

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.



REAL
FUN
BEACH
PANAMA CITY BEACH

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

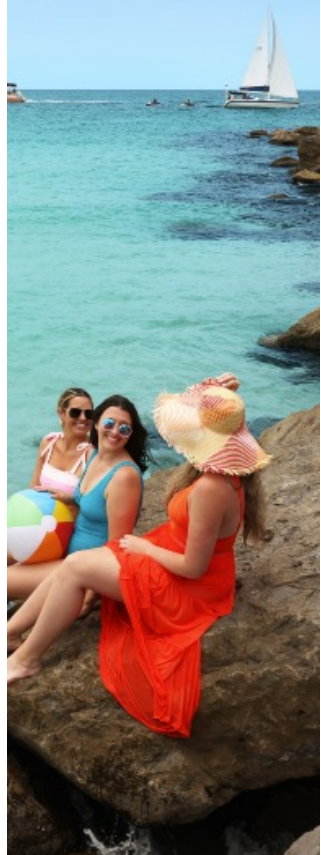
Expenses		FY 2027	FINAL FY 2026	% of Budget
OPERATIONS	Dept. 60	\$ 1,645,400	\$ 1,223,900	2.8%
MARKETING	Dept. 61	\$ 11,247,135	\$ 11,102,635	18.9%
SALES	Dept. 62	\$ 690,000	\$ 645,000	1.2%
SPECIAL EVENTS	Dept. 63	\$ 2,418,000	\$ 2,348,500	4.1%
VISITOR SERVICES	Dept. 64	\$ 278,000	\$ 293,000	0.5%
SPORTS 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.

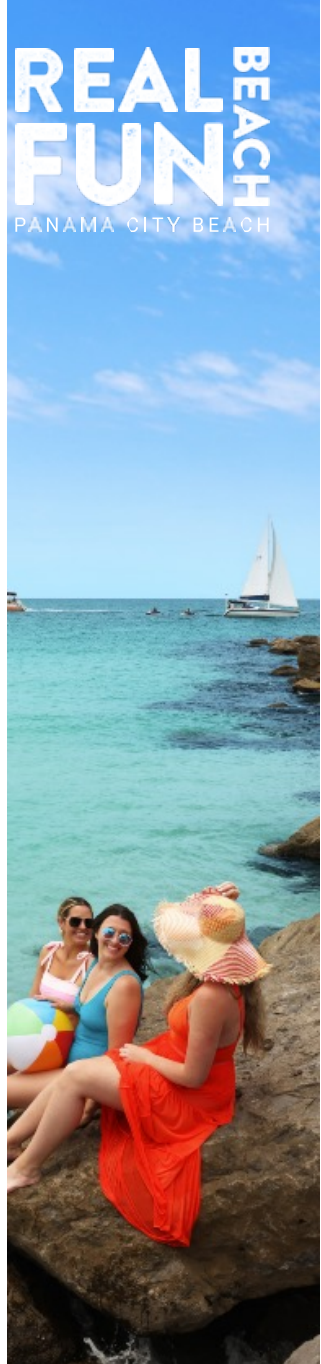
Work with TDC staff to ensure shared resources within the Operations Budget are effectively utilized across all departments.

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.

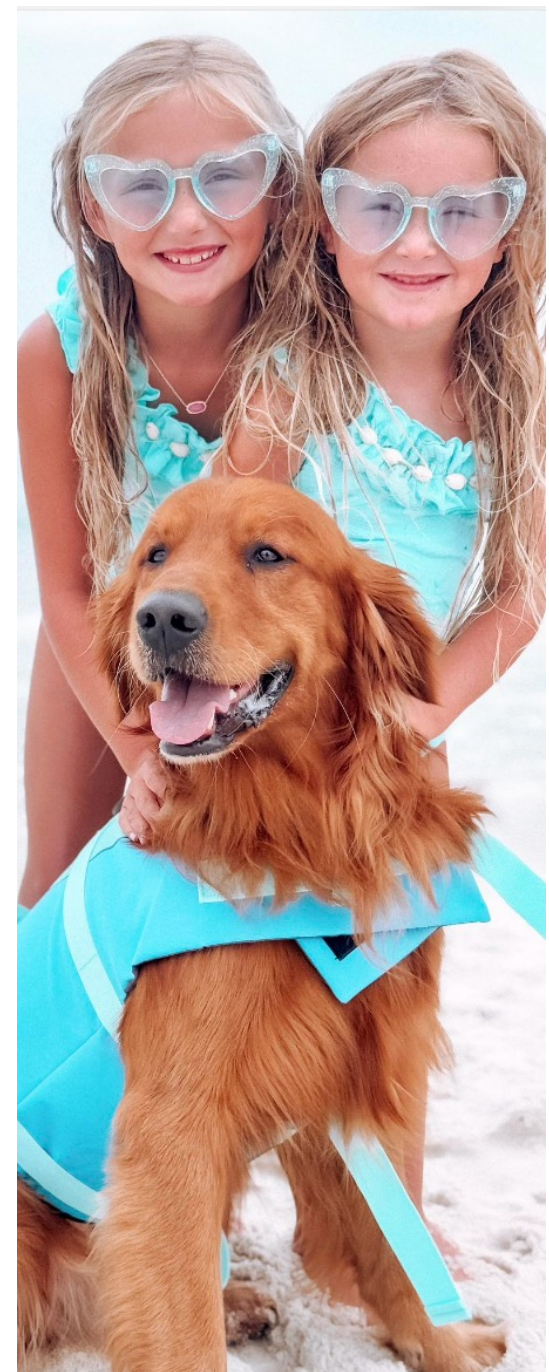
Plan annually and execute quarterly to dial up or back as needed, utilizing data and learnings in real-time and from historic results.

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





MEDIA ACTIVATION

FY27 MEDIA STRATEGY

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.

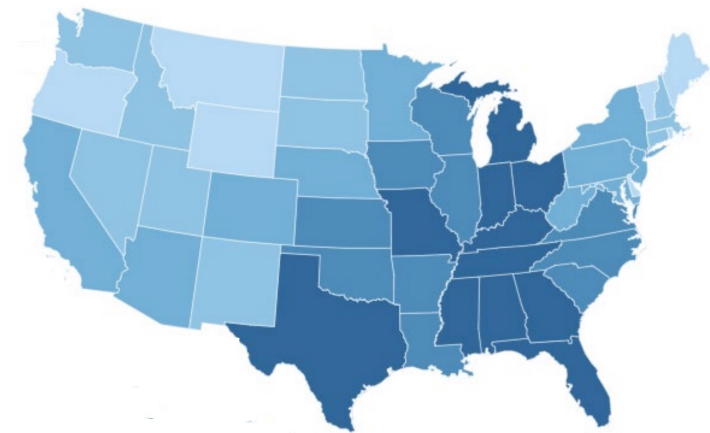
Baton Rouge
Cincinnati
Detroit
New York
Washington, DC (holiday)
Jackson, MS
Lexington, KY
New Orleans

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

Visit Panama City Beach
June 18 at 11:57 AM

Sugar white sand and turquoise waters await! Time to plan your Panama City Beach vacation getaway.

MAKE IT YOURS

REAL FUN BEACH

PANAMA CITY BEACH

VISITPANAMACITYBEACH.COM

Make It Yours!
At The Real. FUN. Beach.

224 4 shares 134K views

Visit Panama City Beach
May 5

We love this place - that's why we take care of it.

visitpanamacitybeach.com/ForTheLove

ALL FOR THE LOVE OF PCB.

VISITPANAMACITYBEACH.COM

Every visit helps support PCB.

14 comments 42 shares 1M views

Visit Panama City Beach
November 24, 2025

Forever starts where the waves meet the shoreline. Choose Panama City Beach for your wedding, and let every moment - from the ceremony to the honeymoon - unfold effortlessly in paradise.

Plan Your Wedding
Real. Fun. Beach.

Plan Your Wedding
Real. Fun. Beach.

Visit Panama City Beach

2,371 followers Promoted

Your next meeting deserves a setting as refreshing as your ideas.

BUSINESS AS USUAL, WITH GULF VIEWS

Inspire your team with the ultimate work-play destination.

visitpanamacitybeach.com

Visit Panama City Beach
June 25 at 4:02 PM

Soak up the sun and the fun! Plan your trip to Panama City Beach and experience our vibrant events year-round.

Summer Concert Series
June - August on Thursdays

Real. Fun. Fourth.
July 3-5

Like Comment Share

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

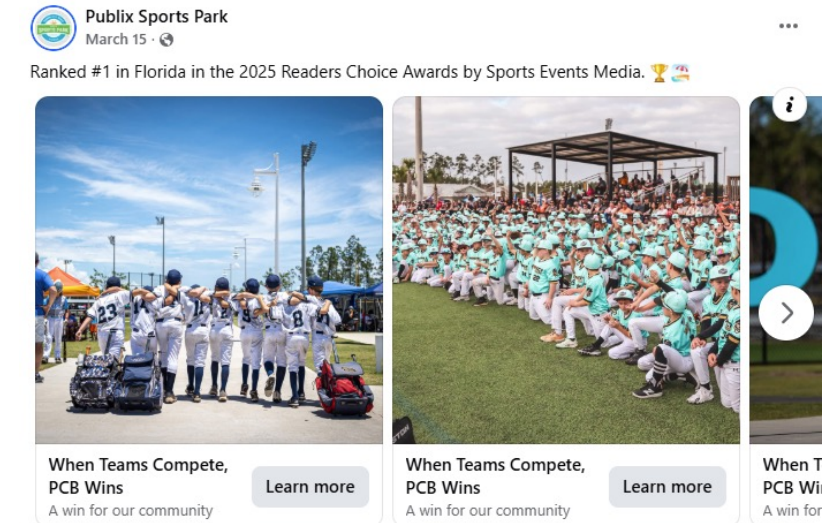
- Showcasing Events, Offerings at the Park, Atmosphere
- Attract rightsholders on our continued attractive events and fields

2. Local Community Traffic Campaign

- Showcasing the Local Economic Impact & Community Wins

3. Sports Park Likes Campaign

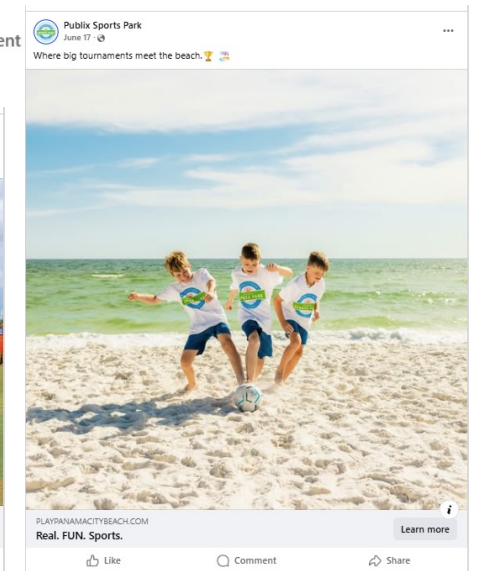
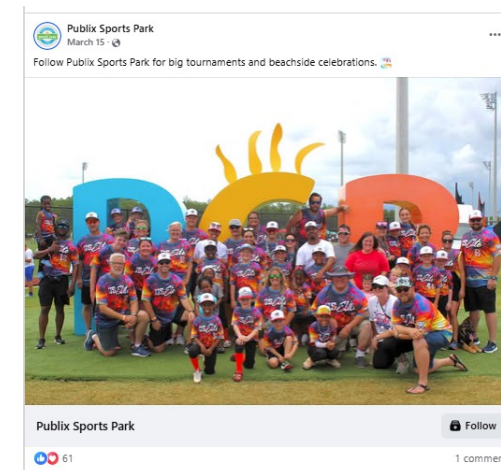
- Increase page viewership
- Intentionally grow followers and page likes by promoting content to new audiences



14

Like

Comment



FOR THE LOVE OF PCB



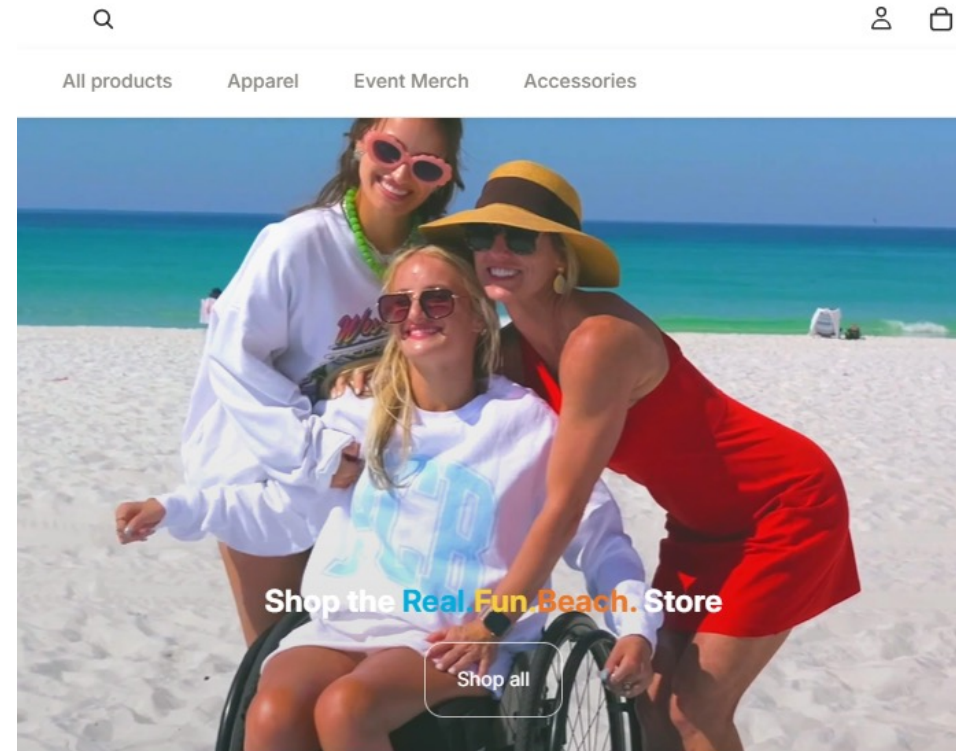
- Show the impact and value of tourism for the destination and how it benefits the community
- Community engagement
- Utilize local TV and paid social channels



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

PARTNERS

PARTNERS

PARTNERS

FY27 PARTNERS



Southern Living

Epsilon®

hulu

NETFLIX

the knot



priceline

Booking.com



VISIT FLORIDA®



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



VISIT **FLORIDA**

LIVE MORE
FLORIDAYS



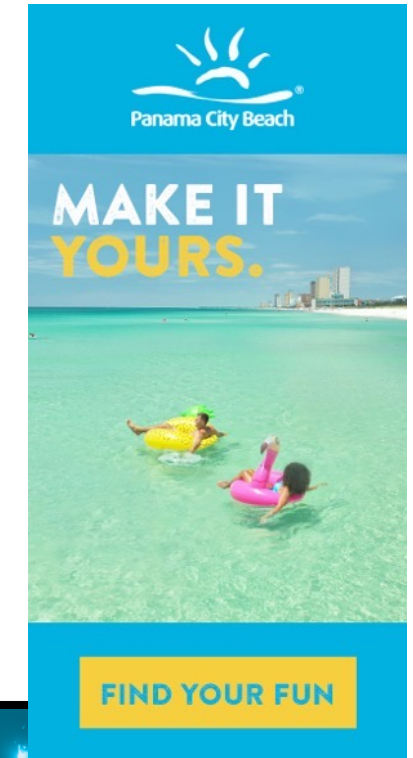
EPSILON: COMP CONQUESTING



- 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



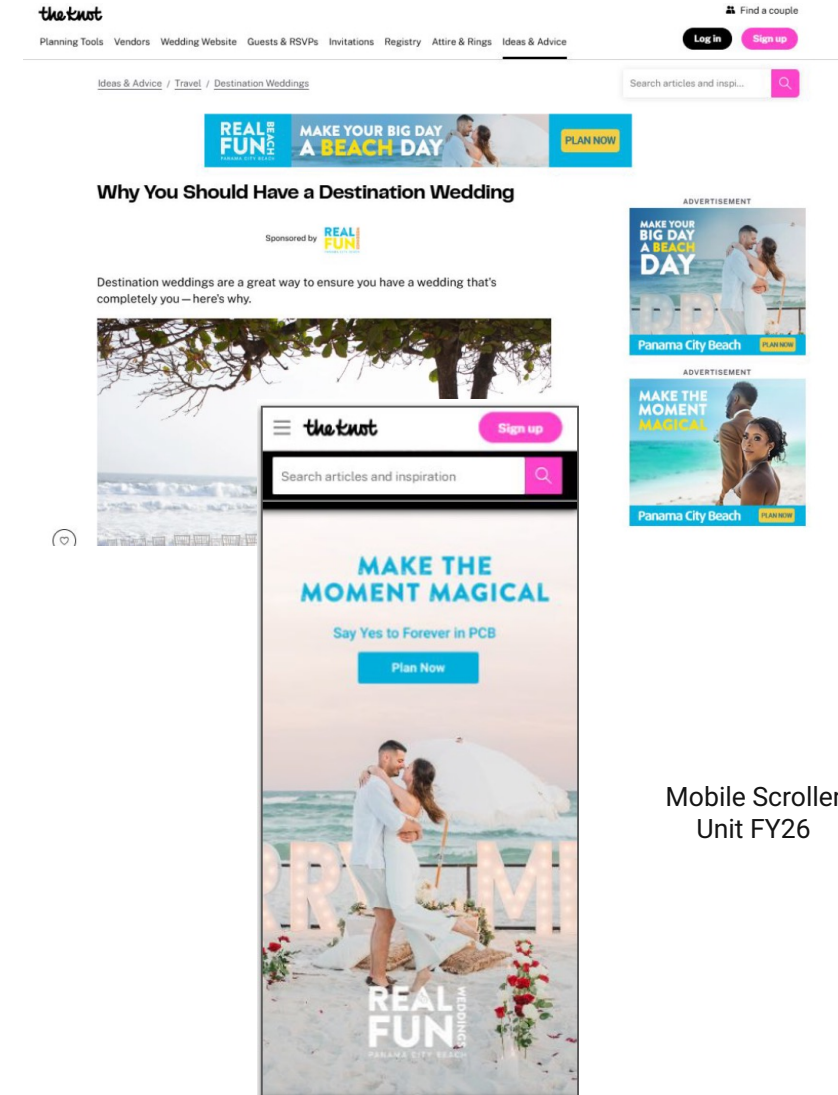
Programmatic Pre-Roll

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

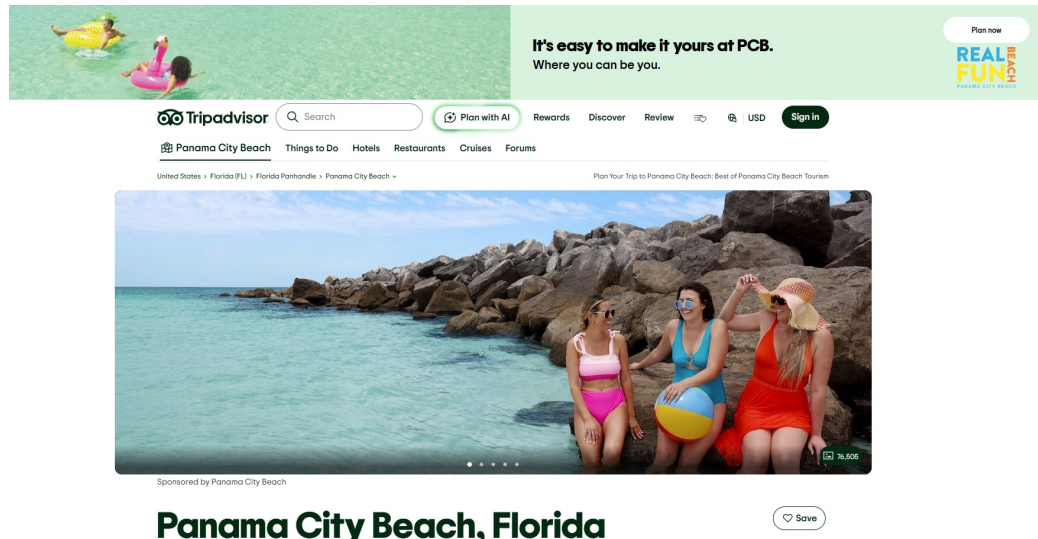
- Continue **Sponsored Listening** partnership where listeners will receive an ad-free hour of music in return for listening to or watching our ad
- Custom **PCBeachRadio Station**
- We will continue with **Podcasting** to achieve broad awareness and reach an engaged audience



TRIP ADVISOR



- Continue to sponsor the Panama City Beach Brand Channel 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



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 shares 245 View comments

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



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

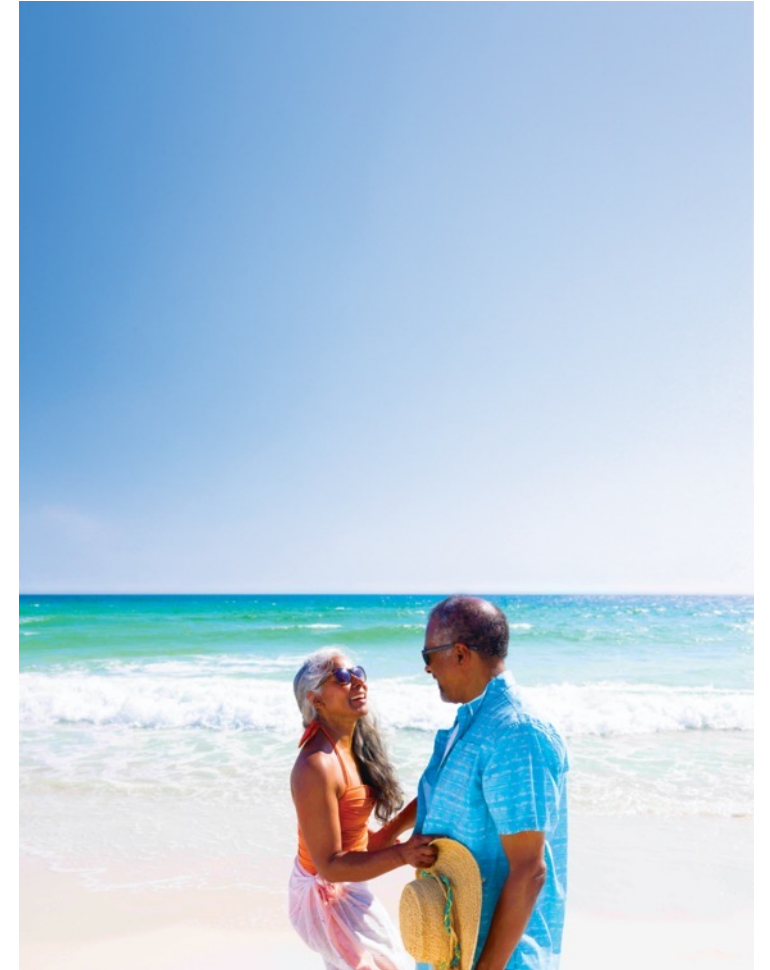
MARKETS

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

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>



FIND ADVENTURE WHERE YOU CAN BE YOU

REAL FUN BEACH PANAMA CITY BEACH, FL

You're closer than you think to 27 miles of white sand, gorgeous turquoise waters and sunsets you'll never forget. Scan the QR code to plan your visit.

PANHANDLEGETAWAYS.COM | 910-588-8125

Panhandle Getaways is locally owned and has served guests for the past 30 years with exceptional service and amazing homes. With the largest selection of condos and beach houses in PCB, our inventory includes beachfront resorts, rentals for large groups, private pools and pet-friendly options. Our beachfront gateway provides easy access to activities every day of their stay, 180 rounds of golf, dolphin cruises, snorkeling trips and much more.

RESORTCOLLECTION.COM | 866-424-6903

Panama City Beach. It's not just a destination - it's a cherished family tradition. Explore a vast array of private rentals with unique features to enhance your stay, including pet-friendly options. Find the perfect spot for sunny moments, whether at a private pool, our outdoor dining or an expansive golf course. Your ideal beach getaway awaits. We hope to see you soon!

DOUBLE RED FLAGS

DOUBLE RED FLAGS

&

BEACH SAFETY

DOUBLE RED FLAGS

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



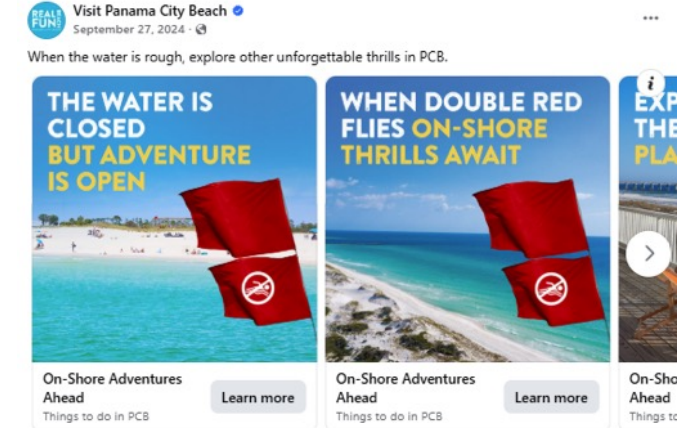
Social Media



Digital Display



Car Wraps



Beach Safety Education

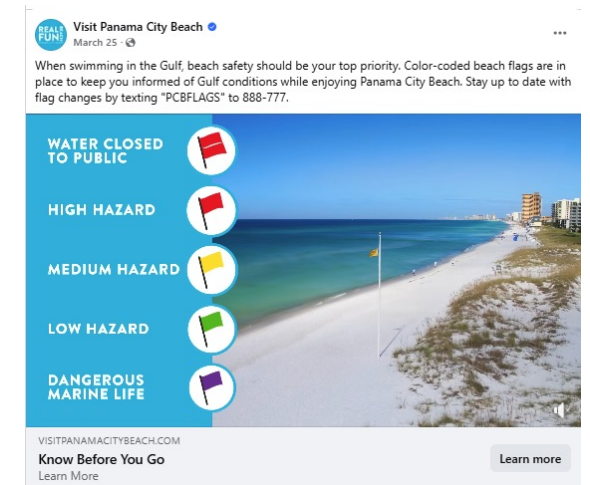
- Educate visitors about the Beach Flag system & what it means
- Run campaign during highest months of visitation and beach-goers
- Creative is a :30 second video



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

SMALL MARKET
MEETINGS

GROUP
THE
TRAVEL LEADER

LinkedIn



ACAE
Alabama Council of Association Executives

Convention**South**
Media Group

NORTHWEST FLORIDA
weddings

 EproDirect

 Meta

 **GSAE**
GEORGIA SOCIETY OF
ASSOCIATION EXECUTIVES

Smart**meetings**

DESTINATION
Reunions

FSAE
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.

meetings
PEOPLE + PLACES
TODAY

the knot

REUNIONS
MAGAZINE
Reunion Planning Starts Here

FY27 SPORTS PARTNERS



NEW PUBLICATIONS

FLORIDA SPORTSMAN



- 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



- 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

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.

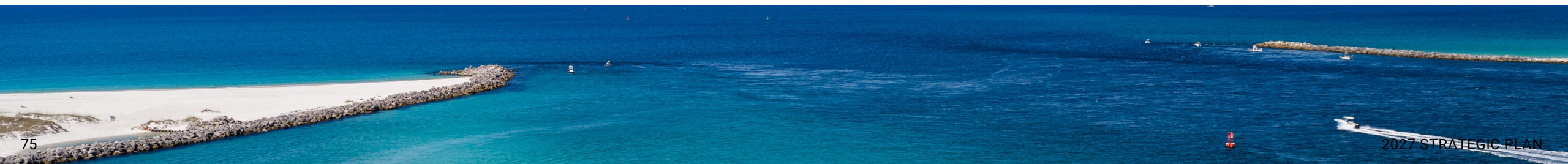
Coordinate with federal, state and military agencies on coastal resource planning, permitting, construction, monitoring and long-term management.

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.

REAL
FUN
BEACH
PANAMA CITY BEACH



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.



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

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!

