streaming Commission	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Other Misc/Interest	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Vendor Commission	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gate Ticketing Fee	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	100%
Total Gross Profit	61%	64%	60%	44%	58%	64%	58%	80%	58%	66%	70%	67%	65%
Contract labor as % of Revenue	19.4%	19.2%	19.9%	24.4%	22.2%	21.6%	20.6%	8.3%	18.9%	15.1%	20.2%	15.0%	16.7%

PUBLIX SPORTS PARK



Budget

Utilities	29,137	24,640	27,539	26,920	29,965	25,042	29,886	26,552	33,056	28,556	29,606	25,206	336,104
Cable & Internet	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	1,018	12,216
Electricity	22,275	21,658	20,977	23,502	23,309	22,886	22,880	23,546	24,750	24,750	23,100	23,100	276,732
Telephone Expense	444	444	444	900	488	488	488	488	488	488	488	488	6,136
Trash Services	1,400	1,520	1,600	1,500	650	650	1,000	1,500	2,300	2,300	1,200	600	16,220
Water/Sewer	4,000		3,500		4,500		4,500		4,500		3,800		24,800
Gas Utility													-
Repairs & Maintenance	84,308	52,378	36,183	54,963	35,883	46,183	57,318	56,618	37,223	45,283	37,343	35,572	579,257
Building Ops Maint.	17,410	2,580	1,805	6,010	2,205	1,710	2,510	2,310	1,530	1,730	2,105	1,695	43,600
Facility Signage	2,500	-	-	2,500	-	2,500	-	2,500	-	-	-	-	10,000
Grounds Exterior Maint.	22,425	11,150	5,675	14,150	5,875	5,885	14,625	14,600	5,850	14,350	5,600	5,600	125,787
Hardware and Supplies	300	1,150	-	300	350	-	500	150	250	850	-	1,050	4,900
Facility Contract Labor	17,900	15,000	11,700	14,300	13,800	16,300	15,800	14,500	6,200	5,200	14,900	15,700	161,300
Janitorial Supplies	1,770	2,170	2,170	2,450	1,350	1,850	2,750	3,850	7,450	5,750	1,450	1,450	34,460
Field Maintenance	5,540	3,500	1,190	4,990	-	3,650	6,740	1,240	3,240	3,500	2,300	600	36,490
Vehicle Maintenance & Supplies	7,005	1,420	4,935	1,660	2,970	3,160	4,980	5,020	3,125	4,830	2,500	2,160	43,765
Preventative Maintenance	-	6,400	-	-	-	3,850	-	1,800	-	-	750	-	12,800
Repairs	8,208	7,708	7,708	7,603	8,083	6,278	7,513	9,173	8,453	7,998	6,738	6,317	91,780
Safety Inspections & Alarms	-	-	-	-	-	-	900	-	-	-	-	-	900
Safety Supplies	250	300	-	-	250	-	-	475	125	75	-	-	1,475
Sports Equipment	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Misc	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES	239,143	135,226	133,141	139,250	121,910	133,203	155,522	148,350	141,719	140,440	125,121	151,790	1,764,814
TOTALS	Oct-2026	Nov-2026	Dec-2026	Jan-2027	Feb-2027	Mar-2027	Apr-2027	May-2027	Jun-2027	Jul-2027	Aug-2027	Sep-2027	Budget FY27
Revenues	194,321	174,660	250,087	93,764	129,137	140,007	184,909	586,389	549,380	515,329	67,147	231,079	3,116,209
Costs of Goods	75,381	62,293	100,785	52,186	54,601	50,216	77,993	116,423	231,119	176,117	19,920	76,557	1,093,591
Operating Expenses	239,143	135,226	133,141	139,250	121,910	133,203	155,522	148,350	141,719	140,440	125,121	151,790	1,764,814
Net Income	(120,203)	(22,860)	16,162	(97,672)	(47,374)	(43,412)	(48,606)	321,617	176,541	198,772	(77,894)	2,732	257,804

THANK YOU!

