



DESTINATION PANAMA CITY
REGULAR MEETING

Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401
2/8/24

- 1) Roll Call
- 2) Approval of Minutes – December 13, 2023
- 3) Acceptance of TDT Revenue Reports – FY24, November 2023
- 4) Financial Status Report – Period Ending December 31, 2023
- 5) FY23 Audit (Prepared by CRI) – moved to 3/14/24 by CRI
- 6) St. Patrick's Day – Bobby Beard – House of Henry
- 7) Redfish Film Festival – Kevin Elliot
- 8) Cultura – Panama City Quality of Life Department
- 9) FY24 Facility Use Policy
- 10) 2024 DPC Board Meeting Schedule
- 11) CEO Updates
 - a) Event Assistance Grants Under \$10,000
 - b) Public Outreach Report
 - c) Sales Initiatives
 - d) May Tourism Appreciation
 - e) July 4th Salute to Freedom
 - f) St Andrews School
- 12) Public Participation
- 13) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board accept the Board Meeting Minutes of 12/13/2023 as presented.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

Board Meeting Minutes 12/13/2023 have been prepared for review and acceptance.



DESTINATION PANAMA CITY
REGULAR MEETING

Location: Destination Panama City Visitor's Center
101 West Beach Drive, Panama City, FL 32401
12/13/24

- 1) Roll Call- CEO Vigil called the roll. In attendance were: Chairman Nirav Banker, Vice Chairman Brian Grainger, Secretary Treasurer Joshua Street, Board Member Janice Lucas, and Board Member Jenna Haligas. Absent were Board Members Jean Capps and Michael Rohan.
- 2) Approval of Minutes – October 18, 2023
 - a) Chairman Banker motioned to approve the Minutes of October 18, 2023 as presented. Vice Chairman Brian Grainger seconded the motion and it passed unanimously.
- 3) Acceptance of TDT Revenue Reports – FY23 Final
 - a) Secretary / Treasurer Street motioned to accept the TDT Revenue Report for the fiscal year ending September 30, 2023 as presented. Chairman Nirav Banker seconded the motion and it passed unanimously.
- 4) Acceptance of TDT Revenue Reports – FY24, October 2023
 - a) Chairman Banker motioned to accept the TDT Revenue Report FY24, October 2023, as presented. Secretary / Treasurer Street seconded the motion and it passed unanimously.
- 5) Financial Status Report – Period Ending September 2023
 - a) Chairman Nirav Banker motioned to accept the Financial Status Report for FY23 as presented. Vice Chairman Brian Grainger seconded the motion and it passed unanimously.
- 6) Financial Status Report – Period Ending October 2023
 - a) Board Member Jenna Haligas motioned to approve the FY24, October 2023 Financial Status Report as presented. Vice Chairman Grainger seconded the motion and it passed unanimously.

7) Event Grant Assistance Requests

a) Krewe of St. Andrews – Mardi Gras, February 2-4, 2024

- i) CEO Vigil provided a brief overview of the Krewe of St. Andrews Mardi Gras application for event assistance. She stated multiple meetings had been held with members of the Krewe, Secretary / Treasurer Street, and the Destination Panama City Staff. She stated staff had prepared an MOU approving up to \$32,000 in cash reimbursement for marketing, performance fees, stage, sound & production; as well as \$5,000 in-kind marketing produced and scheduled by Destination Panama City staff. Vice Chairman Grainger motioned to authorized CEO Vigil to execute the MOU as presented. Board Member Janice Lucas seconded the motion and it passed unanimously.

b) House of Henry – St. Patrick’s Day, removed by applicant

8) St Andrews School Project

- a) CEO Vigil provided a brief overview of the current project status and informed the Board the Invitation to Bid Documents and Construction documents were prepared and ready but that staff requested advertising from January 10, 2024 through February 29, 2024. CEO Vigil explained that waiting until after the holidays would hopefully allow contractors time to prepare quality responses. Board Member Janice Lucas motioned to authorize CEO Vigil to advertise the St. Andrews School Project as recommended by staff. Vice Chairman Grainger seconded the motion and it passed unanimously.

9) CEO Updates

a) Florida Black History Museum Task Force Presentation

- i) CEO Vigil provided a brief overview of the opportunity to pitch Panama City as a potential future location for the Florida Black History Museum which will be planned, constructed, and operated by the Department of State under the supervision of the Florida Black History Museum Task Force. CEO Vigil stated that a written proposal was prepared and submitted to the task force and that Panama City was offered the opportunity to present during a task force meeting. Subsequently CEO Vigil met with Board Member Janice Lucas and Dr. Robert

Cvornyek regarding the composition of the oral presentation. CEO Vigil drafted the speech and Board Member Lucas recruited Willie Spears, great grandson of Hawk Massalina to deliver the speech.

b) Living Shoreline Initiative

- i) CEO Vigil explained she had been collaborating with Chantille Weber and Robert Jackson from the UF extension office regarding their recommendations for a living shoreline project along the western seawall that runs perpendicular to the Destination Panama City beach area. A recommendation for EcoWrap was made. The board stated they were happy with the direction and look forward to the benefits provided by a living shoreline installation.

c) Storage Unit Update

- i) CEO Vigil stated they had engaged in a new storage unit rental agreement for two ground level units about 10 minutes from the office on Business 98. The rental expense continues to be necessary since the bids for building out the grade level storage area at the visitors center were rejected.

d) First Federal Bank Account & Business Credit Cards

- i) CEO Vigil explained the process had begun for terminating the credit card relationship with TCM Bank. The lack of local customer service was the sole reason for the change. CEO Vigil engaged First Federal Bank because the offer local reprint of credit cards, online portal to manage the credit cards, and local customer service.

e) Boat Parade of Lights – CEO Vigil provided an overview of the event. It was successful and drew more than 8,000 people to the northern shorelines of St. Andrews Bay with the main crowd of over 6,000 gathering at the Downtown Panama City marina. CEO Vigil stated that traffic control was an issue and committed to working more closely with the City of Panama City Quality of Life Department to ensure appropriate resources are dispatched for events.

f) Facility Use Policy – CEO Vigil explained that the current use policy identifies 4-hour blocks and staff would be bringing a revised policy that did not restrict the specific

- 4-hour blocks but rather charged an hourly fee with a 4-hour minimum for facility rental to better meet the needs of those renting the facility.
- g) Marketing RFP - CEO Vigil stated she had begun work on drafting a new Marketing RFP and she would be bringing it to the board with a request for advertising in the spring.
 - h) Board Composition – CEO Vigil stated that the current DPC Board is the only board in the County (and possibly the State) that provides a seat for all five members of the City Commission. She stated that while there was interest from the tourism partners to address the composition of the board she felt it was more prudent to wait as there were also discussions regarding the expansion of the district. Board Member Haligas inquired if it was possible to add board members without removing the current board members. Secretary Street stated he felt the district expansion would impact the board composition. CEO Vigil stated there was no need to take immediate action, she just wanted to bring it to the attention of the board.
 - i) CEO Vigil provided an overview of the newly launched Referral Program and stated that it was already working and she hoped it would increase engagement with partners, especially front line ambassadors working in the tourism industry.
 - j) CEO Vigil reviewed the new board meeting binders and asked the board members to leave them in the building so they could be reused for all subsequent meetings.
- 10) Public Participation – there was no public participation
- 11) Adjournment

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board approve the Tourist Development Tax collections as reported by Bay County Clerk of Court.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

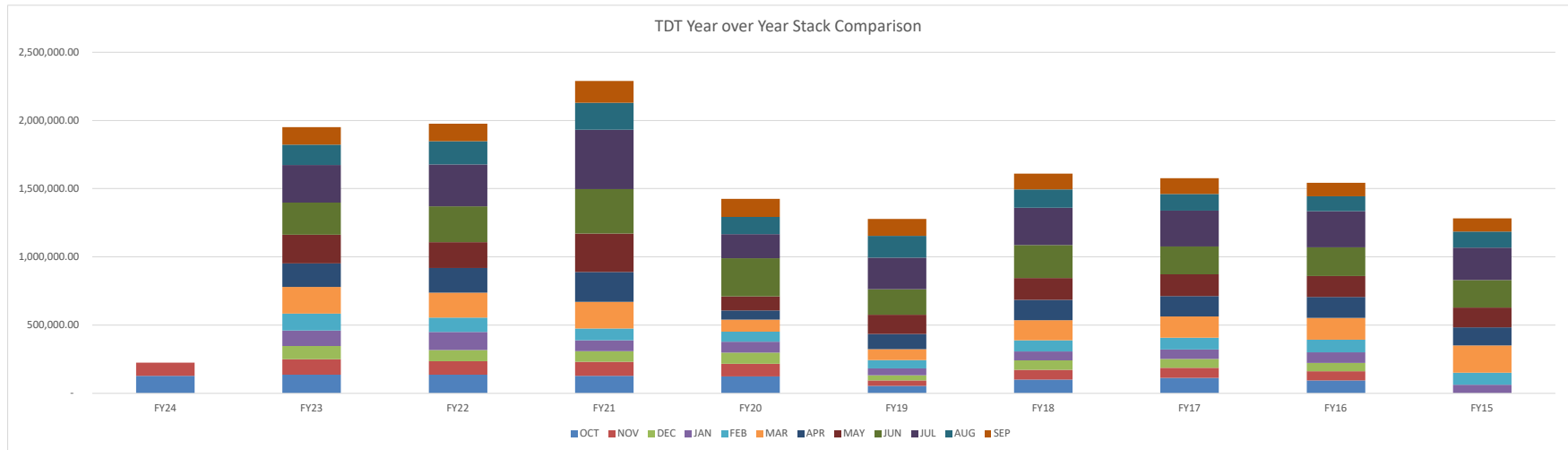
5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

Tourist Development Taxes are collected by Bay County Clerk of Court and reported to Destination Panama City.

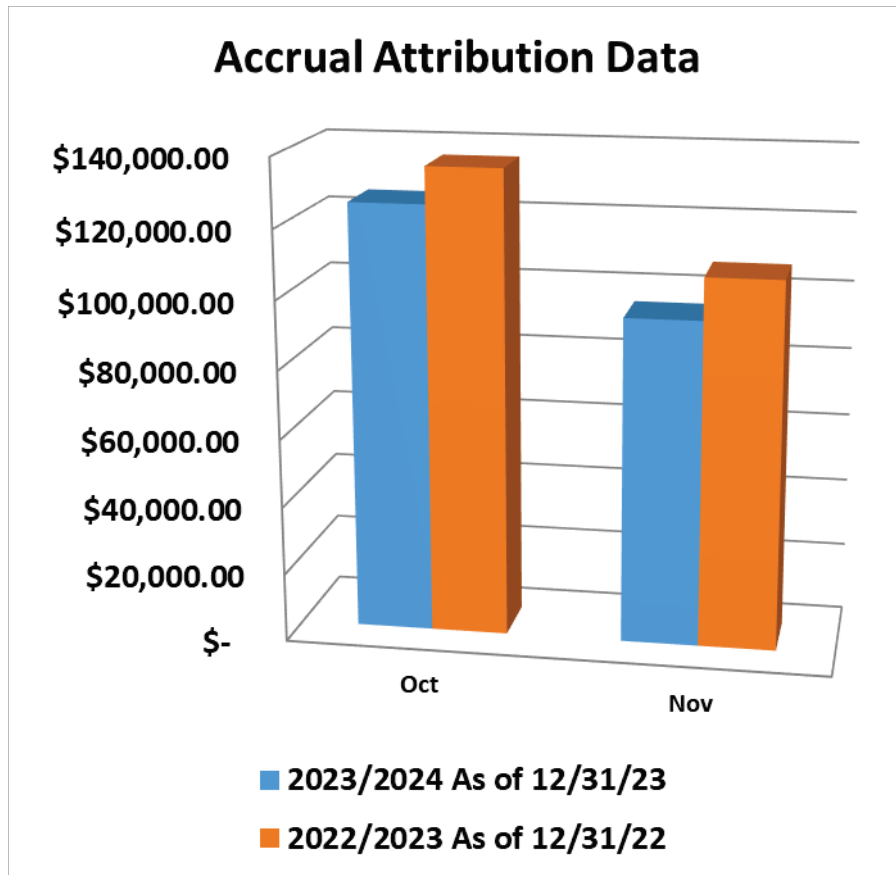


	FY24	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15
OCT	128,772.76	136,847.79	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27	-
NOV	95,487.49	112,426.73	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88	-
DEC		96,525.57	81,802.37	78,649.26	82,443.03	37,691.14	69,355.65	65,657.00	62,079.90	-
JAN		115,133.81	132,165.89	78,908.76	79,980.05	50,642.49	66,053.88	70,339.00	78,155.39	63,069.50
FEB		124,075.17	104,387.19	87,288.10	73,996.73	59,891.56	82,266.95	85,637.00	92,804.00	87,845.52
MAR		193,796.73	182,793.74	195,307.74	88,811.23	80,393.83	147,842.53	155,229.00	159,731.00	200,483.24
APR		173,560.21	180,812.49	219,349.92	66,107.75	112,406.97	148,755.72	149,230.00	153,227.00	130,848.26
MAY		210,329.81	188,943.25	280,541.00	102,481.39	139,913.92	160,287.99	159,517.00	152,286.00	146,220.71
JUN		234,804.29	263,818.71	326,761.40	280,201.96	187,808.86	240,405.16	203,829.00	210,619.00	201,906.34
JUL		275,804.87	306,533.79	434,980.46	176,685.02	231,805.34	275,072.33	262,982.00	265,911.00	238,143.02
AUG		149,325.94	170,409.27	197,980.46	125,871.61	158,028.14	132,766.82	123,488.00	108,223.00	118,070.60
SEP		128,546.36	129,369.86	158,520.08	132,963.41	125,158.45	116,889.75	113,733.00	99,494.00	95,907.58
TOTAL	224,260.25	1,951,177.28	1,976,963.62	2,288,686.70	1,425,047.70	1,278,148.43	1,610,744.01	1,575,722.00	1,543,161.44	1,282,494.77



Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	<u>2023/2024 As</u> <u>of 12/31/23</u>	<u>2022/2023 As</u> <u>of 12/31/22</u>	<u>Variance</u>	<u>Variance %</u>	<u>2022/2023</u> <u>FINAL 12/31/23</u>
Oct	\$ 125,291.87	\$ 135,959.57	\$ (10,667.70)	-7.85%	\$ 137,637.85
Nov	\$ 95,230.21	\$ 107,476.95	\$ (12,246.74)	-11.39%	\$ 108,715.74
Dec-Sep	\$ -	\$ -			
	\$ 220,522.08	\$ 243,436.52	\$ (22,914.44)	-9.41%	\$ 246,353.59

Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

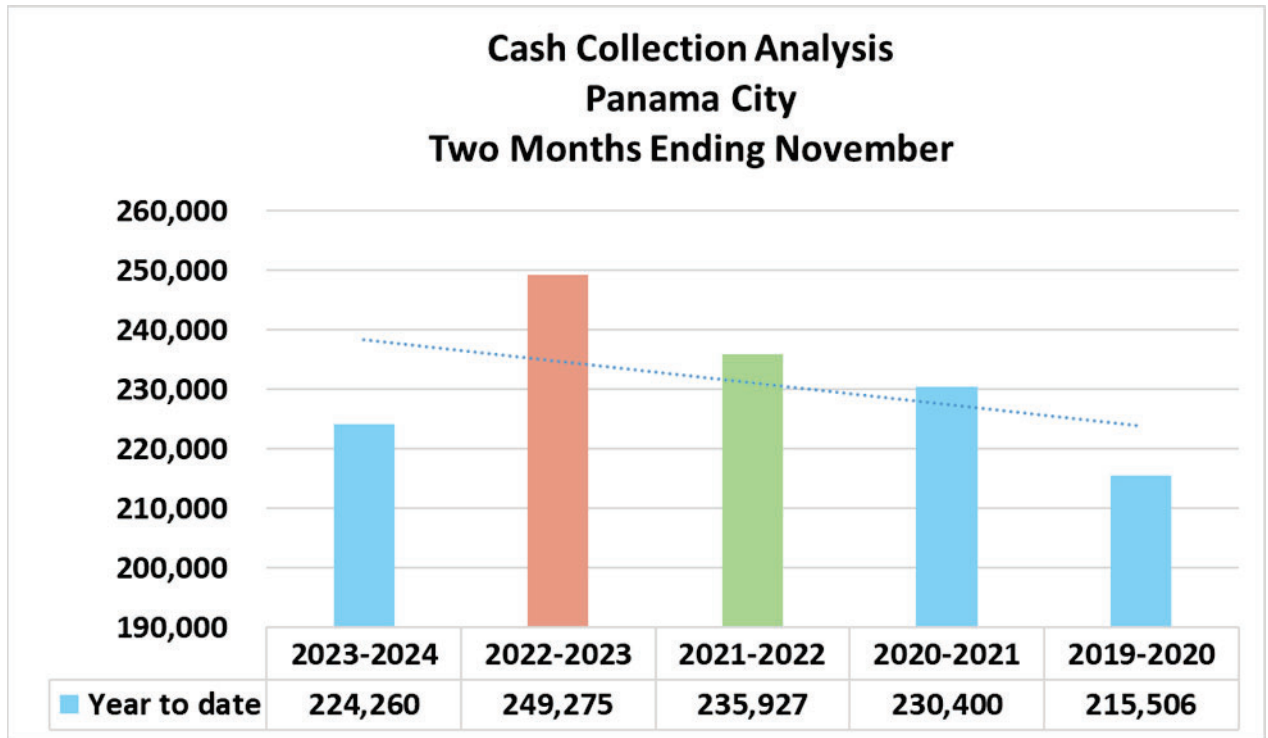
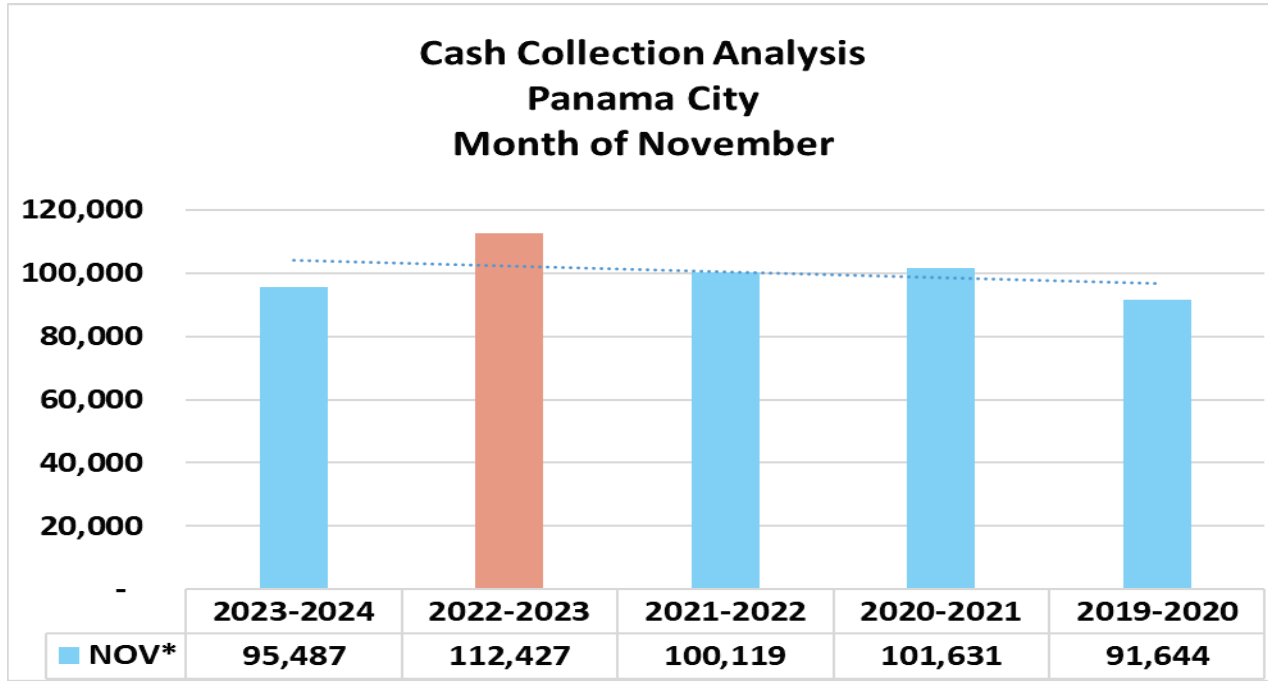
Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

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Tourist Development Tax, Bay County, Florida

FY2024 Cash/Accrual Breakdown							
	<u>Panama City</u>						
	Collected in						
		<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	
Attributed period	Pre	\$ 3,564.54	\$ 173.73				\$ 3,738.27
	Oct	\$ 125,023.61	\$ 268.26				\$ 125,291.87
	Nov	\$ 184.71	\$ 95,045.50				\$ 95,230.21
	Dec						\$ -
	Jan						\$ -
	Feb						\$ -
	Mar						\$ -
	Apr						\$ -
	May						\$ -
	Jun						\$ -
	Jul						\$ -
	Aug						\$ -
	Sep						\$ -
Post						\$ -	
	\$ 128,772.86	\$ 95,487.49	\$ -	\$ -	\$ -	\$ -	\$ 224,260.35

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board accept the financial status reports as presented for period ending December 31, 2023.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

Attached is the August Financial Package for Board review and approval.

Management Report

Destination Panama City

For the period ended December 31, 2023



Prepared by

Kennon Accounting Solutions, Inc

Prepared on

January 23, 2024

Statement of Net Position

As of December 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
10001 Checking - Bankcorp South	616,091.34
10003 Checking - First Federal	10,000.12
Total Bank Accounts	626,091.46
Accounts Receivable	
11500 Accounts Receivable (A/R)	324,101.06
Total Accounts Receivable	324,101.06
Other Current Assets	
15510 Prepaid Insurance	7,770.00
15520 Deposits	700.47
Total Other Current Assets	8,470.47
Total Current Assets	958,662.99
Fixed Assets	
16500 Allowance for Depreciation	-78,694.13
16600 Fixed Prop Machinery & Equipment	24,908.99
16610 Buildings & Land	1,360,555.00
16630 Furniture & Fittings	2,730.00
16700 Leased Equipment	2,280.00
16800 Accumulated amortization	-855.00
Total Fixed Assets	1,310,924.86
TOTAL ASSETS	\$2,269,587.85

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

20200 Accounts Payable (A/P)	103,718.90
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Total Accounts Payable	103,718.90
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Other Current Liabilities

20400 Advance Deposits	100,000.00
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21600 Compensated Absences	35,711.65
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Payroll Liabilities

21802 Federal Unemployment (940)	230.25
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21803 FL Unemployment Tax	338.10
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21821 Health Insurance	-5,030.67
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21822 Dental Insurance	-271.90
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21824 Life Insurance	-61.80
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21825 Vision Insurance	-59.88
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	Total
Total Payroll Liabilities	-4,855.90
Total Other Current Liabilities	130,855.75
Total Current Liabilities	234,574.65
Long-Term Liabilities	
22500 Lease Payable	1,425.00
Total Long-Term Liabilities	1,425.00
Total Liabilities	235,999.65
Equity	
27100 Fund Balance - Unrestricted	1,707,885.62
Retained Earnings	310,259.50
Net Revenue	15,443.08
Total Equity	2,033,588.20
TOTAL LIABILITIES AND EQUITY	\$2,269,587.85

Statement of Revenues, Expenses and Change in Net Position

December 2023

	Dec 2023	Oct - Dec, 2023 (YTD)	Total
REVENUE			
31000 Bay County TDC Contract	228,651.86		560,688.66
35000 Event Income	374.00		8,560.57
36200 Facility Rent Income	1,035.00		4,005.00
366140 Pvt Contribs & Donations			40.00
38000 Interest Income	459.80		1,309.98
39000 Misc Revenue	276.74		276.74
Total Revenue	230,797.40		574,880.95
GROSS PROFIT	230,797.40		574,880.95
EXPENDITURES			
51200 Regular Salaries	36,441.34		81,517.35
52100 FICA	2,741.69		6,153.96
52200 Retirement Contributions	1,538.84		4,311.59
52207 Health Insurance	2,808.10		8,424.30
52208 Dental Insurance	186.63		609.59
52300 Life Insurance	41.20		133.90
52500 Unemployment Insurance	133.75		338.10
53100 Professional Services			925.00
53200 Accounting & Auditing	3,500.00		10,174.25
53400 Other Contractual	1,359.63		4,600.16
53401 Marketing Contractual Services	17,032.95		79,638.90
54000 Travel per Diem Staff	1,093.72		6,974.23
54001 Travel Per Diem Non-Staff	2,293.04		2,293.04
54100 Communications	929.51		2,798.53
54200 Postage & Freight	558.40		1,893.06
54300 Utility	1,761.87		3,110.56
54400 Rentals & Leases	575.45		1,807.99
54500 Insurance	1,114.36		3,343.08
54600 Repair & Maintenance	1,200.00		3,781.27
54700 Printing & Binding			2,530.28
54800 Promotional Activities	71,189.41		212,693.58
54801 Creative Services	7,905.00		7,905.00
54900 Other Current Charges	1,761.70		2,116.06
55100 Office Supplies			188.12
55200 Operating Supplies	761.39		3,890.06
55400 Books, Pubs, Memberships	11,254.00		34,927.95
56200 Buildings	57,157.96		72,357.96
Total Expenditures	225,339.94		559,437.87
NET OPERATING REVENUE	5,457.46		15,443.08

		Total
	Dec 2023	Oct - Dec, 2023 (YTD)
NET REVENUE	\$5,457.46	\$15,443.08

Destination Panama City Budget vs. Actuals: FY24

October - December 2023

Explanation provided for line items greater than 35% of annual budget
Percentage of Year complete = 25%

	Actual	Budget	Remaining	% of Budget	Explanation
Revenue					
31000 Bay County TDC Contract	560,688.66	3,110,434.00	2,549,745.34	18.03%	
34132 Co-Op Advertising Revenue	0.00	10,000.00	10,000.00	0.00%	
35000 Event Income	8,560.57	20,000.00	11,439.43	42.80%	Downtown After Dark and Boat Parade of Lights
35915 Event Booth Rental	0.00	5,000.00	5,000.00	0.00%	
36200 Facility Rent Income	4,005.00	0.00	-4,005.00		
366140 Pvt Contribs & Donations	40.00	0.00	-40.00		
38000 Interest Income	1,309.98	3,500.00	2,190.02	37.43%	Interest earning on Cadence operating account
39000 Misc Revenue	276.74	0.00	-276.74		
39600 Unrestricted Cash	0.00	350,000.00	350,000.00	0.00%	
Contributed income					
Donations directed by individuals	0.00	400,000.00	400,000.00	0.00%	
Grants from other nonprofits	0.00	500,000.00	500,000.00	0.00%	
Total Contributed income	\$ 0.00	\$ 900,000.00	\$ 900,000.00	0.00%	
Total Revenue	\$ 574,880.95	\$ 4,398,934.00	\$ 3,824,053.05	13.07%	
Gross Profit	\$ 574,880.95	\$ 4,398,934.00	\$ 3,824,053.05	13.07%	
Expenditures					
51200 Regular Salaries	81,517.35	351,942.62	270,425.27	23.16%	
51500 Special Pay	0.00	6,000.00	6,000.00	0.00%	
52100 FICA	6,153.96	26,666.72	20,512.76	23.08%	
52200 Retirement Contributions	4,311.59	35,194.26	30,882.67	12.25%	
52207 Health Insurance	8,424.30	44,762.64	36,338.34	18.82%	
52208 Dental Insurance	609.59	3,047.64	2,438.05	20.00%	
52300 Life Insurance	133.90	618.00	484.10	21.67%	
52400 Workers Comp	0.00	3,125.00	3,125.00	0.00%	
52500 Unemployment Insurance	338.10	2,000.00	1,661.90	16.91%	
53100 Professional Services	925.00	8,000.00	7,075.00	11.56%	
53200 Accounting & Auditing	10,174.25	25,000.00	14,825.75	40.70%	CRI progress billing total paid \$8,000 for 22/23 audit. Expenditures for audit will not continue throughout the fiscal year.
53400 Other Contractual	4,600.16	15,000.00	10,399.84	30.67%	
53401 Marketing Contractual Services	79,638.90	275,000.00	195,361.10	28.96%	
54000 Travel per Diem Staff	6,974.23	40,000.00	33,025.77	17.44%	
54001 Travel Per Diem Non-Staff	2,293.04	15,000.00	12,706.96	15.29%	
54100 Communications	2,798.53	12,000.00	9,201.47	23.32%	
54200 Postage & Freight	1,893.06	17,000.00	15,106.94	11.14%	
54300 Utility	3,110.56	25,000.00	21,889.44	12.44%	

54400 Rentals & Leases	1,807.99	13,000.00	11,192.01	13.91%	
54500 Insurance	3,343.08	30,000.00	26,656.92	11.14%	
54600 Repair & Maintenance	3,781.27	24,000.00	20,218.73	15.76%	
54700 Printing & Binding	2,530.28	40,000.00	37,469.72	6.33%	
54800 Promotional Activities	212,693.58	1,000,000.00	787,306.42	21.27%	
54801 Creative Services	7,905.00	60,000.00	52,095.00	13.18%	
54802 Media Commissions	0.00	40,000.00	40,000.00	0.00%	
54803 Photography/Videography	0.00	20,000.00	20,000.00	0.00%	
54900 Other Current Charges	2,116.06	20,000.00	17,883.94	10.58%	
55100 Office Supplies	188.12	1,700.00	1,511.88	11.07%	
55200 Operating Supplies	3,890.06	25,000.00	21,109.94	15.56%	
55400 Books, Pubs, Memberships	34,927.95	40,000.00	5,072.05	87.32%	Annual Subscription/membe rships for Placer Labs 16,000, Destinations FL 3,801, US Travel Association 6,350, Destinations International 3,804
55500 Training	0.00	15,000.00	15,000.00	0.00%	
55700 Operational Reserve for Contingency	0.00	66,377.12	66,377.12	0.00%	
56200 Buildings	72,357.96	2,088,500.00	2,016,142.04	3.46%	
56400 Machinery & Equipment	0.00	10,000.00	10,000.00	0.00%	
Total Expenditures	\$ 559,437.87	\$4,398,934.00	\$ 3,839,496.13	12.72%	
Net Operating Revenue	\$ 15,443.08	\$ 0.00	-\$ 15,443.08		
Net Revenue	\$ 15,443.08	\$ 0.00	-\$ 15,443.08		

A/R Aging Summary

As of December 31, 2023

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Jennifer Vigil - AR				5.34		5.34
Tourism Contract						0.00
Bay County Contract 23-24	265,167.99					265,167.99
St Andrews School	58,713.29	214.44				58,927.73
Total Tourism Contract	323,881.28	214.44				324,095.72
TOTAL	\$323,881.28	\$214.44	\$0.00	\$5.34	\$0.00	\$324,101.06

TB

A/P Aging Summary

As of December 31, 2023

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
325 Force Support MWR Fund		5,000.00				5,000.00
Carr Riggs & Ingram	3,500.00					3,500.00
City of Panama City	630.85					630.85
Down to Earth Outdoor Services, LLC	600.00					600.00
Earthshine Cleaning	261.99					261.99
First Federal Bank	28,369.32					28,369.32
Florida Department of Revenue	50.00					50.00
FPL Northwest FL	80.29					80.29
Gannett Florida LocaliQ	763.75					763.75
Krewe of St. Andrews Inc.	5,621.95					5,621.95
Laurie Rowe & Company	9,500.00					9,500.00
Matthew May	250.00					250.00
Miles Partnership, LLLP	9,500.00					9,500.00
MWB	11,573.04					11,573.04
Panama Business Machines	67.23					67.23
Quina Grundhoefer Architects	15,357.96					15,357.96
Raymond James	769.42					769.42
The Local Palate	750.00					750.00
U.S. Travel Association	6,350.00					6,350.00
VISA	2,654.94					2,654.94
Wells Fargo Vendor Financial Services, LLC	101.65					101.65
WMBB	1,295.00					1,295.00
WOW	671.51					671.51
TOTAL	\$98,718.90	\$5,000.00	\$0.00	\$0.00	\$0.00	\$103,718.90

TB



Destination Panama City

10001 Checking - Bankcorp South, Period Ending 12/31/2023

RECONCILIATION REPORT

Reconciled on: 01/16/2024

Reconciled by: Suzanne Kennon

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance	627,210.90
Interest earned	459.72
Checks and payments cleared (41)	-135,808.17
Deposits and other credits cleared (14)	183,052.36
Statement ending balance	<u>674,914.81</u>

Uncleared transactions as of 12/31/2023	-58,823.47
Register balance as of 12/31/2023	616,091.34
Cleared transactions after 12/31/2023	0.00
Uncleared transactions after 12/31/2023	-88,671.02
Register balance as of 01/16/2024	527,420.32

TB

Details

Checks and payments cleared (41)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/01/2023	Bill Payment	10555	Victoria Gillman	-200.00
11/01/2023	Bill Payment	10536	Gulf Ice Company, LLC	-920.00
11/19/2023	Bill Payment	10573	Panama City Music Associ...	-5,000.00
11/19/2023	Bill Payment	10577	Verizon	-258.00
11/19/2023	Bill Payment	10570	Emerald Coast APA	-1,000.00
12/08/2023	Payroll Check	DD	Jennifer Vigil	-4,233.60
12/08/2023	Payroll Check	DD	Katherine M. Seaver	-1,459.56
12/08/2023	Payroll Check	DD	Melissa K. Bowman	-1,601.63
12/08/2023	Payroll Check	DD	Shelbie L. Scippio	-2,034.00
12/08/2023	Payroll Check	DD	Lauren E. Beauchamp	-1,772.11
12/11/2023	Bill Payment	10590	Lawnmasters of Panama C...	-300.00
12/11/2023	Bill Payment	10582	Beach TV Cable Company,...	-474.30
12/11/2023	Bill Payment	10588	iHeartMedia	-1,040.00
12/11/2023	Bill Payment	10586	Earthshine Cleaning	-208.49
12/11/2023	Bill Payment	10599	Wells Fargo Vendor Financ...	-101.65
12/11/2023	Bill Payment	10597	Thomas L. Lewis	-500.00
12/11/2023	Bill Payment	10595	Public Eye Soar Festival	-4,460.79
12/11/2023	Bill Payment	10594	Power Play Marketing	-6,500.00
12/11/2023	Bill Payment	10593	Panama City Symphony Or...	-5,000.00
12/11/2023	Bill Payment	10591	Panama City A Cappella C...	-1,200.00
12/11/2023	Bill Payment	10589	Kennon Accounting Solutio...	-2,174.25
12/11/2023	Bill Payment	10584	Carr Riggs & Ingram	-2,000.00
12/11/2023	Bill Payment	10583	Burke Blue	-925.00
12/11/2023	Bill Payment	10592	Panama City Beach Cham...	-1,100.00
12/11/2023	Bill Payment	10580	Bay Arts Alliance	-9,500.00
12/11/2023	Bill Payment	10585	CrowdRiff, Inc	-12,061.00
12/11/2023	Bill Payment	10587	First Federal Bank	-22,262.56
12/11/2023	Bill Payment	10598	VISA	-7,354.89
12/11/2023	Bill Payment	10596	Raymond James	-1,538.84
12/13/2023	Tax Payment		IRS	-3,663.44
12/18/2023	Bill Payment	10608	Steven Evans	-500.00
12/18/2023	Bill Payment	10602	Bay Youth Music Associati...	-9,985.00
12/20/2023	Check	10617	Florida Department of Rev...	-253.53

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/22/2023	Payroll Check	DD	Melissa K. Bowman	-1,383.52
12/22/2023	Payroll Check	DD	Shelbie L. Scippio	-2,034.00
12/22/2023	Payroll Check	DD	Jennifer Vigil	-3,891.86
12/22/2023	Payroll Check	DD	Katherine M. Seaver	-1,459.56
12/22/2023	Payroll Check	DD	Lauren E. Beauchamp	-1,772.09
12/22/2023	Payroll Check	DD	Melissa K. Bowman	-6,745.22
12/28/2023	Tax Payment		IRS	-6,530.23
12/29/2023	Expense	1163558-10001-1/24	Principal Life Insurance Co...	-409.05

Total -135,808.17

Deposits and other credits cleared (14)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/01/2023	Deposit			250.82
12/03/2023	Deposit			57.12
12/04/2023	Deposit			19.04
12/06/2023	Deposit			19.04
12/07/2023	Deposit			100.00
12/07/2023	Deposit			250.82
12/10/2023	Deposit			76.16
12/11/2023	Deposit			51.92
12/12/2023	Deposit			260.74
12/12/2023	Deposit			16.00
12/14/2023	Deposit			425.18
12/15/2023	Deposit		SHRM	60.00
12/17/2023	Deposit			45.79
12/21/2023	Receive Payment	A00738	Tourism Contract:Bay Cou...	181,419.73

Total 183,052.36

Additional Information

Uncleared checks and payments as of 12/31/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/18/2023	Bill Payment	10414	iDSS Global, LLC	-6,000.00
11/19/2023	Bill Payment	10574	Panama City Symphony Or...	-800.00
12/11/2023	Bill Payment	10581	Bay County Chamber of C...	-5,174.00
12/18/2023	Bill Payment	10601	Bay County Chamber of C...	-868.50
12/18/2023	Bill Payment	10605	FPL Northwest FL	-411.64
12/18/2023	Bill Payment	10600	Aaron Rich Marketing	-676.00
12/18/2023	Bill Payment	10604	City of Panama City	-473.93
12/18/2023	Bill Payment	10610	WMBB	-1,705.00
12/18/2023	Bill Payment	10603	Brock Lawn and Pest Cont...	-48.15
12/18/2023	Bill Payment	10607	Quina Grundhoefer Archite...	-41,800.00
12/18/2023	Bill Payment	10609	Verizon	-258.00
12/18/2023	Bill Payment	10606	PG Environmental Florida, ...	-608.25

Total -58,823.47

Uncleared checks and payments after 12/31/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/05/2024	Payroll Check	DD	Shelbie L. Scippio	-2,037.92
01/05/2024	Payroll Check	DD	Jennifer Vigil	-4,254.27
01/05/2024	Payroll Check	DD	Katherine M. Seaver	-1,463.49

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/05/2024	Payroll Check	DD	Lauren E. Beauchamp	-1,776.03
01/09/2024	Bill Payment	10612	Carr Riggs & Ingram	-3,500.00
01/09/2024	Bill Payment	10613	City of Panama City	-355.33
01/09/2024	Bill Payment	10619	Florida Department of Rev...	-50.00
01/09/2024	Bill Payment	10621	Krewe of St. Andrews Inc.	-5,621.95
01/09/2024	Bill Payment	10625	Panama Business Machines	-67.23
01/09/2024	Bill Payment	10615	Earthshine Cleaning	-261.99
01/09/2024	Bill Payment	10627	Raymond James	-1,538.84
01/09/2024	Bill Payment	10611	325 Force Support MWR F...	-5,000.00
01/09/2024	Bill Payment	10622	Laurie Rowe & Company	-9,500.00
01/09/2024	Bill Payment	10628	Rotary Club of Panama Cit...	-310.00
01/09/2024	Bill Payment	10623	Matthew May	-250.00
01/09/2024	Bill Payment	10624	Miles Partnership, LLLP	-9,500.00
01/09/2024	Bill Payment	10629	U.S. Travel Association	-6,350.00
01/09/2024	Bill Payment	10632	WOW	-671.51
01/09/2024	Bill Payment	10631	Wells Fargo Vendor Financ...	-101.65
01/09/2024	Bill Payment	10620	Gannett Florida LocaliQ	-763.75
01/09/2024	Bill Payment	10630	VISA	-2,654.94
01/09/2024	Bill Payment	10616	First Federal Bank	-28,369.32
01/09/2024	Bill Payment	10614	Down to Earth Outdoor Ser...	-600.00
01/10/2024	Tax Payment		IRS	-3,334.70
01/24/2024	Tax Payment		FL U.C. Fund	-338.10
Total				-88,671.02



30/25

PANAMA CITY COMMUNITY DEVELOPMENT COUNCI
101 W BEACH DR
PANAMA CITY FL 32401-2740

STATEMENT DATE
12/31/23
ACCOUNT NUMBER
[REDACTED]

INFOLINE 1-888-797-7711

* * * * *		CHECKING ACCOUNT SUMMARY	* * * * *	
PREVIOUS BALANCE	627,210.90		AVERAGE BALANCE	
+ 14 CREDITS	183,052.36			636,821
- 42 DEBITS	135,808.17		YTD INTEREST PAID	
- SERVICE CHARGES	.00			5,022.70
+ INTEREST PAID	459.72			
ENDING BALANCE	674,914.81			

DAYS IN PERIOD

31

* * * * * CHECKING ACCOUNT TRANSACTIONS * * * * *
DEPOSITS AND OTHER CREDITS

DATE.....	AMOUNT.	TRANSACTION DESCRIPTION	CHK NO/ATM CD
12/01	250.82	SQUARE INC 9424300002	
		L206848423625 231201P2	CCD
12/04	19.04	SQUARE INC 9424300002	
		L206848914340 231204P2	CCD
12/04	57.12	SQUARE INC 9424300002	
		L206848914339 231204P2	CCD
12/06	19.04	SQUARE INC 9424300002	
		L206849428914 231206P2	CCD
12/07	100.00	DEPOSIT	
12/08	250.82	SQUARE INC 9424300002	
		L206849858702 231208P2	CCD
12/11	76.16	SQUARE INC 9424300002	
		L206850443159 231211P2	CCD
12/12	51.92	SQUARE INC 9424300002	
		L206850685883 231212P2	CCD
12/12	16.00	DEPOSIT	
12/12	260.74	DEPOSIT	
12/15	425.18	SQUARE INC 9424300002	
		L206851311656 231215P2	CCD
12/15	60.00	DEPOSIT	
12/18	45.79	SQUARE INC 9424300002	
		L206851824960 231218P2	CCD
12/21	181,419.73	BAY COUNTY MAST2 4596000512	
		5113 PC TDT TX	CCD
12/29	459.72	IOD INTEREST PAID	



PANAMA CITY COMMUNITY DEVELOPMENT COUNCI
 101 W BEACH DR
 PANAMA CITY FL 32401-2740

30/25
 PAGE 2

STATEMENT DATE
 12/31/23
 ACCOUNT NUMBER
 [REDACTED]

CHECKS

DATE	CHECK NO	AMOUNT	DATE	CHECK NO	AMOUNT
12/01	10536*	920.00	12/19	10589	2,174.25
12/06	10555*	200.00	12/19	10590	300.00
12/15	10570*	1,000.00	12/18	10591	1,200.00
12/04	10573*	5,000.00	12/19	10592	1,100.00
12/04	10577*	258.00	12/22	10593	5,000.00
12/19	10580*	9,500.00	12/22	10594	6,500.00
12/18	10582*	474.30	12/29	10595	4,460.79
12/18	10583	925.00	12/15	10596	1,538.84
12/28	10584	2,000.00	12/21	10597	500.00
12/21	10585	12,061.00	12/18	10599*	101.65
12/20	10586	208.49	12/28	10602*	9,985.00
12/19	10587	22,262.56	12/27	10608*	500.00
12/18	10588	1,040.00			

OTHER DEBITS

DATE	AMOUNT	TRANSACTION DESCRIPTION	CHK NO/ATM CD
12/08	1,459.56	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/08	1,601.63	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/08	1,772.11	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/08	2,034.00	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/08	4,233.60	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/13	A 2,792.88	VISA	1465106539
		400977XXXXX0039	PAYMENT WEB
12/13	3,663.44	IRS	3387702000
		227374766035860	USATAXPYMT CCD
12/13	A 4,562.01	VISA	1465106539
		400977XXXXX0922	PAYMENT WEB
12/21	253.53	FLA DEPT REVENUE	7596001874
		74341224	C01 CCD
12/22	1,383.52	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/22	1,459.56	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/22	1,772.09	PAYROLL	4462800242
		17100606	PAYROLL CCD

Sum of A = 7,354.89 = check #
 10598 in QB



PANAMA CITY COMMUNITY DEVELOPMENT COUNCI
 101 W BEACH DR
 PANAMA CITY FL 32401-2740

30/25
 PAGE 3

STATEMENT DATE
 12/31/23
 ACCOUNT NUMBER
 [REDACTED]

***** CHECKING ACCOUNT TRANSACTIONS *****

OTHER DEBITS

DATE.....	AMOUNT.	TRANSACTION DESCRIPTION	CHK NO/ATM CD
12/22	2,034.00	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/22	3,891.86	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/22	6,745.22	PAYROLL	4462800242
		17100606	PAYROLL CCD
12/28	6,530.23	IRS	3387702000
		227376266059474	USATAXPYMT CCD
12/29	409.05	PLIC-SBD	9GPSBD0000
		PACT#222476059	INSUR CLM CCD

***** DAILY BALANCE SUMMARY *****

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
11/30	627210.90	12/11	610505.00	12/20	558521.21
12/01	626541.72	12/12	610833.66	12/21	727126.41
12/04	621359.88	12/13	599815.33	12/22	698340.16
12/06	621178.92	12/15	597761.67	12/27	697840.16
12/07	621278.92	12/18	594066.51	12/28	679324.93
12/08	610428.84	12/19	558729.70	12/29	674914.81

***** INTEREST RATE SUMMARY *****

EFF-DATE	RATE	
11-30-23	0.00350000	49,999
	0.00600000	99,999
	0.00850000	999,999
	0.01090000	

THANK YOU FOR BANKING WITH US

THIS SECTION IS PROVIDED TO HELP YOU BALANCE YOUR BANK STATEMENT.			
FROM _____ TO _____ 20____			
CHECKS OUTSTANDING — NOT CHARGED TO ACCOUNT			
NO.	\$		
		BALANCE SHOWN ON THIS STATEMENT	\$ _____ CHECKBOOK BALANCE \$ _____
		ADD DEPOSITS NOT CREDITED	\$ _____ DEDUCT SERVICE CHARGES \$ _____
			\$ _____
			\$ _____
		SUBTOTAL	\$ _____ SUBTOTAL \$ _____
		DEDUCT OUTSTANDING CHECKS	\$ _____ ADJ IN INTEREST CREDITED \$ _____
		RECONCILED STATEMENT BALANCE	\$ _____ UPDATED CHECKBOOK BALANCE \$ _____
TOTAL	\$		

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR ELECTRONIC TRANSFERS:

Direct telephone inquiries to 1-888-797-7711 (TOLL FREE) or write us at Customer Service, 2910 West Jackson St., Tupelo, MS 38801 as soon as you can, if you think your statement or receipt is wrong or if you need more information about a transfer on the statement or receipt. We must hear from you no later than 60 days after we sent you the FIRST statement on which the error or problem appeared.

- (1) Tell us your name and account number.
- (2) Describe the error or the transfer you are unsure about, and explain as clearly as you can why you believe there is an error or why you need more information.
- (3) Tell us the dollar amount of the suspected error.

We will investigate your complaint and will correct any error promptly. If we take more than 10 business days to do this, we may recredit your account for the amount you think is in error, so that you will have use of the money during the time it takes us to complete our investigation.

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR CREDIT LINE BILL:

If you think your bill is wrong, or if you need more information about a transaction on your bill, write us (on a separate sheet) at Customer Service, 2910 West Jackson St., Tupelo, MS 38801 as soon as possible. We must hear from you no later than 60 days after we sent you the first bill on which the error or problem appeared. You can telephone us TOLL FREE at 1-888-797-7711, but doing so will not preserve your rights.

In your letter, give us the following information.

- (1) Your name and account number.
- (2) The dollar amount of the suspected error.
- (3) Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are unsure about.

You do not have to pay any amount in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question, we cannot report you as delinquent or take any action to collect the amount you question.

Explanation of CREDIT LINE'S AVERAGE DAILY BALANCE

We figure the FINANCE CHARGE on your account by applying the periodic rate to the "AVERAGE DAILY BALANCE", including current transactions. To get the "AVERAGE DAILY BALANCE" we take the beginning balance of your account each day and add any new advances and subtract any payments, credits and unpaid finance charges. This gives us the daily balance. Then, we add up all the daily balances of the billing cycle divide the total by the number of days in the billing cycle. This gives us "THE AVERAGE DAILY BALANCE".



Destination Panama City

10003 Checking - First Federal, Period Ending 12/29/2023

RECONCILIATION REPORT

Reconciled on: 01/16/2024

Reconciled by: Suzanne Kennon

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance.....	10,000.04
Interest earned.....	.08
Checks and payments cleared (0).....	0.00
Deposits and other credits cleared (0).....	0.00
Statement ending balance.....	<u>10,000.12</u>

Register balance as of 12/29/2023.....	10,000.12
----------------------------------------	-----------

TB



FIRST FEDERAL BANK

P.O. Box 2029
Lake City, FL 32056

Account Statement

Page 1 of 1
Statement Period:
12-01-23 thru 12-29-23

PC COMMUNITY DEVELOPMENT COUNCIL
JENNIFER M VIGIL 0
JOSHUA J STREET
101 WEST BEACH DRIVE
PANAMA CITY FL 32401

Account terms and fees have been updated and are effective March 1, 2024.
Please review the following pages for a full list of changes.

Account XXXXXX8627 INTEREST CHECKING PF

Beginning balance on 11-30-23		\$10,000.04
Credits and deposits	+	0.08
Debits and withdrawals	-	0.00
Ending balance on 12-29-2023		\$10,000.12

Interest Information

Interest Earned:	0.08	Days in Period:	29
Interest Paid This Period:	0.08	Annual Percentage Yield Earned:	0.0100%
Interest Paid 2023:	0.12		

Your Account Activity

Date	Description	Credits	Debits	Balance
12-29-23	Interest	0.08		10,000.12

Itemization of NSF Paid and Returned Item Fees

	Total for This Period	Total Year to Date
TOTAL OVERDRAFT FEES:	0.00	0.00
TOTAL RETURNED ITEM FEES:	\$0.00	\$0.00



Rewards™ Bonus Points Available **5,318**

Account Summary

Billing Cycle		01/01/2024
Days In Billing Cycle		31
Previous Balance		\$4,562.01
Purchases	+	\$2,651.75
Cash	+	\$0.00
Balance Transfers	+	\$0.00
Special	+	\$0.00
Credits	-	\$0.00
Payments	-	\$4,562.01-
Other Charges	+	\$3.19
Finance Charges	+	\$0.00

NEW BALANCE **\$2,654.94**

Credit Summary

Total Credit Line	\$50,000.00
Available Credit Line	\$47,345.06
Available Cash	\$0.00
Amount Over Credit Line	\$0.00
Amount Past Due	\$0.00
Disputed Amount	\$0.00

Account Inquiries

- Call us at: (800) 883-0131
Lost or Stolen Card: (800) 883-0131
- Go to MyCardStatement.com
- Write us at PO BOX 105666, ATLANTA, GA 30348-5666

Payment Summary

NEW BALANCE	\$2,654.94
MINIMUM PAYMENT	\$2,654.94
PAYMENT DUE DATE	01/26/2024

NOTE: Grace period to avoid a finance charge on purchases, pay entire new balance by payment due date. Finance charge accrues on cash advances until paid and will be billed on your next statement.

Cardholder Account Summary

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
12/01	12/03	PBUS01	24445003336500443175899	PY *STORAGE DEPOT 850-640-2161 FL	\$473.80
12/02	12/03	PBUS01	24906413336188488040773	EIG*CONSTANTCONTACT.COM 855-2295506 MA	\$343.00
12/01	12/03	PBUS01	24692163336109528933438	IN *GORGEOUS 850-8888474 FL	\$268.00
12/01	12/03	PBUS01	24692163336109528933446	IN *GORGEOUS 850-8888474 FL	\$1,000.00
12/07	12/08	PBUS01	24492153341745311730022	ADOBE *CREATIVE CLOUD 408-536-6000 CA	\$284.96
12/12	12/12		1625505242	INTERNET PMT-THANK YOU	\$4,562.01-
12/13	12/14	PBUS01	24692163347100026878644	INTUIT *QBooks Online CL.INTUIT.COM CA	\$165.00
12/23	12/24	PBUS01	24692163357106784470281	APPLE.COM/BILL 866-712-7753 CA	\$2.99
12/27	12/28	PBUS01	74083423361000008089957	VENNGAGE.COM TORONTO ON	\$114.00
12/27	12/28	PBUS01	74083423361000008089957	INTERNATIONAL TRANS FEE	\$3.19

Additional Information About Your Account
 THE TOTAL FINANCE CHARGE PAID ON YOUR ACCOUNT DURING THE PAST YEAR WAS \$0.00.

PLEASE DETACH COUPON AND RETURN PAYMENT USING THE ENCLOSED ENVELOPE - ALLOW UP TO 7 DAYS FOR RECEIPT - *

TCM BANK NA
 PO BOX 105666
 ATLANTA GA 30348-5666

Account Number
 : #####-####-####-0922

Check box to indicate name/address change on back of this coupon

Closing Date	New Balance	Total Minimum Payment Due	Payment Due Date
01/01/24	\$2,654.94	\$2,654.94	01/26/24

AMOUNT OF PAYMENT ENCLOSED

\$

JENNIFER VIGIL
 PC COMMUNITY DEV ADMIN
 PO BOX 1880
 PANAMA CITY FL 32402-1880

MAKE CHECK PAYABLE TO:

VISA
 PO BOX 6818
 CAROL STREAM IL 60197-6818

IMPORTANT INFORMATION

Finance Charge Calculation Methods and Computation of Average Daily Balance Subject to Finance Charge: The Finance Charge Calculation Method applicable to your account for Cash Advances and Credit Purchases of goods and services that you obtain through the use of your card is specified on the front side of this statement and explained below:

Method A - Average Daily Balance (including current transactions): The Finance Charge on purchases begins on the date the transaction posted to your account. The Finance Charge on Cash Advances begins on the date you obtained the cash advance, or the first day of the billing cycle within which it is posted to your account, whichever is later. There is no grace period.

The Finance Charges for a billing cycle are computed by applying the Periodic Rate to the "average daily balance" of your account. To get the average daily balance, we take the beginning balance of your account each day, add any new purchases or cash advances, and subtract any payments, credits, non-accruing fees, and unpaid finance charges. This gives us the daily balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

Method E - Average Daily Balance (excluding current transactions): To avoid incurring an additional Finance Charge on the balance of purchases (and cash advances if Method E is specified as applicable to cash advances) reflected on your monthly statement, you must pay the New Balance shown on your monthly statement on or before the Payment Due Date. The grace period for the New Balance of purchases extends to the Payment Due Date.

The Finance Charges for a billing cycle are computed by applying the Periodic Rate to the "average daily balance" of purchases (and if applicable, cash advances). To get the average daily balance, we take the beginning balance of your account each day and subtract any payments, credits, non-accruing fees, and unpaid finance charges. We do not add in any new purchases or cash advances. This gives us the daily balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

Method G - Average Daily Balance (including current transactions): To avoid incurring an additional Finance Charge on the balance of purchases (and cash advances, if Method G is specified as applicable to cash advances) reflected on your monthly statement and, on any new purchases (and if applicable, cash advances) appearing on your next monthly statement, you must pay the New Balance, shown on your monthly statement, on or before the Payment Due Date. The grace period for the New Balance of purchases extends to the Payment Due Date.

The Finance Charges for a billing cycle are computed by applying the Periodic Rate to the "average daily balance" of purchases (and if applicable, cash advances). To get the average daily balance, we take the beginning balance of your account each day, add any new purchases or cash advances, and subtract any payments, credits, non-accruing fees, and unpaid finance charges. This gives us the daily balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

Payment Crediting and Credit Balance: Payments received at the location specified on the front of the statement after the phrase "MAKE CHECK PAYABLE TO" will be credited to the account specified on the payment coupon as of the date of receipt. Payments received at a different location or payments that do not conform to the requirements set forth on or with the periodic statement (e.g. missing payment stub, payment envelope other than as provided with your statement, multiple checks or multiple coupons in the same envelope) may be subject to delay in crediting, but shall be credited within five days of receipt. If there is a credit balance due on your account, you may request in writing, a full refund. Submit your request to the Account Inquiries address on the front of this statement.

By sending your check, you are authorizing the use of the information on your check to make a one-time electronic debit from the account on which the check is drawn. This electronic debit, which may be posted to your account as early as the date your check is received, will be only for the amount of your check. The original check will be destroyed and we will retain the image in our records. If you have questions please call the customer service number on the front of this billing statement.

Closing Date: The closing date is the last day of the billing cycle; all transactions received after the closing date will appear on your next statement.

Annual Fee: If your account has been assessed an annual fee, you may avoid paying this annual fee by sending written notification of termination within 30 days following the mailing date of this bill. Submit your request to the Account Inquiries address on the front of this statement. You may use your card(s) during this 30 day period but immediately thereafter must send your card(s), which you have cut in half, to this same address.

Negative Credit Reports: You are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit reporting agency if you fail to fulfill the terms of your credit obligations.

BILLING RIGHTS SUMMARY

In Case of Errors or Inquiries About Your Bill: If you suspect there is an error on your account or you need information about a transaction on your bill, send your written inquiry to the Account Inquiries address on the front of this statement within 60 days of the date of the statement containing the transaction in question. You may telephone us, however a written request is required to preserve your rights.

In your letter, give us the following information:

- Your name and account number.
The dollar amount of the suspected error.
Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are unsure about.

You do not have to pay any amount in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question, we cannot report you as delinquent or take any action to collect the amount you question.

Please provide a legal document evidencing your name change, such as a court document.

Please use blue or black ink to complete form

NAME CHANGE

Last [grid]

First [grid] Middle [grid]

ADDRESS CHANGE

Street [grid]

[grid]

[grid]

City [grid] State [grid] ZIP Code [grid]

Home Phone ([grid]) [grid] - [grid] Business Phone ([grid]) [grid] - [grid]

Cell Phone ([grid]) [grid] - [grid] E-mail Address _____

SIGNATURE REQUIRED TO AUTHORIZE CHANGES

Signature _____

cRewards Bonus Points Information as of 12/31/2023

Ⓢ Rewards	Beginning Balance	Points Earned	Points Adjusted	Points Redeemed	Ending Balance
	2,631	2,687	0	0	5,318

Finance Charge Summary / Plan Level Information

Plan Name	Plan Description	FCM ¹	Average Daily Balance	Periodic Rate *	Corresponding APR	Finance Charges	Effective APR Fees **	Effective APR	Ending Balance
Purchases									
PBUS01 001	PURCHASE	G	\$0.00	2.27000%(M)	27.2400%(V)	\$0.00	\$0.00	0.0000%	\$2,654.94
Cash									
CBUS01 001	CASH	A	\$0.00	2.52000%(M)	30.2400%(V)	\$0.00	\$0.00	0.0000%	\$0.00

* Periodic Rate (M)=Monthly (D)=Daily
 ** includes cash advance and foreign currency fees
¹ FCM = Finance Charge Method
 (V) = Variable Rate If you have a variable rate account the periodic rate and Annual Percentage Rate (APR) may vary.
 Days In Billing Cycle: 31
 APR = Annual Percentage Rate

Trans Date	Posting Date	Merchant Name	Description	Account	Amount
12/13/2023	12/14/2023	INTUIT *QBooks Online	Quickbooks Subscription		53400 \$165.00
				53400 Total	\$165.00
12/27/2023	12/28/2023	VENNGAGE.COM	Infographic subscription		53401 \$114.00
12/23/2023	12/24/2023	APPLE.COM/BILL	Digital Storage		53401 \$2.99
12/7/2023	12/8/2023	ADOBE *CREATIVE CLOUD	Adobe Creative Suite Subscription		53401 \$284.96
12/1/2023	12/3/2023	IN *GORGEOUS	Website		53401 \$268.00
12/2/2023	12/3/2023	EIG*CONSTANTCONTACT.COM	Email Subscription		53401 \$343.00
12/1/2023	12/3/2023	IN *GORGEOUS	Website Maintenance		53401 \$1,000.00
				53401 Total	\$2,012.95
12/1/2023	12/3/2023	PY *STORAGE DEPOT	Storage Unit Rental		54400 \$473.80
				54400 Total	\$473.80
12/27/2023	12/28/2023	INTERNATIONAL TRANS FEE	Fee for Venngage subscription		54900 \$3.19
				54900 Total	\$3.19
				Grand Total	2654.94



Corporate Account Name: PANAMA CITY COMM DEVELOPME
Account Name: PANAMA CITY COMM DEVELOPME

Corporate Number: 205388
Account Ending In: 0506

Corporate Account Summary

Previous Account Balance	\$22,262.56	Statement Closing Date	01/03/2024
Payments and Credits	\$22,262.56	Days This Period	31
Purchases and Debits	\$28,369.32	Credit Limit	\$80,000.00
Cash Advances	\$0.00	Available Credit	\$49,954.00
Fees	\$0.00	Cash Limit	\$40,000.00
Finance Charges	\$0.00	Available Cash	\$40,000.00
New Ending Balance	\$28,369.32	Payment Due Date	01/28/2024
Total Amount of Disputes	\$0.00	Payment Amount Due	\$852.00

Questions? View your account information online at www.ffbf.com or call our Customer Service Center toll free at 1-855-609-3578 or 1-877-499-0572.

Send Billing Inquiries and Correspondence to:
P.O. Box 2087, Omaha, NE 68103-2087

Mail Payments to: P.O. Box 2711, Omaha, NE 68103-2711

Important Information

THANK YOU FOR CHOOSING FIRST FEDERAL BANK FOR YOUR CREDIT CARD NEEDS.

POINTS BALANCE IS NOT UPDATED BASED ON STATEMENT CYCLE BUT ARE BASED ON THE CALENDAR MONTH.
PLEASE CHECK YOUR ONLINE UCHOOSE REWARDS ACCOUNT FOR YOUR MOST CURRENT BALANCE.

First Federal Bank
4705 HWY 90 W
Lake City FL 32055-4884



Account Ending In 0506
Payment Due Date 01/28/2024
New Balance \$28,369.32
Minimum Payment Due \$852.00

Make Check Payable To: \$

PANAMA CITY COMM DEVELOPME
101 W BEACH DR
PANAMA CITY FL 32401-2740

First Federal Bank
P.O. Box 2711
Omaha NE 68103-2711



424169450012154700000085200000028369329

IMPORTANT INFORMATION

Interest Charge Calculation Methods and Computation of Average Daily Balance Subject to Interest Charge. The **Interest Charge** Calculation Method applicable to your account for Cash Advances and Credit Purchases of goods and services that you obtain through the use of your card is specified and explained below:

Explanation of Interest Charge for Cash Advance Plans and Retail/Purchase Plans

Cash Advance Plans - Average Daily Balance (including current transactions). The **Interest Charge** on cash advances begins from the date you obtained the cash advance, or the first day of the billing cycle in which it is posted to your account, whichever is later. There is no grace period provided for current cycle transactions.

The **Interest Charges** for a billing cycle are computed by dividing the Annual Percentage Rate (APR) by 12 and applying to the "average daily balance" of cash advances. To get the average daily balance, we take the beginning cash balance of your account each day, add any new cash advances, and subtract any payments, credits, non-accruing fees, and unpaid Interest Charges. This gives us the average daily cash advance balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

Retail /Purchase Plans - Average Daily Balance (including current transactions). To avoid incurring an additional **Interest Charge** on the balance of purchases reflected on your monthly statement and on any new purchases appearing on your next monthly statement, you must pay the New Balance shown on your monthly statement on or before the Payment Due Date. The grace period for the New Balance of purchases extends to the Payment Due Date.

The **Interest Charges** for a billing cycle are computed by dividing the Annual Percentage Rate (APR) by 12 and applying to the "average daily balance" of retail /purchase balances. To get the average daily balance, we take the beginning retail/purchase balance of your account each day, add any new purchases, and subtract any payments, credits, non-accruing fees, and unpaid Interest Charges. This gives us the average daily retail/purchase balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

Payment Crediting and Credit Balance: Payments received at the location specified on the front of the statement after the phrase "MAKE CHECK PAYABLE TO" will be credited as of the date of receipt to the account specified on the payment coupon. Payments received at locations other than the address specified or payments that do not conform to the requirements set forth on or with the periodic statement (e.g. missing payment stub, payment envelope other than as provided with your statement, multiple checks or multiple coupons in the same envelope) may be subject to delay in crediting, but shall be credited within five days of receipt. If there is a credit balance due on your account, you may request, in writing, a full refund. Submit your request to the address indicated on the front of this statement after the phrase "SEND INQUIRY TO".

By sending your check, you are authorizing the use of the information on your check to make a one-time electronic debit from the account on which the check is drawn. This electronic debit, which may be posted to your account as early as the date your check is received, will be only for the amount of your check. The original check will be destroyed and we will retain its image in our records. If you have questions please call the customer service number on the front of this billing statement.

Closing Date: The closing date is the last day of the billing cycle; all transactions received after the closing date will appear on your next statement.

Annual Fee: If your account has been assessed an annual fee, you may avoid paying this annual fee by sending written notification of termination within 30 days following the mailing date of this bill, to the address found at the top of the first page of this bill under your financial institution's name. You may use your card(s) during this 30 day period but immediately thereafter must send your card(s), which you have cut in half, to this same address.

Negative Credit Reports: We may report information about your account to credit bureaus. Late payments, missed payments, or other defaults on your account may be reflected in your credit report.

BILLING RIGHTS SUMMARY

In Case of Errors or Inquiries About Your Bill. If you think your bill is wrong, or if you need more information about a transaction on your bill, write us on a separate sheet of paper at the address indicated on the front of this statement after the phrase "Send Inquiries To" as soon as possible. We must hear from you no later than 60 days after we sent you the first bill on which the error or problem appeared. You can telephone us, but doing so will not preserve your rights.

In your letter, give us the following information:

- Your name and account number
- The dollar amount of the suspected error
- Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are unsure about.

You do not have to pay any amount in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question we cannot report you as delinquent or take any action to collect the amount you question.

Special Rule For Credit Card Purchases

If you have a problem with the quality of goods or services that you purchased with a credit card, and you have tried in good faith to correct the problem with the merchant, you may not have to pay the remaining amount due on the goods or services. You have this protection only when the purchase price was more than \$50.00 and the purchase was made in your home state or within 100 miles of your mailing address. (If we own or operate the merchant, or if we mailed you the advertisement for the goods or services, all purchases are covered regardless of amount or location of purchase).

Report a Lost or Stolen Card Immediately: Please notify First Federal Bank immediately if your Card is lost or stolen. You may telephone our Card Service Center at 1-855-609-3578 or 1-540-707-4026. You may also contact First Federal Bank at 1-877-499-0572 to report the loss, theft or possible unauthorized use of the Card. You may be liable for the unauthorized use of the Card, but you will not be liable for unauthorized use that occurs after you notify First Federal Bank, verbally or in writing, of the loss, theft or possible unauthorized use of your Card. In any case, your liability for unauthorized use of the Card will not exceed \$50. Do not use your account after you report a lost or stolen card.

01E1176 - 11/02/21



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Corporate Account Activity

PANAMA CITY COMM DEVELOPME
Card Ending In 0506

Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
12/18	12/18	7424167B01XGXY71Q	PAYMENT MAIL THANK YOU LAKE CITY FL	22,262.56-
Total Activity				22,262.56-
Total Fees This Period				0.00
01/03	01/03		Interest Charge on Purchases	0.00
01/03	01/03		Interest Charge on Cash Advances	0.00
Total Interest This Period				0.00

Cardholder Account Activity

KATE SEAVER
Card Ending In 0514

Post Date	Tran Date	Reference Number	Transaction Description	Total Amount	\$Amount
				Total Amount	\$3,335.51
12/08	12/08	2422638ARARYQSXBL	SAMSClub.COM 888-746-7726 AR		54.38
12/10	12/10	2469216AR340WT7LR	AMZN Mktp US*S67IC1JM3 Amzn.com/bill WA		39.99
12/10	12/10	2469216AR340XHGSM	AMZN Mktp US*G93WE1GS3 Amzn.com/bill WA		363.38
12/10	12/10	2469216AR343RNJBG	AMZN Mktp US*0Y2CA1GW3 Amzn.com/bill WA		258.40
12/10	12/10	2469216AR3446RRZ2	AMZN Mktp US*TV8UO12A2 Amzn.com/bill WA		41.88
12/12	12/12	2413746AV2XH4L6TW	OFFICE DEPOT #248 PANAMA CITY FL		81.30
12/12	12/12	2469216AS35ZYNK90	UPS*BILLING CENTER 800-811-1648 GA		558.40
12/12	12/12	2480197ASM4J3NN16	PS PRINT SOURCE 706-577-8460 FL		1,569.02
12/15	12/15	2444500AYBLN1B4D4	WM SUPERCENTER #3075 PANAMA CITY FL		368.76

JENNIFER VIGIL
Card Ending In 0522

Post Date	Tran Date	Reference Number	Transaction Description	Total Amount	\$Amount
				Total Amount	\$24,639.72
12/06	12/06	2443565AM2MEBKTD	TWO MEN AND A TRUCK 0284 8503666009 FL		1,097.50
12/07	12/07	2420298AN0VZ667EF	Destination Marketing Ass5 12-485-3189 DC		3,254.00
12/07	12/07	2469216AM31BMRQ7Y	SQ *DOWN TO EARTH, LLC gosq.com FL		600.00
12/07	12/07	2476062AN8PQP38XY	Third Social 970-3902534 CO		550.00
12/09	12/09	2469216AR33WSK641	TST* EL WEIRDO 2 PANAMA CITY FL		190.80
12/11	12/11	2469216AT354JPF0F	IN *GORGEIOUS 850-8888474 FL		110.00
12/14	12/14	2469216AX2YK54277	TST* HOUSE OF HENRY Panama City FL		113.57
12/15	12/15	2469216AX2YZN1069	SQ *SUN AND SHIELD DESIGN gosq.com FL		107.00
12/15	12/15	2475542AX7YNX06ZV	VISIT FLORIDA SERVICE CEN850-4885607 FL		3,295.00
12/20	12/20	2480197B2M4A56H7Z	PS PRINT SOURCE 706-577-8460 FL		1,788.68
12/27	12/27	2401514B92DZLW4NE	IDEMIA TSA PRECHECK 877-512-6962 MA		70.00
12/27	12/27	2494300BAW7RA4L0L	HOLIDAY INN PANAMA CITY 8507690000 FL		3,979.45
12/28	12/28	2469216BA2XBYA232	BLUECROSS+BLUESHIELD 904-791-6111 FL		3,709.14
12/28	12/28	2469216BA2XEN5AGF	IN *BOO MEDIA 850-2067079 FL		4,000.00
12/29	12/29	2405523BQRLGYWS53	FONTAINEBLEAU RESORT 8005488886 FL		511.86
12/29	12/29	2405523BQRLGYWXWZ	FONTAINEBLEAU RESORT 8005488886 FL		511.86



Account Name: PANAMA CITY COMM DEVELOPME

Account Number Ending In: 0506

Cardholder Account Activity (continued)

Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
12/29	12/29	2469216BB2XWL2BP9	ACI FPL NORTHWEST FL 800-225-5797 FL	750.86
SHELBY SCIPPPIO Card Ending In 0530				Total Amount \$188.22
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
12/04	12/04	2449215AJLYDD1MA4	VISTAPRINT 866-207-4955 MA	153.22
12/31	12/31	2401134QH0001EM6F	BITLY.COM BITLY.COM NY	35.00
LAUREN BEAUCHAMP Card Ending In 0555				Total Amount \$205.87
Post Date	Tran Date	Reference Number	Transaction Description	\$Amount
12/07	12/07	2420429AL00RX6G00	FACEBK 3M7TLWPMF2 650-5434800 CA	75.00
12/11	12/11	2420429AT024ML34E	FACEBK MHVMEWFMF2 650-5434800 CA	75.00
12/15	12/15	2420429AX00MARY15	FACEBK RJMTXWBMF2 650-5434800 CA	41.26
12/15	12/15	2420429AX003F5ZFS	FACEBK XW6VWVPMF2 650-5434800 CA	14.61

Finance Charges

Type of Balance	Annual Percentage Rate (APR)	Balance Subject To Interest Rate	Interest Charge
Purchases	14.90%	\$0.00	\$0.00
Cash Advance	14.90%	\$0.00	\$0.00
Balance Transfer	14.90%	\$0.00	\$0.00

2024 Total Year-to-Date

Total fees charged in 2024	\$0.00
Total interest charged in 2024	\$0.00

Date	Posted date	Merchant	Last four	Name on card	Description	Account	Amount
12/28/2023	12/28/2023	IN *BOO MEDIA	522	JENNIFER VIGIL	Photography	53401	(\$4,000.00)
12/11/2023	12/11/2023	IN *GORGEOUS	522	JENNIFER VIGIL	Website	53401	(\$110.00)
12/31/2023	12/31/2023	BITLY.COM	530	SHELBI SCIPPIO	URL shortening subscription	53401	(\$35.00)
						53401 Total	(\$4,145.00)
12/29/2023	12/29/2023	FONTAINEBLEAU RESORT	522	JENNIFER VIGIL	Deposit Hotel VISIT FLORIDA Huddle	54000	(\$511.86)
12/29/2023	12/29/2023	FONTAINEBLEAU RESORT	522	JENNIFER VIGIL	Deposit Hotel VISIT FLORIDA Huddle	54000	(\$511.86)
12/27/2023	12/27/2023	IDEMIA TSA PRECHECK	522	JENNIFER VIGIL	TSA Pre Check Staff Travel	54000	(\$70.00)
						54000 Total	(\$1,093.72)
12/12/2023	12/12/2023	UPS *BILLING CENTER	514	KATE SEAVER	Sent 20 cases of Visitor's Guides to Yulee, FL	54200	(\$558.40)
						54200 Total	(\$558.40)
12/29/2023	12/29/2023	ACI FPL NORTHWEST FL	522	JENNIFER VIGIL	FPL - Electric Utility	54300	(\$750.86)
						54300 Total	(\$750.86)
12/7/2023	12/7/2023	SQ.*DOWN TO EARTH, LLC	522	JENNIFER VIGIL	Landscaping STA School	54600	(\$600.00)
						54600 Total	(\$600.00)
12/15/2023	12/15/2023	WM SUPERCENTER #3075	514	KATE SEAVER	VISA Gift Cards - Prizes for Boat Parade of Lights	54800	(\$368.76)
12/12/2023	12/12/2023	PS PRINT SOURCE	514	KATE SEAVER	50% Deposit for blue DPC Swag Bags	54800	(\$1,569.02)
12/10/2023	12/10/2023	AMZN Mktp US*567C1JM3	514	KATE SEAVER	Coffee Creamer, variety of flavors for Donut Days	54800	(\$39.99)
12/10/2023	12/10/2023	AMZN Mktp US*0Y2CA1GW3	514	KATE SEAVER	For Donut Days: sugar, creamer, coffee cups with lids and stir sticks, coffee K-Cups, spin-to-win prize wheel	54800	(\$258.40)
12/27/2023	12/27/2023	HOLIDAY INN PANAMA CITY	522	JENNIFER VIGIL	Rosenwald High School Alumni Reunion	54800	(\$3,979.45)
12/20/2023	12/20/2023	PS PRINT SOURCE	522	JENNIFER VIGIL	Swag Bags	54800	(\$1,788.68)
12/15/2023	12/15/2023	VISIT FLORIDA SERVICE CEN	522	JENNIFER VIGIL	Registration VISIT FLORIDA Huddle	54800	(\$3,295.00)
12/15/2023	12/15/2023	SQ.*SUN AND SHIELD DESIGN	522	JENNIFER VIGIL	Engrave Swag	54800	(\$107.00)
12/15/2023	12/15/2023	FACEBK RIMTXWBMF2	555	LAUREN BEAUCHAMP	Social Media Ads	54800	(\$41.26)
12/15/2023	12/15/2023	FACEBK XW6WVPMF2	555	LAUREN BEAUCHAMP	Social Media Ads	54800	(\$14.61)
12/11/2023	12/11/2023	FACEBK MHVMEWFMF2	555	LAUREN BEAUCHAMP	Social Media Ads	54800	(\$75.00)
12/7/2023	12/7/2023	FACEBK 3M7TLWPMF2	555	LAUREN BEAUCHAMP	Social Media Ads	54800	(\$75.00)
						54800 Total	(\$11,612.17)
12/14/2023	12/14/2023	TST* HOUSE OF HENRY	522	JENNIFER VIGIL	Staff Holiday Lunch	54900	(\$113.57)
12/9/2023	12/9/2023	TST* EL WEIRDO 2	522	JENNIFER VIGIL	Staff & Volunteer Dinner after BPOL	54900	(\$190.80)
12/6/2023	12/6/2023	TWO MEN AND A TRUCK 0284	522	JENNIFER VIGIL	Moving Storage Units	54900	(\$1,097.50)
						54900 Total	(\$1,401.87)
12/12/2023	12/12/2023	OFFICE DEPOT #248	514	KATE SEAVER	3-Hole Punchers for Office	55200	(\$81.30)
12/10/2023	12/10/2023	AMZN Mktp US*G93WE1GS3	514	KATE SEAVER	Flags for outdoor pole, organization for storage unit, First Aid items, tab dividers	55200	(\$363.38)
12/10/2023	12/10/2023	AMZN Mktp US*TV8UO12A2	514	KATE SEAVER	12 pack 3-ring binders	55200	(\$41.88)
12/8/2023	12/8/2023	SAMSCULB.COM	514	KATE SEAVER	Dr. Pepper and chips for office	55200	(\$54.38)
12/4/2023	12/4/2023	VISTAPRINT	530	SHELBI SCIPPIO	Business Cards	55200	(\$153.22)
						55200 Total	(\$694.16)
12/7/2023	12/7/2023	Destination Marketing Ass	522	JENNIFER VIGIL	Destinations International Annual Membership	55400	(\$3,254.00)
12/7/2023	12/7/2023	Third Social	522	JENNIFER VIGIL	SendSites Subscription	55400	(\$550.00)
						55400 Total	(\$3,804.00)
12/28/2023	12/28/2023	BLUECROSS+BLUESHIELD	522	JENNIFER VIGIL	Health Insurance	55207	(\$3,709.14)
						55207 Total	(\$3,709.14)
						Grand Total	-28369.32

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board consider the St. Patrick's Day event assistance application submitted by House of Henry.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

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

Attached is the St. Patrick's Day application for Special Event Reimbursement Assistance for the festival which will be held March 16-17, 2024 in the historic downtown Panama City district.

St. Patrick's Day event coordinated by the owners of House of Henry and is an annual event.

Destination Panama City staff has reviewed the application. The application is complete with a comprehensive event budget, a media/marketing plan, a schedule of events, and lodging partner agreement. As an annual event, this event has grown considerably over the last three years despite some weather challenges. We have included the Placer.ai report for the St. Patrick's Day polygon during the time of the event last year. This multi-day event brought more than 7,000 unique visitors to downtown Panama City during the Thursday – Saturday event.

In prior year discussions, the Board discussed the potential of this event becoming one of the signature events of the City and how continued support would be essential in helping it grow. Based on guidance from the Board, \$15,000 was earmarked in the current budget for the St. Patrick's Day Festival. The applicant is requesting \$18,000 so the Board must consider whether or not to increase the award amount from \$15,000 to \$18,000.

MEMORANDUM OF AGREEMENT
HOUSE OF HENRY LLC'S 'HOUSE OF HENRY ST. PATRICK'S DAY 2024 & DESTINATION
PANAMA CITY

WHEREAS, on **February 8, 2024**, after being reviewed by the President & CEO, the Event Assistance Grant for **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** was presented to the Destination Panama City Board of Directors and was approved in an amount not to exceed **\$18,000**. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** and Destination Panama City (DPC), (collectively "the Parties") believe that additional advertising funding may potentially drive substantial additional numbers of over-night visitors to Panama City; and it is contemplated that the Event will attract participants and over-night visitors from outside the County.

The Parties agree as follows:

1. Terms of Agreement:

- a. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** will provide DPC a complete event budget with an itemized marketing breakdown of planned media buys including boosted / sponsored social media posts prior to **COMPLETED**.
- b. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** will incorporate the DPC brand name, logo and geographic location (Panama City, Florida) in all press releases and interviews. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** will adhere to the Brand Guidelines as written in the PC Graphic Standards document (attached).
- c. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** will work collaboratively with DPC encouraging participants and attendees to use social media during the event by including DPC's social media details
 - i. Facebook handle **@DestinationPanamaCity**
 - ii. Twitter handle **@destination_pc**
 - iii. Instagram handle **@destination_pc**
 - iv. Hashtags
 1. **#DestinationPanamaCity**
 2. **#PContheBay**
 3. **#LovePC**
 4. **#ExplorePC**
- d. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** will supply **5** all-access lanyard credentials to all portions of the Event and allow the DPC staff all-access to the Event to capture photos/videos to be used in future advertising.
- e. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** will supply 10 VIP tickets to the Event for social media contesting.
- f. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** agrees to gain DPC approval of print, digital, radio, and television ads **prior to distribution to ensure reimbursement eligibility**. (Ads placed without prior approval may not be eligible for reimbursement provided adherence to brand guidelines within geo-targeted markets.)
- g. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** agrees to display DPC banners around the venue area in areas of high visibility.

- h. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** will ensure the event is listed on Facebook and that DPC is listed as an official co-host of the event.

2. Length of Event Assistance Grant

- a. The Event Assistance Grant will extend until 45 days after the Event. All invoices submitted for payment must be received within 45 days after the event to be considered for payment or reimbursement.

3. Funding

- a. DPC agrees to provide up to **\$18,000** for event assistance on a reimbursement basis; broken down as follows - \$13,000 for musical acts and \$5,000 towards advertising and marketing.
- b. Advertising and promotion submitted for reimbursement must take place in areas outside of Bay County for this event; social media and billboards within Bay County are acceptable to provide in-market tourists more information on the event.
- c. All payments are on a reimbursement basis only and will be made after proof of paid invoices are presented. *Invoices will be accepted and paid provided appropriate documentation accompanies the request for funds. Incremental distribution of grant funds are available to ease the financial burden of the event coordinators.*
- d. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.
- e. A Request for Funds package must be completed and submitted to the DPC office for final payment within 45 days of the close of the event.
- f. Funding may be withheld for promotional advertising that was not approved by DPC in advance of publication if it fails to meet set guidelines. This includes, but is not limited to, posters, billboards, print publications, social media, radio and television.
- g. Invoices must be made to DPC along with appropriate tear sheets or promotion items. All information should be submitted on 8 ½ x 11" white paper.
- h. Reimbursement for performance contracts must include Panama City accommodations for performers.
- i. Nothing in this Agreement shall obligate the DPC to extend the Event Assistance Grant beyond the length of the term of this Agreement or provide funding in any amount in excess of **\$18,000** for the Event.
- j. **Nothing in this Agreement obligates DPC to make any reimbursement if appropriate approvals and documentation are not received.**

4. Authorized Agent

- a. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** shall designate an Authorized Agent. That individual shall be responsible for maintaining the official file with application, all correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used.
- b. The **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** Authorized Agent will ensure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financials submitted. All submissions, reports, etc. should be sent to DPC's Authorized Agent: Jennifer Vigil. It is the **House of Henry LLC's 'House of Henry St.**

Patrick's Day 2024' Authorized Agent's responsibility to see that any applicable Federal, State or County laws and policies are followed.

5. Status Reports:

- a. Interim Status Report: A detailed interim status report will be required thirty (30) days prior to the event. This report will be due **February 16, 2024**.
- b. Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event. This report will be due **May 16, 2024**.

6. Lodging Partner Engagement and Room Night Tracking:

- a. It is the responsibility of **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** to identify and engage lodging partners within the City limits of Panama City, Florida.
- b. It is the responsibility of the **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** to coordinate with lodging partners a mechanism to track room nights; as such material will be required for subsequent grant applications.

7. Committee Representation:

- a. The DPC will have representation on the planning/marketing committee and attend all meetings regarding the planning of the event.

8. Ambassador Activity:

- a. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** agrees that members of their organization will complete 5 hours of volunteer work at DPC events or Visitor's Center before any future grant applications will be considered. Attendance at DPC Partner Engagement Meetings qualify as volunteer hours.

General Terms

1. **Brand Standards**

- a. **Incorrect use of the DPC logo or non-adherence of the Brand / Graphic Standards and MOU obligations in advertising may result in loss of future funding.**

2. All local county and state ordinances shall be adhered to. Any failure to comply may result in loss of funding.

3. **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** must make the event accessible to the public and to disabled persons. Insurance, as required by the City of Panama City Special Events handbook, is mandatory.

4. The parties, by mutual agreement in writing, may amend, modify, or supplement this Agreement. This Agreement shall not constitute an admission of liability or fact by any party. This Agreement may be executed in one or more counterparts, each of which shall be considered an original counterpart, and shall become effective when both parties have executed one counterpart.

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

For The DPC: Jennifer Vigil, President & CEO, Destination Panama City, 101 West Beach, Panama City, FL 32401

For Event: _____, **House of Henry LLC's 'House of Henry St. Patrick's Day 2024'** Authorized Agent

The undersigned, acting on behalf of and with full authority to commit the entity and county identified below, agrees to ratify and agree to be bound by all terms contained in the Agreement as if said entity and county had signed the Agreement.

IN WITNESS WHEREOF, the undersigned parties have executed and delivered this Agreement as of _____.

Jennifer M. Vigil
President & CEO, Panama City Community Development Council, Inc.

Signature	Printed Name	Date
President, House of Henry LLC's 'House of Henry St. Patrick's Day 2024'		

Event Assistance Grant Application : Entry # 2459**I. Event Information****Event Name**

House of Henry St Patricks Day 2024

Event Date(s)

3/16/24 - 3/17/24

Event Location

461 Harrison Ave Panama City Fl 32401 (Harrison Ave)

Event Description

"Paint the Town Green": A St. Patrick's Day Extravaganza

Join us for an enchanting celebration of Irish heritage and culture at "Paint the Town Green"! This St. Patrick's Day, Henry's proudly presents a vibrant and jubilant event that will immerse downtown in a kaleidoscope of green.

LIVE MUSIC ON MULTIPLE STAGES: Prepare for an auditory feast as live bands and musicians take center stage, delivering soul-stirring renditions of traditional Irish melodies and contemporary tunes. From folk to foot-tapping rhythms, our diverse lineup promises an unforgettable musical experience.

VIBRANT VENDORS: Wander through a bustling marketplace adorned with a myriad of vendors offering an eclectic array of Irish-inspired crafts, artisanal delights, and culinary treasures. Discover unique finds and immerse yourself in the charm of Irish culture.

CONTESTS AND COMPETITIONS: Engage in the spirit of camaraderie and fun through our series of spirited contests. Showcase your creativity in the best-dressed competitions or showcase your jig skills in lively dance-offs. Prizes await the champions of these spirited endeavors!

The "Paint the Town Green" event at Henry's promises an exhilarating celebration of St. Patrick's Day, uniting the community in a vibrant tapestry of music, culture, and revelry. This celebration offers a unique opportunity to engage with a diverse audience, embracing the rich traditions and festive spirit of this cherished Irish holiday.

Type of Event

Cultural/Holiday

Event History

Recurring Event

How Many Years?

4

Has Event Received Prior DPC Funding?

Yes

Has the Location/Facility Been Secured?

Yes

Facility Name

Event Assistance Grant Application : Entry # 2459

House of Henry

Facility Contact

Bobby Beard

Please Select Which Supporting Documents You Are Attaching

- Event Budget (Must have revenue and expenses)
- Detailed Media Budget
- IRS Form W9

Please Attach Your Documents Here

- [SPD-24-Budget.pdf](#)
- [SPD-24-Budget1.pdf](#)
- [fw9.pdf](#)

II. Application Information**Organization Name**

House of Henry LLC

Organization Contact

Bobby Beard

Contact Email

bbibobby@gmail.com

Contact Phone

(615) 975-8973

Address

461 Harrison Ave
NA
NA, Florida Panama City
United States
[Map It](#)

Organization Type

Private

Tax ID

84-4158852

III. Grant Request

Event Assistance Grant Application : Entry # 2459

Amount of Financial Assistance Requested

\$18,000.00

Type of In-Kind Assistance Requested (Be Specific)

Music Acts 13,000.00

Media 5,000.00

IV. Economic Impact

a. Adult - Visitor

3000

b. Adult - Local

5000

c. Youth - Visitor

300

d. Youth - Local

700

a. Adult - Visitor

0

b. Adult - Local

0

c. Youth - Visitor

0

d. Youth - Local

0

a. Projected Length of Stay

3 Days

b. Projected Number of Rooms

25


c. Projected Room Night Cost

150

V. Signatures & Acknowledgements

Event Assistance Grant Application : Entry # 2459

Applicant Consent / Disclaimer Agreement

 I certify that I have read and understand the Destination Panama City (PCCDC), Event Grant Assistance Program Policy and have been appointed by our organization as an Authorized Agent.

What is 5+3? (Anti-Spam)

8

Notes



Admin Notification (ID: 63d3974709149)

added December 4, 2023 at 3:46 pm

WordPress successfully passed the notification email to the sending server.

Product / Service	Vendor	Money In	Money Out	Comments
City Application Fee, Security Deposit	City of Panama City		300.00	Actual
Special Event Insurance	Daniel Oliver		1,700.00	Estimate
Police	PCPD		1,610.00	Estimate
Public Works/Electrical Access	City of Panama City		300.00	Actual
Trash cans + Dumpsters	City of Panama City Sanitation		167.00	Actual
Stage	Rhema Sounds		4,000.00	Actual
Sound	Daric Freeman		2,500.00	Estimate
Music Acts	Acts		13,000.00	Estimate
Restrooms	PG Enviromental		2,000.00	17 pottys in 2023 was too many. Esimate
Internet	Starlink		150.00	Estimate
Party Favors	Oriental Trading		1,000.00	Estimate
Billboards	Lamar Billboards		3,000.00	Estimate
TV Spot	Fox 17		2,000.00	Estimate
TV Spot	WMBB		2,500.00	Estimate
Radio ads	Iheart		2,500.00	Estimate
Ice	Gulf Ice		1,000.00	Estimate
Extension of Premises (per premise)	DPBR		125.00	Actual
Staffing	House fo Henry		7,000.00	Estimate
Security Gates	The Krewe		600.00	Estimate
Chairs, Tables, Tents	Unknown at this time.		1,500.00	Estimate
Giveaways	Misc		2,000.00	Estimate
Street Sweeper	Dumpster Services LLC		300.00	Estimate
Emcee	Unknown at this time.		800.00	Estimate
Shirts	Inktrax		4,000.00	Estimate
Ambands, VIP ambands and tickets	Wristco and Amazon		1,000.00	Estimate
Decoration's	Temu.com		1,500.00	Estimate
Beverage			30,000.00	Estimate
Food			12,000.00	Estimate
vendors		\$3,000	-	Still adding.
Sponsors		\$14,000	-	Still adding.
VIP Sales		\$20,000		
Event Sales		\$60,000		
Shirts		\$9,000		
		\$106,000	\$98,552	
LEGEND:	Paid, Confirmed / Check Request Submitted			
	Need check/sponsor ASAP			
	STUCK/WAITING			
Destination Panama City				
DIB				

Media

Billboards	Lamar Billboards		3,000.00	<i>Estimate</i>
TV Spot	Fox 17		2,000.00	<i>Estimate</i>
TV Spot	WMBB		2,500.00	<i>Estimate</i>
Radio ads	Iheart		2,500.00	<i>Estimate</i>
Facebook	Facebook		2,000.00	<i>Estimate</i>
Tiktok	Tiktok		500.00	<i>Estimate</i>

Working on adding more.

Scedule	Time Start	Time End
Saturday		
Close Street / set upstage, tables, chairs, tent, and Vent OUTSIDE	9:00 AM	11:00 AM
Opening gathering	11:00 AM	12:00 AM
BAND	12:00 PM	3:00 PM
DJ / Givaways / most irish dressed	3:00 PM	3:45 PM
BAND	3:45 PM	7:00 PM
DJ / Givaways / Stien Hoist	7:00PM	7:45PM
BAND / Arm wrestling	7:45PM	10:45PM
Clean up and orginize	10:45PM	11:30PM

INSIDE

kegs and eggs	8:00AM	10:00am
Entertianment	2:00PM	5:00PM
Shepards pie content with mayor (may be outside TBA)	5:00PM	6:00PM
Band	6:00 PM	9:00 PM
Jay Moody	9:00 PM	12:00 AM

Sunday

OUTSIDE

Yoga With Misty Joy	8:00 AM	900 am
Opening gathering / pet contest	9:00 AM	10:00 AM
Paint event	10:00 AM	1:00 PM
Band	12:00 PM	3:00 PM
Bags and Pipes	1:00 PM	1:30 PM
DJ / Givaways / Stien Hoist	3:00 PM	3:45 PM
Band	3:45 PM	7:00 PM
DJ / Givaways Most irish dressed	7:00 PM	7:45 PM
Band / Arm Wrestling	7:45 PM	10:45 PM
Clear streets, clean up, pack up.	10:45 PM	12:00 AM
Street Sweeper	3:00 AM	4:00 AM

INSIDE

kegs and eggs	8:00AM	10:00am
Jay Moody	2:00 PM	5:00 PM
Band	9:00 PM	12:00 AM

**COURTESY ROOM BLOCK AGREEMENT
House of Henry St. Patrick's Day Celebration**

Client Information

Name: Bobby Beard
Title: Owner
Phone: 615-975-8973
Email: bbibobby@gmail.com
Group Name: House of Henry St. Patrick's Day Celebration

Hotel Information

Hotel Representative: Casey Suggs
Title: Director of Sales
Address: 7 Harrison Avenue
City, State, Zip: Panama City FL, 32401
Phone: 850-402-5100
Email: casey.suggs@stjoe.com

This is to confirm that **Bobby Beard** with **House of Henry St. Patrick's Day Celebration** would like to reserve lodging at the Hotel Indigo Panama City Marina for the following dates:

Property	Room Block	Room Type	Fri 03/15/2024	Sat 03/16/2024	Sun 03/17/2024	Total
Hotel Indigo Panama City Marina	House of Henry St. Patrick's Day Celebration	(KMCN) 1 King Premium Bayview Balcony	3	3	3	9
			\$200.00	\$200.00	\$200.00	\$200.00
		(KUCN) 1 King Standard Bayview	7	7	7	21
			\$185.00	\$185.00	\$185.00	\$185.00
		(QBVN) 2 Queen Standard Bayview	10	10	10	30
			\$185.00	\$185.00	\$185.00	\$185.00
	(QSUN) 2 Queen Bayview Balcony	2	2	2	6	
		\$200.00	\$200.00	\$200.00	\$200.00	
Booking Total			17	17	17	51

ROOM NIGHT MINIMUM: 2 Night Minimum required to book a reservation within the Group Block.

Total Room Block Reserved: **51**

Room rates are net, non-commissionable and quoted exclusive of applicable state and local taxes, currently totaling 16.125% tax.

Without guarantee of room block by advance payment or credit card, and contracted attrition, please understand this is a courtesy block only, and may not be available to all of your guests. Please instruct your attendees to reserve rooms as soon as possible, as this special rate and allocated rooms inventory will only be tentatively held until **Friday, March 1, 2024** ("Cut-Off Date").

Prior to the Cut-Off Date, should other business opportunities arise such that the Hotel is in a position to sell the unused allocated rooms inventory to other customers, or should Hotel availability over your dates be subject to high occupancy or a sellout condition, you will be advised by phone and/or email and then you will be given **[24] hours** to confirm the desired amount of rooms in your remaining allocated rooms inventory by advance payment or credit card.

After the Cut-Off Date, the special rate and any unused allocated rooms inventory will be subject to room and rate availability.

Reservations will be accepted at prevailing rates after the allocated inventory is used.



AN IHG HOTEL
PANAMA CITY MARINA

7 Harrison Avenue
Panama City, FL 32401
T: 850-402-5100 D: 850-249-3059

CHECK ONE:

Room and tax will be paid by individuals OR charged to Group's Master Account.

CHECK ONE:

Incidentals will be paid by individuals OR charged to Group's Master Account

CHECK ONE:

Reservations will be made -

Directly by the attendee via the Internet or Phone. We have created a Reservations Group Code for your Event; your Event Manager will provide you with the unique URL to send out to your attendees. Assignments can also be made directly with the Hotel room reservation department at 850-402-5100 or at our toll-free number 1-800 HOLIDAY. In doing so, please ask your attendees to request the Skopp Retirement Group Block for your Group; OR Group Code: SKR. The online booking link will be provided to the Group Contact via email.

Rooming list – group contact will provide rooming list prior to cut off date.

INDIVIDUAL CANCELLATIONS: Individual cancellations must be received no later than **48 hours** prior to scheduled arrival. Cancellations received within **48 hours** will be billed one night's room and tax.

EARLY DEPARTURES: In the event of any guest departs one or more days prior to their scheduled check out day, the guest will be accessed an early departure fee equal to one night's room and tax.

CHECK-IN/OUT TIME: Our check-in time is **4:00 PM**; check-out time is **11:00 AM**. All guests arriving before **4:00 PM** will be accommodated as rooms become available.

NO ASSIGNMENT: You may not re-sell, sublet or otherwise assign this agreement or any rights hereunder. You and our Hotel are the only parties to this agreement. No other room type changes, room assignment changes and/or discounts will be honored. There are no third party beneficiaries.

ACCEPTANCE: The Hotel requires an executed copy of this agreement no later than **January 23, 2024**. After this date, the tentatively reserved rooms will be released.

Date: 1/31/24

Client Signature: Bobby Beard

Client Name: Bobby Beard

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. House of Henry LLC	
	2 Business name/disregarded entity name, if different from above House of Henry	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input checked="" type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ▶ _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) See instructions. 461 Harrison Ave	Requester's name and address (optional)
	6 City, state, and ZIP code Panama City FL 32401	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
8	4	-	4	1	5	8	8	5	2

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶ <i>Bobby Beard</i>	Date ▶ 12/4/23
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

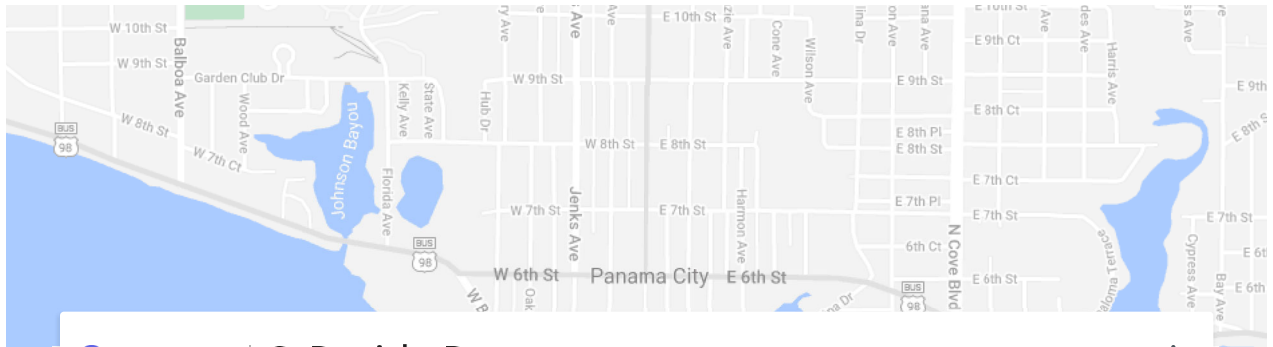
An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



Placer.ai | **St Patricks Day**
 448 Harrison Avenue, Panama City, FL 32401

Mar 16 - Mar 18, 2023 | Visitors, Employees, Residents | Export

St Patricks Day is a Custom-POI which wasn't 'verified' by Placer.

[Learn More](#)

Metrics

Property:

[St Patricks Day / Harrison Ave...](#)



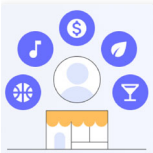
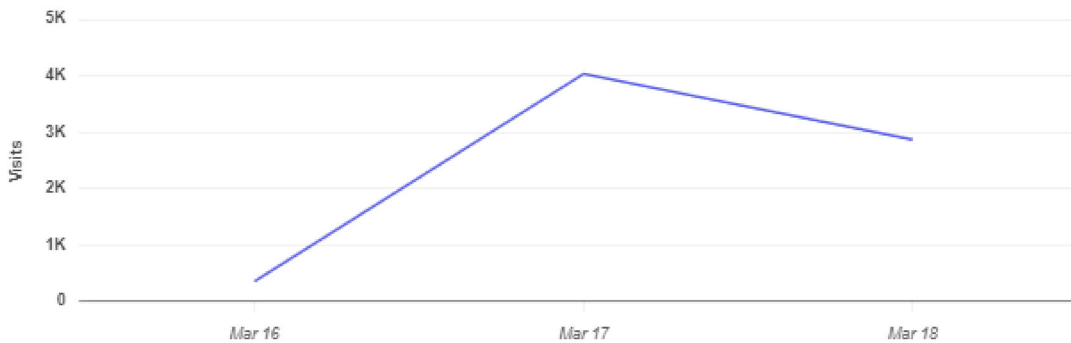
Visits	7.2K	Avg. Dwell Time	99 min
Visits / sq ft	N/A	Panel Visits	326
Size - sq ft	N/A	Visits YoY	+102.7%
Audience	6.9K	Visits Yo2Y	+171.7%
Visit Frequency	1.04	Visits Yo3Y	+770%

Visits Trend

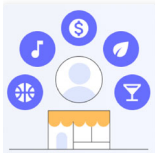
St Patricks Day

448 Harrison Avenue, Panam...

Metric: **Visits** Aggregation: **Daily** Annual Summary: Outlier Indicators:



Uncover Chain-Level Audience Characteristics
 Assess typical visitor personas for a group of selected properties
[Go to Report](#)



Uncover Chain-Level Audience Characteristics
Assess typical visitor personas for a group of selected properties
[Go to Report](#)



Audience Overview

St Patricks Day

448 Harrison Avenue, Panam...

Dataset:

STI: Popstats

View:

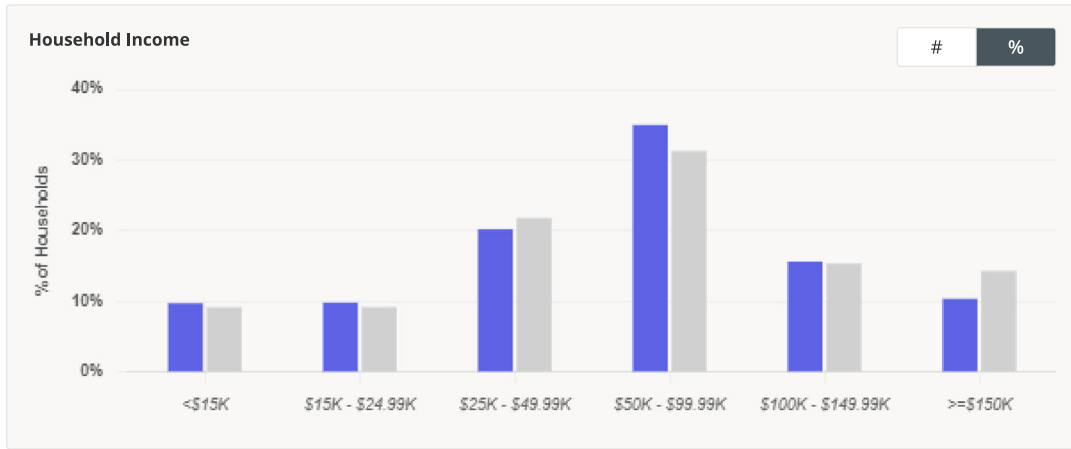
Potential Market

Compare to:

Florida ▾



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
St Patricks Day Harrison Avenue...	\$61.5K	28.9%	42.7	White (79.3%)	2.34
Florida	\$63.9K	31.7%	42.2	White (56%)	2.49



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: STI: Popstats

Ranking Overview

St Patricks Day

448 Harrison Avenue, Panam...

Benchmark:

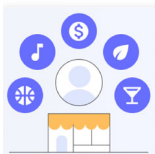
Category: Attractions

Metric:

Visits

Nationwide	Florida	Local: 15mi
728* / 2,764 View List ⓘ	120* / 239 View List ⓘ	1* / 2 View List ⓘ
73%	50%	100%

* Ranking only supports 'full-months' - filters and custom dates are ignored. Showing report for: Mar 1st, 2023 - Mar 31st, 2023



Uncover Chain-Level Audience Characteristics

Assess typical visitor personas for a group of selected properties

[Go to Report](#)



Favorite Places

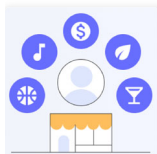
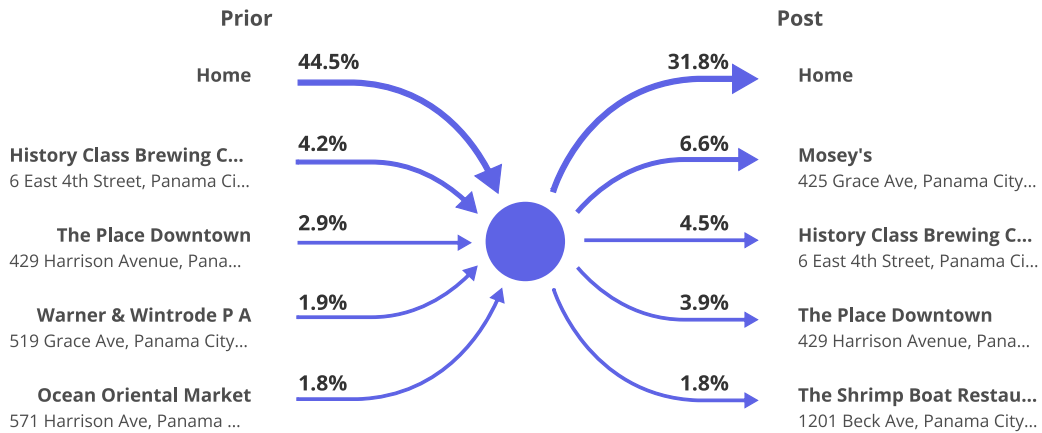
Category: Categories (47) Min. Visits: 1

St Patricks Day / Harrison Avenue, Panama City, FL			
Rank	Name	Distance	Visitors
1	Pier Park / 600 Pier Park Dr, Panama City Beach, FL 32413	13.4 mi	1.1K (16.2%)
2	History Class Brewing Company / 6 East 4th Street, Panama City, FL 32401	0.1 mi	713 (10.3%)
3	The Place Downtown / 429 Harrison Avenue, Panama City, FL 32401	0 mi	710 (10.2%)
4	Target / 2340 FL-77, Panama City, FL 32405	2.5 mi	652 (9.4%)
5	Tom's Hot Dogs / 416 Harrison Ave, Panama City, FL 32401	0 mi	585 (8.4%)

Visitor Journey

Property: St Patricks Day / Harrison Ave...

Show by: Location Category Category Group Show Home/Work: On



Uncover Chain-Level Audience Characteristics
Assess typical visitor personas for a group of selected properties
Go to Report



Visitor Journey - Routes

Property:

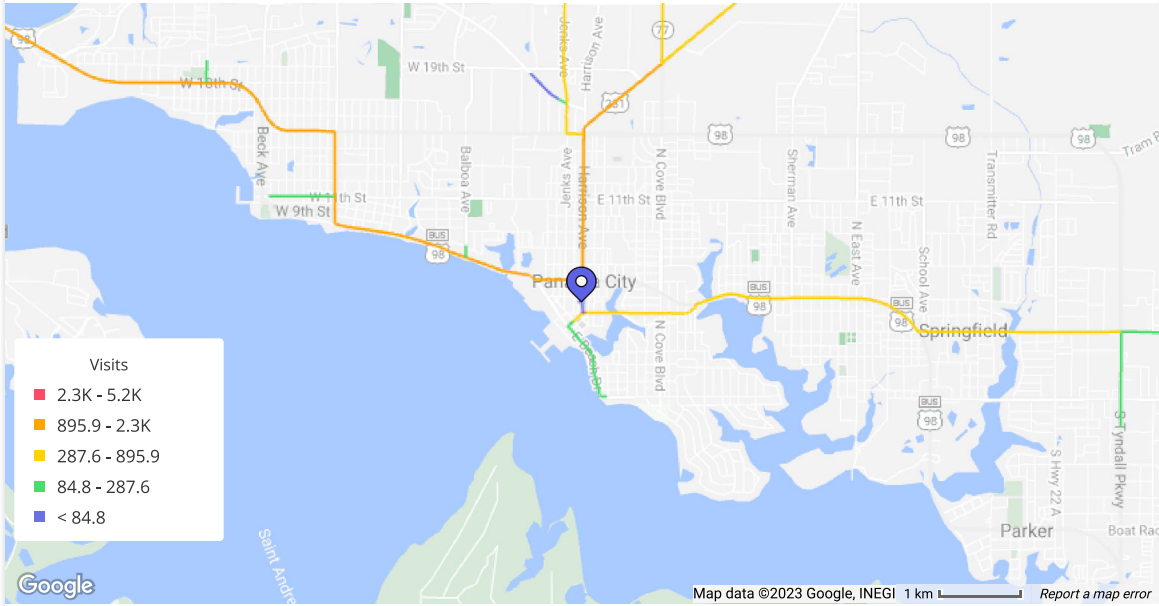
St Patricks Day / Harrison Ave...

Journey Direction:

To Property From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Dismiss



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

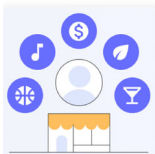
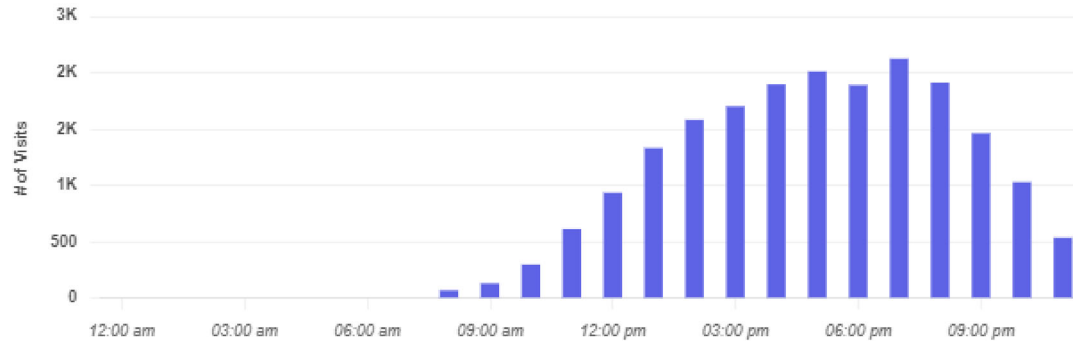
Hourly Visits

St Patricks Day

448 Harrison Avenue, Panam...

Metric:

Visits



Uncover Chain-Level Audience Characteristics

Assess typical visitor personas for a group of selected properties

[Go to Report](#)



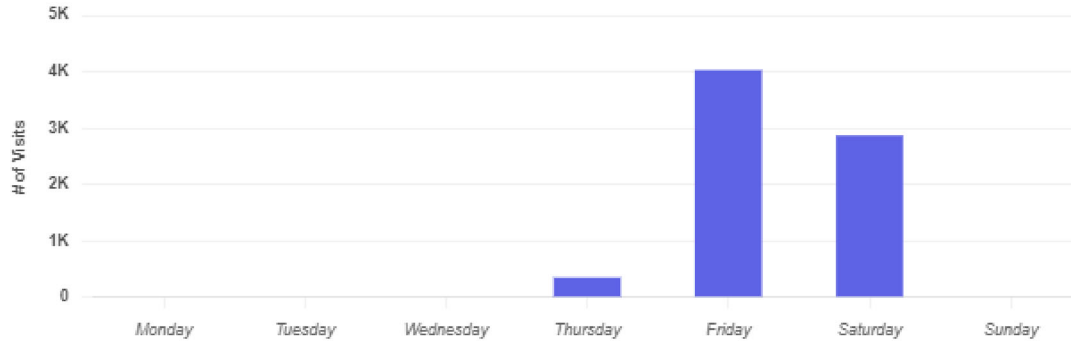
Daily Visits

St Patricks Day

448 Harrison Avenue, Panam...

Metric:

Visits



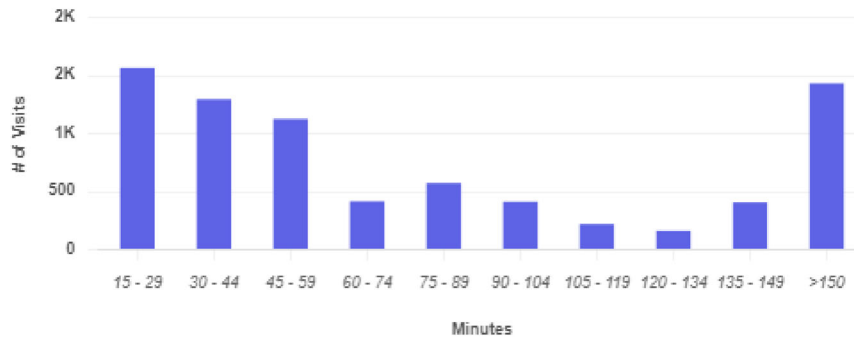
Length of Stay

St Patricks Day

448 Harrison Avenue, Panam...

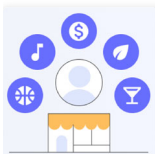
Metric:

Visits



Average Stay

Median Stay



Uncover Chain-Level Audience Characteristics

Assess typical visitor personas for a group of selected properties

[Go to Report](#)



Redfish Film Festival Event Assistance Application

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board consider the event assistance application submitted by Kevin Elliott for the Redfish Film Festival

4. AGENDA

- PRESENTATION []
PUBLIC HEARING []
CONSENT []
REGULAR [x]

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES [] NO []

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

Attached is the Redfish Film Festival application for Special Event Reimbursement Assistance which will be held April 11-13, 2024 in the historic downtown Panama City district.

The Redfish Film Festival is a first-year event. It is a documentary film festival. Kevin Elliott has been planning the event for over a year and came to Destination Panama City last year requesting tentative support. In efforts to tentatively support the new endeavor, Destination Panama City included a line item in the budget for support in the amount of \$22,000. When the budget was approved, this amount became tentatively earmarked for the festival.

Over the course of the year, interest in the event has grown much larger than originally anticipated by the event organizers. The event assistance application submitted requests an additional \$10,000 in support, for a total of \$32,000. The application is complete with a detailed budget, marketing plan, hotel / lodging partner agreement, master schedule, sponsors, and w9.

The application demonstrates a high level of professionalism, and a diversified sponsor base with over a dozen unique sponsors. The budget shows a surplus positively positioning the festival for future years. There are over 75 documentaries submitted including King Coal and NASA documentaries. The festival coordinators have also signed national and international attendees like Charlie Ward, Sarah Moshman (Emmy winner), and Greg Cruser (Emmy nominated).

The marketing creative and campaign implementation has been phenomenal. Specifically, the coordinators have carefully crafted collaborations with downtown businesses and have continued to promote the historic downtown district. Facebook: https://www.facebook.com/redfishfilmfest

Staff recommends increasing the event assistance request from \$22,000 to \$32,000 specifically for VIP Guest Lodging, t-shirts, posters, lanyards, paid marketing plan, and the opening and closing night events.

Fwd: New Event Assistance Grant Application

1 message

Jennifer Vigil <jennifer@destinationpanamacity.com>
To: Sales DestinationPanamaCity <sales@destinationpanamacity.com>

Mon, Sep 4, 2023 at 7:21 PM

----- Forwarded message -----

From: **Destination Panama City** <donotreply@destinationpanamacity.com>
Date: Mon, Sep 4, 2023 at 7:09 PM
Subject: New Event Assistance Grant Application
To: <jennifer@destinationpanamacity.com>, <gorgeous@destinationpanamacity.com>

I. Event Information

Event Name

Redfish Film Fest

Event Date(s)

April 11-13, 2024

Event Location

Historic Downtown Panama City

Event Description

Redfish Film Fest is a documentary-only film festival in Historic Downtown Panama City, Florida. We are the first documentary film festival in the Florida Panhandle. Our mission is to celebrate the documentary form and to help build the arts culture and economy of Panama City. Our goal is to be the premier event of its kind in the Southeast U.S.

Type of Event

Arts (Music, Performance, Visual Arts)

Event History

New Event

Has the Location/Facility Been Secured?

Yes

Facility Name

Panama City Center for the Arts; Downtown Boxing Club; Mosey's; Gallery of Art on Beach Drive

Facility Contact

Kevin Elliott

Please Select Which Supporting Documents You Are Attaching

- Event Budget
- Detailed Media Budget
- Letters of Lodging Partnership Agreement
- List of Sponsors, Type & Amount of Sponsorship
- Event Schedule
- IRS Form W9

Please Attach Your Documents Here

- [Redfish_Planning-Master-Schedule.pdf](#)
- [Redfish_Film-Schedule_DRAFT_Aug-2023.pdf](#)
- [Redfish-Sponsors_Budget.pdf](#)
- [Redfish-Hotel-Discount-Agreement.pdf](#)
- [Redfish-Film-Fest_DPC-Budget-Breakdown.pdf](#)
- [w9_Redfish_Signed.pdf](#)

II. Application Information

Organization Name

Redfish Film Fest, LLC

Organization Contact

Kevin Elliott

Contact Email

kevin@redfishfilmfest.com

Contact Phone

(850) 819-4463

Address

[1807 Highway 2297](#)
[Panama City, Florida 32404](#)
[United States](#)
[Map It](#)

Organization Type

Private

Tax ID

93-3007206

III. Grant Request

Amount of Financial Assistance Requested

\$32,000.00

Type of In-Kind Assistance Requested (Be Specific)

Article(s) about Redfish on the DPC blog and promotion through their social channels and digital advertising for Panama City.

IV. Economic Impact

a. Adult - Visitor

10

b. Adult - Local

50

c. Youth - Visitor

10

d. Youth - Local

25

a. Adult - Visitor

75

b. Adult - Local

400

c. Youth - Visitor

50

d. Youth - Local

50

a. Projected Length of Stay

4 days, 3 nights

b. Projected Number of Rooms


50

c. Projected Room Night Cost

\$180

V. Signatures & Acknowledgements

Applicant Consent / Disclaimer Agreement

 I certify that I have read and understand the Destination Panama City (PCCDC), Event Grant Assistance Program Policy and have been appointed by our organization as an Authorized Agent.

What is 5+3? (Anti-Spam)

8

2024 REDFISH WORKING BUDGET

REVENUE (CASH)	Total Possible
Sponsors	
Peoples First Insurance	\$10,000.00
Corcoran Reverie	\$6,000.00
Downtown Improvement Board	\$12,000.00
Destination PC	\$32,000.00
Reliant South	\$5,000.00
St. Joe Foundation	\$9,500.00
Burg Law / Burg Title	\$5,000.00
Beachy Beach Real Estate	\$5,000.00
Cramer Chevrolet	\$12,000.00
FPL	\$4,750.00
Whitehead Foundation	\$5,000.00
Greg Finley (PC Toyota)	\$5,000.00
Subtotal	\$111,250.00
Total minus reimbursables	\$79,250.00
EXPENSES	
VIP Guests	
Guest Fees	\$7,500.00
Hotel Rooms	\$4,576.50
Airfare	\$6,000.00
Per Diem	\$1,856.00
Subtotal	\$19,932.50
Projection/Tech	
Public Eye Soar (Projection art)	\$10,800.00
Rental Fees (Screens, chairs, etc)	\$5,000.00
Tech Staff	\$1,500.00
Lighting	\$200.00
Film Licenses	N/A
Subtotal	\$17,500.00
Insurance & Permitting	
Liability Insurance	\$500.00
Permitting through City	\$500.00
Subtotal	\$1,000.00
Merchandise & Print	
T-Shirts / posters, lanyards, signage, etc	\$5,000.00
Step and repeat / red carpet	\$500.00
Subtotal	\$5,500.00
Marketing	
Marketing Plan	\$2,500.00
Subtotal	\$2,500.00
Parties/Special Events	
Opening Night	\$2,500.00
Block Party	\$2,500.00
Bourbon & Blues	\$2,500.00
Champagne & Bourdain	\$4,500.00
Harrison's	\$26,586.00
Subtotal	\$38,586.00
Staffing	
Temporary staff/security	\$5,000.00
Subtotal	\$5,000.00
Misc Costs	
	\$1,000.00
Subtotal	\$1,000.00
Total Budget	\$91,018.50
Total Possible	\$111,250.00
Balance/Surplus	\$20,231.50



Redfish Film Fest <redfishfilmfest@gmail.com>

Redfish Film Fest

Spain, Samantha <Samantha.Spain@stjoe.com>
To: Redfish Film Fest <kevin@redfishfilmfest.com>

Mon, Jul 31, 2023 at 1:50 PM

Hi Kevin,

Yes, thank you for reaching out. I was working on your email as yours came through.

We are excited to offer the following rates for the Redfish Film Festival 2024:

- Filmmakers Rate:
 - Standard King Bayview: \$135.00
 - Standard Two Queen Bayview: \$135.00
- Spectators Rate:
 - Standard King Bayview: \$179.00
 - Standard Two Queen Bayview: \$189.00
 - Premium King with Balcony: \$209.00
 - Premium Two Queen with Balcony: \$219.00
- All rates subject to a 1% Merchant Fee and 12% sales/occupancy tax per night.

If you agree to these rates, I will get them established and send you booking links that can be shared with your filmmakers and on your website and social media outlets.

[Quoted text hidden]

[Quoted text hidden]

DPC GRANT BUDGET BREAKDOWN

Festival Costs				
Cost	Description	Breakdown	Budget	Notes
Headliner Travel Costs	Headliners so far: - Rebecca Sirmons - Cori Shepard Stern - Celene Beth Calderon-Olsen - Jessica Everleth - Sarah Moshman - Deborah Smith	Hotel Indigo: ~\$170/night (\$139+taxes) Apr 11-14, 2024	\$4,000.00	Hotel during fest
Event: Closing Party at Harrison's	Will close Harrison's and do a high-end party (~200 people).	Total cost ~\$20,000; this would go to that total	\$5,000.00	Spoke w/ Harrison's, they are on board
Event: Champagne and Bourdain VIP Brunch	Sunday brunch for headliners and guests (~50 ppl)	Will go towards room rental; catering	\$1,000.00	Likely in Lightroom back space; Catering, decor, etc. by Delhi Melly's
Event: Bourbon & Blues @ Mosey's	Bourbon tasting and blues concert after screening @ Mosey's	Bourbon; commemorative glasses from tasting; room rental	\$1,500.00	Matt Cantine to conduct bourbon tasting
		Subtotal	\$11,500.00	
Marketing Plan				
Advertising Type	Target	Timeline	Budget	Notes
Facebook/Instagram (Ads + Boosted Posts)	<i>Weekend Drive Market</i> - Tallahassee + 35 miles (to Thomasville, GA) Panama City +50 miles Dothan +50 miles	Jan-Apr 2024	\$4,000.00	Wewa Films to make video content for organic and paid reach (in kind)
Blip Billboards	Ft. Walton Beach +25 miles Pensacola +50 miles Mobile +25 miles	Jan-Apr 2024	\$1,000.00	"Pay-per view" digital billboards
Flyers/Posters	In-market / weekend drive	8 weeks out	\$500.00	
T-shirts/hats/stickers		Jan/Feb 2024	\$2,000.00	

Photographers	Photos throughout fest for marketing follow-on years	At event	\$2,500.00	Need at least two during the fest
Videography	Video throughout fest for marketing follow-on years	At event	\$1,500.00	Wewa Films will donate most video production but must hire an extra videographer for the event
Downtown Lighting Design / Projection Art	Red-themed art / light on event venues and throughout Redfish footprint (4th St. to Harrison's)	At event	\$9,000.00	By Public Eye Soar
		Subtotal	\$20,500.00	
		Grand Total	\$32,000.00	

MEMORANDUM OF AGREEMENT
Redfish Film Fest's 'Redfish Film Fest' & DESTINATION PANAMA CITY

WHEREAS, on **August 28, 2023**, after being reviewed by the President & CEO the Event Grant Sponsorship application for **Redfish Film Fest's 'Redfish Film Fest'** was approved in an amount not to exceed **\$32,000.00**. **Redfish Film Fest** and Destination Panama City (DPC), (collectively "the Parties") believe that additional advertising funding may potentially drive substantial additional numbers of over-night visitors to Panama City; and it is contemplated that the Event will attract large numbers of vendors, participants and over-night visitors from outside the County.

The Parties agree as follows:

1. Terms of Agreement:

- a. **Redfish Film Fest** will provide DPC a complete event budget with an itemized marketing breakdown of planned media buys including boosted / sponsored social media posts prior to **March 12, 2024**.
- b. **Redfish Film Fest** will incorporate the DPC brand name, logo and geographic location (Panama City, Florida) in all press releases and interviews. **Redfish Film Fest** will adhere to the Brand Guidelines as written in the PC Graphic Standards document (attached).
- c. **Redfish Film Fest** will work collaboratively with DPC encouraging participants and attendees to use social media during the event by including DPC's social media details as follows:
 - i. Facebook handle **@DestinationPanamaCity**
 - ii. Twitter handle **@destination_pc**
 - iii. Instagram handle **@destination_pc**
 - iv. Hashtags
 1. **#DestinationPanamaCity**
 2. **#PContheBay**
 3. **#LovePC**
 4. **#ExplorePC**
- d. **Redfish Film Fest** will supply **3** all-access lanyard credentials to all portions of the Event and allow the DPC staff all-access to the Event to capture photos/videos to be used in future advertising.
- e. **Redfish Film Fest** agrees to gain DPC approval of print, digital, radio, and television ads **prior to distribution to ensure reimbursement eligibility**. (Ads placed without prior approval may be eligible for reimbursement provided adherence to brand guidelines within geo-targeted markets.)
- f. **Redfish Film Fest** agrees to hang DPC banners inside the venue area in areas of high visibility.
- g. **Redfish Film Fest** will ensure the event has been created as a Facebook event and DPC is a co-host of the event.

2. Length of Sponsorship Grant

- a. The Sponsorship Grant will extend until 45 days after the Event. All invoices submitted for payment must be received within 45 days after the event to be considered for payment or reimbursement.

3. Funding

- a. DPC agrees to provide up to **\$32,000.00** toward the advertising initiative of the Event on a reimbursement basis. The **\$32,000.00** is specifically meant to cover **Marketing and Festival Costs**.
- b. Advertising and promotion submitted for reimbursement must take place in areas outside of Bay County for this event; billboards within Bay County are acceptable to provide in-market tourists more information on the event.
- c. All payments are on a reimbursement basis only and will be made after proof of paid invoices are presented. *Invoices will be accepted and paid provided appropriate documentation accompanies the request for funds. Incremental distribution of grant funds are available to ease the financial burden of the event coordinators.*
- d. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.
- e. A Request for Funds package must be completed and submitted to the DPC office for final payment within 45 days of the close of the event.
- f. Funding may be withheld for promotional advertising that was not approved by DPC in advance of publication if it fails to meet set guidelines. This includes, but is not limited to, posters, billboards, print publications, social media, radio and television.
- g. Invoices must be made to DPC along with appropriate tear sheets or promotion items. All information should be submitted on 8 ½ x 11" white paper.
- h. Reimbursement for performance contracts must include Panama City accommodations for performers.
- i. Nothing in this Agreement shall obligate the DPC to extend the Sponsorship Grant beyond the length of the term of this Agreement or provide funding in any amount in excess of **\$32,000.00** for the Event.
- j. **Nothing in this Agreement obligates DPC to make any reimbursement if appropriate approvals and documentation are not received.**

4. Authorized Agent

- a. **Redfish Film Fest** shall designate an Authorized Agent. That individual shall be responsible for maintaining the official file with application, all correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used.
- b. The **Redfish Film Fest** Authorized Agent will ensure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financials submitted. All submissions, reports, etc. should be sent to DPC's Authorized Agent: Jennifer Vigil. It is the **Redfish Film Fest** Authorized Agent's responsibility to see that any applicable Federal, State or County laws and policies are followed.

5. Status Reports:

- a. Interim Status Report: A detailed interim status report will be required thirty (30) days prior to the event. This report will be due **March 12, 2024**.
- b. Final Status Report: A detailed final status report is due within forty-five (45) days of the close of the event. This report will be due **June 10, 2024**.

- 6. Lodging Partner Engagement and Room Night Tracking:
 - a. It is the responsibility of **Redfish Film Fest** to identify and engage lodging partners within the City limits of Panama City, Florida.
 - b. It is the responsibility of the **Redfish Film Fest** to coordinate with lodging partners a mechanism to track room nights; as such material will be required for subsequent grant applications.
- 7. Committee Representation:
 - a. The DPC will have representation on the planning/marketing committee and attend all meetings regarding the planning of the event.
- 8. Ambassador Activity:
 - a. **Redfish Film Fest** agrees that members of their organization will complete **3** hours of volunteer work at DPC events or Visitor’s Center before any future grant applications will be considered.

General Terms

- 1. **Brand Standards**
 - a. **Incorrect use of the DPC logo or non-adherence of the Brand / Graphic Standards and MOU obligations in advertising may result in loss of future funding.**
- 2. All local county and state ordinances shall be adhered to. Any failure to comply may result in loss of funding.
- 3. **Redfish Film Fest** must make the event accessible to the public and to disabled persons. Insurance, as required by the City of Panama City Special Events handbook, is mandatory.
- 4. The parties, by mutual agreement in writing, may amend, modify or supplement this Agreement. This Agreement shall not constitute an admission of liability or fact by any party. This Agreement may be executed in one or more counterparts, each of which shall be considered an original counterpart, and shall become effective when both parties have executed one counterpart.

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

For The DPC: Jennifer Vigil, President & CEO, Destination Panama City, 101 W Beach Dr, Panama City, FL 32401

For Event: _____, **Redfish Film Fest** Authorized Agent

The undersigned, acting on behalf of and with full authority to commit the entity and county identified below, agrees to ratify and agree to be bound by all terms contained in the Agreement as if said entity and county had signed the Agreement.

IN WITNESS WHEREOF, the undersigned parties have executed and delivered this Agreement as of _____.

 Jennifer M. Vigil
 President & CEO, Panama City Community Development Council, Inc.

Signature Printed Name Date

President, **Redfish Film Fest**

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board consider the Cultura International Festival event assistance application submitted by Panama City Quality of Life.

4. AGENDA

PRESENTATION
PUBLIC HEARING
CONSENT
REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

Attached is the Cultura application for Special Event Reimbursement Assistance for the festival which will be held May 17 - 19, 2024 in the historic downtown Panama City district.

Cultura International Festival is a first-year event coordinated by the Panama City Quality of Life Department.

Destination Panama City staff has reviewed the application and have significant concerns regarding this event and the application of event assistance from the City of Panama City.

DPC staff recommends a maximum of \$3,050 to be used specifically for marketing. This specifically is 50% of the regional marketing components identified in the budget presented. \$2,025 for regional billboards, \$375 Social Media, and \$650 for iHeart radio.

Event Assistance Grant Application : Entry # 2834**I. Event Information****Event Name**

CULTURA International Festival

Event Date(s)

May 17-19, 2024

Event Location

Downtown PC (May 17: PC Marina T-Dock lawn; May 18: Harrison Ave, May 19: Lawn between Harrison's Kitchen and Hotel Indigo)

Event Description

CULTURA is the City of PC's inaugural 3-day International Festival facilitated by the Quality of Life Dept. The TENTATIVE details are as follows. This event is free to the public unless otherwise noted below.

Day 1/May 17, 6-9PM: Taste of CULTURA taking place at PC Marina T-Dock lawn.

-Taste of CULTURA tickets: Pre-purchase 3 tickets for \$15 which will allow attendees to acquire a sample from 3 different international food vendors (a mix of +/- 25 food trucks and food tents). Vendors will also be selling full meals.

-Festival Opening Reception to include an international announcer and acts such as Polynesian Fire Dancers, DJ, and potential cultural parade on the lawn.

Day 2/May 18, 9AM: CULTURA Color Run 5k with start and finish on Harrison Ave.

-Color Run as tribute to Hindu Holi festival. Cost for participants is anticipated to be \$35.

-Partnership already established with downtown restaurant and other downtown businesses for award ceremony/prizes.

Day 2/May 18, 2-6PM: CULTURA Street Expo on Harrison Ave section of Beach Dr through 4th St.

-+/-50 authentic food, craft, and educational vendors.

-Collaboration with downtown businesses within Social District.

-Street/flash-mob performances by local groups/bands.

-DJ Big Boi/iHeart Radio.

Day 2/May 18, 6-10PM: CULTURA Music Fest focused at 4-points with stage at Center for Arts lawn.

-3+ main acts on stage.

-DJ Big Boi/iHeart Radio.

Day 3/May 19, 10-12PM: CULTURA Yoga Retreat & Brunch

-Yoga, Sound Bowls Meditation

-Optional brunch at Hotel Indigo (not provided by QoL)

The QoL Dept has a history of hosting large scale successful 1-day festivals. We have hosted Hispanic Heritage Festival (3,000 attendees at Carl Grey Park), Discover Asia Festival (3,000 attendees at McKenzie Park), and Black History Month Festival (1,500 attendees at McKenzie Park) over the past few years. This is our first 3-day festival. CULTURA is an opportunity to bring all nationalities both locally and regionally to Downtown Panama City to celebrate diversity in a grander and all-inclusive scope. This event revives the concept of Festival of Nations but on a much grander scale in regard to the number of attendees (anticipated 10,000+ over 3 days), quality of acts/decor, potential to grow and truly impact 'heads-in-beds' tax, and as it is being facilitated by the City; therefore having natural accessibility to City resources to make this event something truly successful and unique to the NW Florida region.

Partnership: We have a committee of over 12 organization representatives from both the local community and the region to provide input in our overall planning and artis selection process. These include colleges, arts organizations (including Bay Arts),

Event Assistance Grant Application : Entry # 2834

non-profit organizations, City of Tallahassee, Bay High School, the DIB, and large-scale festival organizers and promoters.

Cultural Representation/Involvement: We are in communication with 35 grassroots organizations/cultural businesses in order to ensure thorough representation in this international festival. We are receiving daily interest from vendors and performing artists and will complete a vetting process to ensure we are providing the best experience possible.

Volunteers: Volunteers are a huge part of our success with every festival we have hosted. We currently have a commitment of over 80 volunteers for May 17-19 (anticipated 1,200 hrs). These volunteers are being pooled together primarily from committee members and we will continue to work with organizations to reach the goal of 100 volunteers.

Hotels: Both Hotel Indigo and Holiday Inn are provided a limited number of rooms at block rate pricing (10-20 rms each) specifically for artists traveling from out of town.

*Liability Insurance will be provided at a later date as typical to any event application with the City of PC.

Type of Event

Cultural/Holiday

Event History

New Event

Has the Location/Facility Been Secured?

Yes

Facility Name

PC Marina T-dock lawn, Harrison Ave, Lawn between Hotel Indigo and Harrison's Kitchen

Facility Contact

Keith Mefford (May 17-18) Jean Capps (May 19)

Please Select Which Supporting Documents You Are Attaching

- Event Budget (Must have revenue and expenses)
- Detailed Media Budget
- List of Sponsors, Type & Amount of Sponsorship
- Event Schedule
- IRS Form W9

Please Attach Your Documents Here

- [12-PC-W9-2022-FORM.pdf](#)
- [6-Cultura-3-day-Schedule.pdf](#)
- [CULTURA-International-Festival-Marketing-Plan.pdf](#)
- [5-CULTURA-Budget-Expenses.pdf](#)

II. Application Information

Event Assistance Grant Application : Entry # 2834**Organization Name**

City of Panama City, Quality of Life Department

Organization Contact

Kesia Blenn

Contact Emailkblenn@panamacity.gov**Contact Phone**

(850) 771-5919

Address

501 Harrison Ave
Panama City, Florida 32401
United States
[Map It](#)

Organization Type

Other

Tax ID

59-6000404

III. Grant Request**Amount of Financial Assistance Requested**

\$15,000.00

Type of In-Kind Assistance Requested (Be Specific)

Maximum promotion via all accessible media outlets.

IV. Economic Impact**a. Adult - Visitor**

75

b. Adult - Local

225

c. Youth - Visitor

0

d. Youth - Local

Event Assistance Grant Application : Entry # 2834

0

a. Adult - Visitor

2500

b. Adult - Local

5500

c. Youth - Visitor

500

d. Youth - Local

1500

a. Projected Length of Stay

1-2 days

b. Projected Number of Rooms

500

c. Projected Room Night Cost

250

V. Signatures & Acknowledgements**Applicant Consent / Disclaimer Agreement**

I certify that I have read and understand the Destination Panama City (PCCDC), Event Grant Assistance Program Policy and have been appointed by our organization as an Authorized Agent.

What is 5+3? (Anti-Spam)

8

Notes**Admin Notification (ID: 63d3974709149)**

added 5 hours ago

WordPress successfully passed the notification email to the sending server.

Cultura International Festival

EXPENSES

	Estimated	Actual
Total expenses	\$135,500.00	
Net expenses to QoL	\$16,500.00	
Actual City Cost (to include City in-kind resources)	\$55,500.00	

Site	Estimated	Actual
Stage/Sound/Lights	\$17,500.00	
Reusable Exterior Décor	\$29,000.00	
Potties/Handwashing	\$1,000.00	
Police/Fire (in-kind)	\$10,000.00	
QoL Staffing (in-kind)	\$8,000.00	
Garbage (in-kind)	\$1,000.00	
Electrical (in-kind)	\$1,000.00	
Volunteer Hours (in-kind)	\$18,000.00	
Total	\$85,500.00	\$0.00

Entertainment	Estimated	Actual
All-In' Cost Live entertainment	\$20,000.00	
Total	\$20,000.00	\$0.00

Promo Items	Estimated	Actual
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Marketing	Estimated	Actual
Billboards (regional reach)	\$4,050.00	
Facebook/IG	\$750.00	
Photographer	\$900.00	
Videographer	\$1,500.00	
Water Bill Inserts	\$1,000.00	
News Herald	\$500.00	
iHeart Radio (regional reach)	\$1,300.00	
Martin Theater Marquee (in kind)	\$1,000.00	
Travel for Promo Presentations	\$300.00	
Printed Monthly Calendar	\$50.00	
Total	\$11,350.00	\$0.00

Miscellaneous	Estimated	Actual
Weather Insurance	\$3,000.00	
Taste of CULTURA Ticket Expenses	\$3,750.00	
5k Hosting Packet	\$2,000.00	
Total	\$8,750.00	\$0.00

T-shirts	\$8,000.00	
Printing (passports/tickets/flyers)	\$1,000.00	
Medals/Prizes	\$900.00	
Total	\$9,900.00	\$0.00

Cultura International Festival

REVENUE

Total income	Estimated	Actual
	\$119,000.00	\$0.00

Revenue					
Type	Estimated	Actual	Price	Estimated income	Actual income
DPC Grant	1		\$15,000.00	\$15,000.00	\$0.00
St. Joe Foundation Grant	1		\$30,000.00	\$30,000.00	\$0.00
T-shirts	1000		\$15.00	\$15,000.00	\$0.00
5k Registration	250		\$35.00	\$8,750.00	\$0.00
Vendor Fees	75		\$100.00	\$7,500.00	\$0.00
Taste of CULTURA Ticket Sales	250		\$15.00	\$3,750.00	\$0.00
Police/Fire (in-kind)	1		\$10,000.00	\$10,000.00	\$0.00
QoL Staffing (in-kind)	1		\$8,000.00	\$8,000.00	\$0.00
Garbage (in-kind)	1		\$1,000.00	\$1,000.00	\$0.00
Electrical (in-kind)	1		\$1,000.00	\$1,000.00	\$0.00
Volunteer Hours (in-kind)	1200		\$15.00	\$18,000.00	\$0.00
Martin Theatre advertising (in-kind)	1		\$1,000.00	\$1,000.00	\$0.00
Total	2782	0		\$119,000.00	\$0.00

Cultura 3-day International Festival

General Event Schedule

Cultura is the City of PC's inaugural 3-day International Festival facilitated by the Quality of Life Department. The tentative schedule is as follows. This event is free to the public unless otherwise noted below.

Day 1/May 17, 6-9 PM: Taste of Cultura taking place at PC Marina T-Dock lawn

- Taste of Cultura tickets: Pre-purchase 3 tickets for \$15 which allows attendees to acquire a sample from 3 different authentic food vendors (a mix of +/- 25 food trucks and food tents). Vendors will also be selling full meals.

- Festival Opening Reception to include an international announcer and acts such as Polynesian Fire Dancers, DJ, potentially cultural parade on the lawn.

Day 2/May 18, 9 AM: Cultura Color Run 5k with start and finish on Harrison Ave

- Color Run as a tribute to Hindu Holi festival. Cost for attendees is anticipated to be \$35.

- Partnership with downtown restaurant for awards ceremony.

Day 2/May 18, 2-6 PM: Cultura Street Festival on Harrison Ave sections of Beach Dr through 4th St

- +/-50 authentic food, craft, and educational vendors

- Street/flash-mob performances by local groups/bands

- DJ iHeart Radio

Day 2/May 18, 6-10 PM: Cultura Music Fest on Harrison Ave sections of Beach Dr through 4th St with stage setup at Center for Arts lawn

- 3+ main acts on stage

- DJ iHeart Radio

Day 3/May 19, 10 AM: Cultura Yoga Retreat & Brunch

- Yoga

- Meditation Service

- Optional brunch at Hotel Indigo or Harrison's Kitchen



CULTURA International Festival Marketing Plan, Schedule, and Budget May 17-19, 2024

Objective: Generate widespread excitement and participation for the inaugural City of Panama City CULTURA International Festival, celebrating diverse cultures and fostering community pride in Panama City.

Target Audience:

- Locals: Residents of all ages and backgrounds seeking a unique cultural experience in their own City.
- Tourists: Visitors interested in experiencing a variety of cultures at a diverse international celebration.
- Families: Groups looking for a fun, educational, and inclusive weekend activity.
- Cultural communities: Local and regional organizations seeking to showcase their heritage.

Marketing Tools:

- QOL Facebook & Instagram: January - May 19th posting periodically as needed \$750
- City Facebook, Website & Calendar: January - May 19th \$0 cost
- Regional Billboards: January - May 19th (changing graphic as needed) \$4,050
- Theater Marquee: January – May 19th (changing graphic as needed) \$1,000 in-kind
- Water Bill Mail Insert - \$1,000
- Printed Monthly Calendar \$50
- QOL Monthly E-newsletter: Monthly January – May \$0 cost
- CULTURA Facebook Page: Ongoing (updated regularly) \$0 cost
- WMBB & WJHG \$0 cost
- Regional iHeart Radio Spots \$1,300
- Panama City News Herald \$500
- Regional Community Meetings & Presentations \$300 travel costs
- Photographer: \$900
- Videographer: \$1,500

Budget: \$11,350

Marketing Timeline:

January:

- Continue Regional Community Meetings/Presentations & outreach for participation
- Jan 3: News Interview with WMBB. Focus on:
 - Festival vision: Highlight the celebration of diversity, community, and international exchange through vibrant food, music, and performances.
 - Event highlights: Briefly discuss each event (Taste of Cultura, Opening Ceremony, Color Run, Live Stage, Yoga & Closing Ceremony), emphasizing unique elements and cultural representation.
 - Community involvement: Mention opportunities for cultural organizations to participate and showcase their heritage.
 - Call to action: Encourage viewers to participate as well as save the date, follow social media for updates, and sign up for the festival email list.
- Partner outreach - Contact local restaurants, breweries, businesses for collaborations (special menus, merchandise, etc.). Heavily involved all Downtown businesses, DIB and Farmer's Market.
- Jan 15: Billboard & Martin Theater Marquee launch with key information.

- City Facebook & Instagram post - Announce the festival with a captivating video teaser showcasing participating countries' cultural elements. Include calls to action: follow the Facebook page and subscribe to our newsletter.
- iHeart Radio spot creating awareness and seeking vendor interest

February:

- Monthly e-newsletter. Include graphic, participating cultural organizations, and early bird ticket offer for Food Truck Fest and 5K.
- City website launch. Include festival details, participating countries' information, schedule, ticket sales, volunteer registration, and contact information.
- Run targeted ads on FB & IG.

March:

- Water bill mail insert highlighting festival dates, key events, and a QR code.
- Run targeted ads on QOL & Cultura FB and IG highlighting artists and performers involved in the festival
- iHeart radio spots advertising event

April:

- News Interview:
 - Introduce yourself & festival's vision & goal. Highlight the unique cultural experiences (Taste of Cultura, Color Run, Live Performances, Singing Bowls Yoga, Ceremonies, etc).
 - Emphasize the festival's inclusivity and appeal for all ages and backgrounds.
 - Share details about participating countries and cultural displays.
 - End with an invitation to join the celebration in May.
- iHeart radio spots advertising event and promoting advance tickets sales for Taste of Cultura and 5K
- Share detailed event schedules:
 - Festival map & schedule
 - Transportation/hotel options
 - "Taste of Cultura" food trucks and menus
 - Promote the Color Run with training tips and team registration.
 - Highlight Live Stage performers.
 - Showcase the peaceful atmosphere of the Singing Bowls Yoga & Closing.
- Include festival reminder in the Water Bill mail insert.

May:

- Monthly calendar
- iHeart Radio advertising schedule of events, headliners, ticket sales
- May 1: Final social media push - Share detailed event schedules again (festival maps, schedules, transportation/hotel options), participant spotlights and reminders to purchase tickets.
- May 10: Final meeting with participants – highlight on social media
- May 17-19: Festival weekend - Execute the schedule flawlessly, ensure engaging activities, and capture high-quality content for post-event promotion (hire videographer).

Post-Festival:

- May 20: Thank you post - Express gratitude to participants, volunteers, and partners. Share festival highlights and participant testimonials.
- May 21: Send out thank you cards to all vendors/participants/stakeholders
- May 25: Event recap video - Showcase the festival's energy, diversity, and impact. Share on social media and website.
- May 31: Post-festival survey - Conduct participant survey for feedback.
- Announce plans for 2025 festival – include recap video.

Other Ideas:

- Utilize the Facebook page for polls or Q&A.
- Celebrate participating countries' national holidays on social media to build excitement.
- #CULTURAFestival

Marketing Budget: \$11,350.00

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board review and approve the amended 2024 Facility Use Policy

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

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

Based on the needs of the individuals and groups that have rented the facility, staff drafted an amended Facility Use Policy. The primary change is the removal of specific four-hour blocks and the inclusion of hourly rates with a four-hour minimum. We found the specific four-hour blocks did not always meet the needs of the renters and complicated the reservation process.

The new policy identifies hourly fee for business and non-business hours, as well as for non-profits, for-profits, and Panama City resident fee tiers.

Effective date will be immediately; future reservations booked prior to the effective date will be honored.



Destination Panama City – Facility Use Policy

The Destination Panama City Visitor’s Center is a point of pride for the community and it is the intention of the Destination Panama City Board of Directors to allow the facility to be available to the public by rent or reservation. Reservations by private businesses, individuals or non-profits are welcome but will always be secondary to the normally operating functions of the Visitor’s Center and special events held on the property. Reservations are also subject to staff availability.

- Reservations are on a first come first served basis.
- An online application must be completed and fees must be prepaid prior to the commencement of the event. An event is not confirmed until payment and proof of insurance has been received by staff.
 - Certificate of Insurance must be provided. Those entities that do not have coverage already in place can utilize <https://www.theeventhelper.com/> to secure coverage. Cost of coverage varies dependent on event type, event size, and the presence of alcohol.
- All pertinent information listed on the online application form must be provided. Incomplete applications will not be processed.
- Kitchen Appliances may not be used. Only surface counters in kitchen may be used for staging.
- All tables and chairs must be returned to the original configuration and extra chairs must be stacked appropriately.
- Cancellations made less than 48 hours in advance of a scheduled event will be assessed a \$25 Cancellation Fee.
- Cleaning Fee: Individuals or organizations reserving the facility are responsible to clean up after themselves, including but not limited to cleaning all surfaces and taking out the trash. Failure to clean after an event may result in a cleaning / damage / replacement fee of \$100.
- Audio Visual: There are no fees for use of TV/Remote and Microphone System. Destination Panama City does not guarantee that outside equipment will work with in-house projection and sound systems.
- Verification of Non-profit tax-exempt status must be provided.
- Fees for reservations will be based on hourly rates with a four-hour minimum.
- Business Hours Reservation are limited to:
 - Monday – Friday, 8am – 5pm
- Non-Business Hours Reservations are limited to:
 - Monday – Friday, 5pm – 9pm

- Saturday – Sunday, 10am – 9pm
- Non-Profit Fee Schedule Business Hours Monday - Friday:
 - Meeting Room (748sqft), Kitchen, & Patio (615sqft)-
 - \$15 per hour, four-hour minimum
 - Outdoor Areas (Under building, parking lot, shoreline) –
 - \$25 per hour, four-hour minimum
- For-Profit Fee Schedule Business Hours Monday - Friday:
 - Meeting Room (748sqft), Kitchen, & Patio (615sqft)-
 - \$25 per hour, four-hour minimum plus tax
 - Outdoor Areas (Under building, parking lot, shoreline) –
 - \$40 per hour, four-hour minimum plus tax
- Panama City Resident Fee Schedule Business Hours Monday – Friday:
 - Meeting Room (748sqft), Kitchen, & Patio (615sqft)-
 - \$20 per hour, four-hour minimum plus tax
 - Outdoor Areas (Under building, parking lot, shoreline) –
 - \$35 per hour, four-hour minimum plus tax
- Non-Profit Fee Schedule Non-Business Hours:
 - Meeting Room (748sqft), Kitchen, & Patio (615sqft)-
 - \$45 per hour, four-hour minimum
 - Outdoor Areas (Under building, parking lot, shoreline) –
 - \$75 per hour, four-hour minimum
- For-Profit Fee Schedule Non-Business Hours:
 - Meeting Room (748sqft), Kitchen, & Patio (615sqft)-
 - \$90 per hour, four-hour minimum plus tax
 - Outdoor Areas (Under building, parking lot, shoreline) –
 - \$100 per hour, four-hour minimum plus tax
- Panama City Resident Fee Schedule Non-Business Hours:
 - Meeting Room (748sqft), Kitchen, & Patio (615sqft)-
 - \$70 per hour, four-hour minimum plus tax
 - Outdoor Areas (Under building, parking lot, shoreline) –
 - \$100 per hour, four-hour minimum plus tax

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

2/8/2024

3. REQUESTED MOTION/ACTION:

Board review and approve the DPC Board Meeting schedule for 2024.

4. AGENDA

PRESENTATION
PUBLIC HEARING
CONSENT
REGULAR

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

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

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

Since DPC Board Meetings no longer follow a Panama City Commission meeting, there has been an inconsistency in the dates and times of the meetings. It is often challenging to find availability on all members calendars with short notice. To regain structure and to provide tourism partners with adequate notice regarding meetings, staff has prepared a proposed meeting schedule for the remainder of 2024. The meetings will be held at the Destination Panama City Visitors Center meeting room every other month on the second Thursday at noon.



DESTINATION
PANAMA CITY
FLORIDA | WHERE LIFE SETS SAIL

**2024 DESTINATION PANAMA CITY
BOARD MEETING SCHEDULE**

Regular Meetings will be held bi-monthly on the second Thursday at noon. Additional meetings may be scheduled as necessary.

**All meetings are held at noon, in the
Destination Panama City Visitors Center Meeting Room**

February 8, 2024

March 14, 2024*

April 11, 2024

June 13, 2024

August 8, 2024

October 10, 2024

December 12, 2024

*indicates a special meeting



DESTINATION
PANAMA CITY
FLORIDA | WHERE LIFE SETS SAIL

CEO UPDATES

TOPICS:

Event Assistance Grants Under \$10,000

Public Outreach Report

Sales Initiatives

May Tourism Appreciation Initiatives

July 4th Salute to Freedom

St. Andrews School Project