

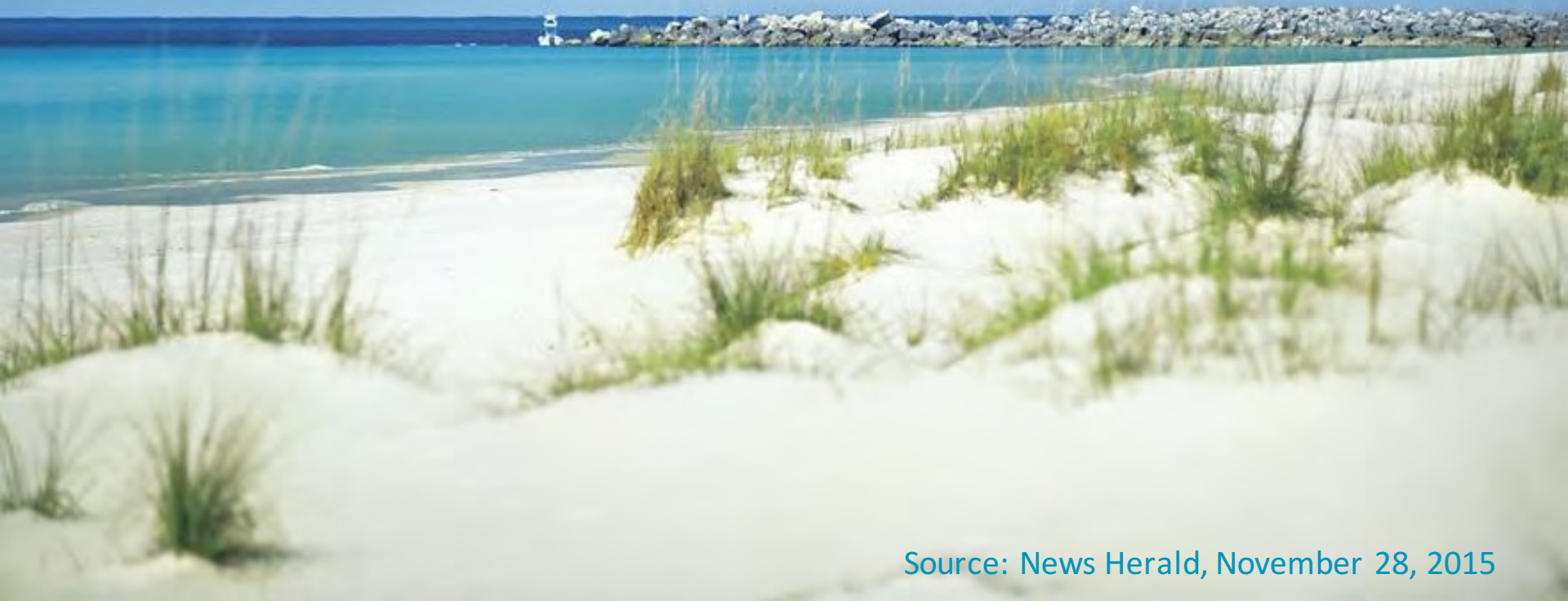


Bay County Tourism Update

January 5, 2016

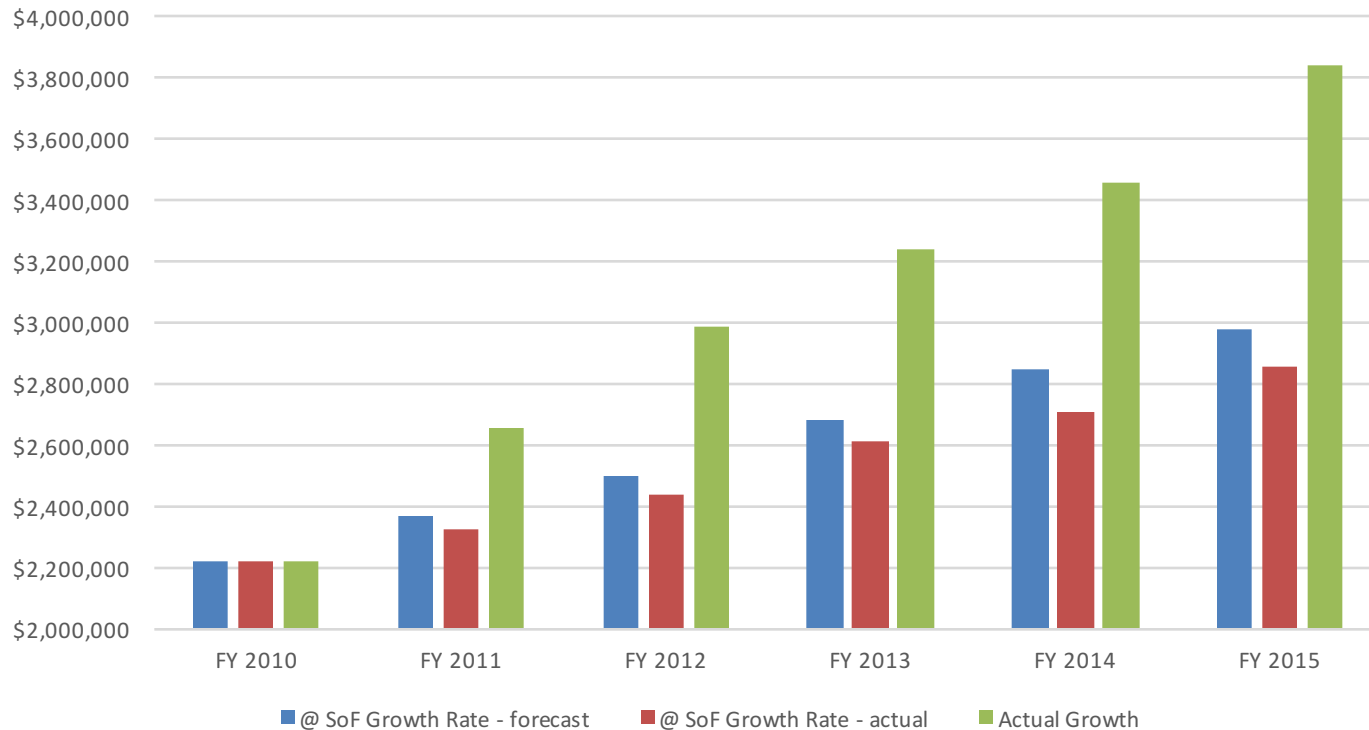
“Tourism is the lifeblood of the Bay County economy, especially in Panama City Beach...There is no county more dependent on tourism in Florida than Bay County.”

*Dr. Rick Harper,
University of West Florida*



Tourist Development Taxes - growth over time

BayCo Tourist Development Tax
value of 1%



Assumes projected growth is equal to rate of growth for General State Revenues
Source: Bay County Tourist Development Tax Collections
SoF Forecast - State of Florida Long-Range Financial Outlook, Fall 2011
SoF Actual - State of Florida Long-Range Financial Outlook, Fall 2015



Strategies to Build Demand – Diversification within Tourism

Focus on Increasing Visitor Spend Every Month of the Year (12-month Strategy) –

Develop and support special events outside of summer travel season

- Gulf Coast Jam
- Pirates Festival
- Beach Home for the Holidays
- Beach Ball Drop
- Mardi Gras Music Festival
- Spring Jam, etc...



Almost 3,000 athletes participated in November's 17th annual Ironman Florida triathlon in Bay County. Photos by HEATHER LEIPHART | News Herald file photos

Record tourism extends into PCB 'shoulder season'

By JOHN HENDERSON
527-5008 | @PCNHjhs
jhenderson@pcnh.com

PANAMA CITY BEACH
—When David Demarest was growing up, Front Beach Road during the fall and winter was a ghost town.

"I remember when the McDonald's on Front Beach Road was the restaurant of choice — and it was closed," said Demarest, public relations manager for the Bay County Tourist Development Council (TDC). "It was very quiet. All of the (traffic lights) went to flashing yellow."

That's not the case any more, as many businesses stay open during the "shoulder season" because there are customers in town. New TDC-sponsored events are bringing thousands of new visitors to Panama City Beach and boosting the local economy.

Events like the ninth annual Beach Ball Drop on New Year's Eve alone can attract thousands of visitors.

"Our traditionally slow season of fall and winter is nicely bracketed by events this year," Demarest said. "You can see that started out with Gulf Coast Jam. It is only in its third year and it's already one of the biggest music festivals in America."

He said the Chasin' the Sun Music Festival in September was only in its second year in 2015, but it still was able to attract country music superstar Alan Jackson as the headliner.

"It was a sold-out venue," Demarest said. "That is a smaller venue than Gulf Coast Jam and the New Year's Eve Ball Drop, but that is a vertical rise (in attendance)."

Ironman Florida and Emerald Coast Cruizin' in November also brought thousands of visitors to town.

"Now they may not be growing as fast (as other events), but they came here in place of very little to nothing," he said.

Dan Rowe, executive director of the TDC, said other shoulder-season events continue to attract more visitors, such as the Pirates

News Herald
YEAR IN REVIEW
2015



The pirates of Dominique Youx defend Panama City Beach from invading pirates during the Pirates of the High Seas Festival on Oct. 10 at Pier Park.

SEE RECORD TOURISM | A3

Strategies to Build Demand – Diversification within Tourism

- **Develop New Marketing Channels to Reach Targeted Visitors in non-traditional ways**

- Quarterly Visitor Magazine
- Chasin' the Sun TV Show



Strategies to Build Demand – Diversification within Tourism

- Develop New Marketing Channels to Reach Targeted Visitors in non-tourist areas

- Quality
- Choice



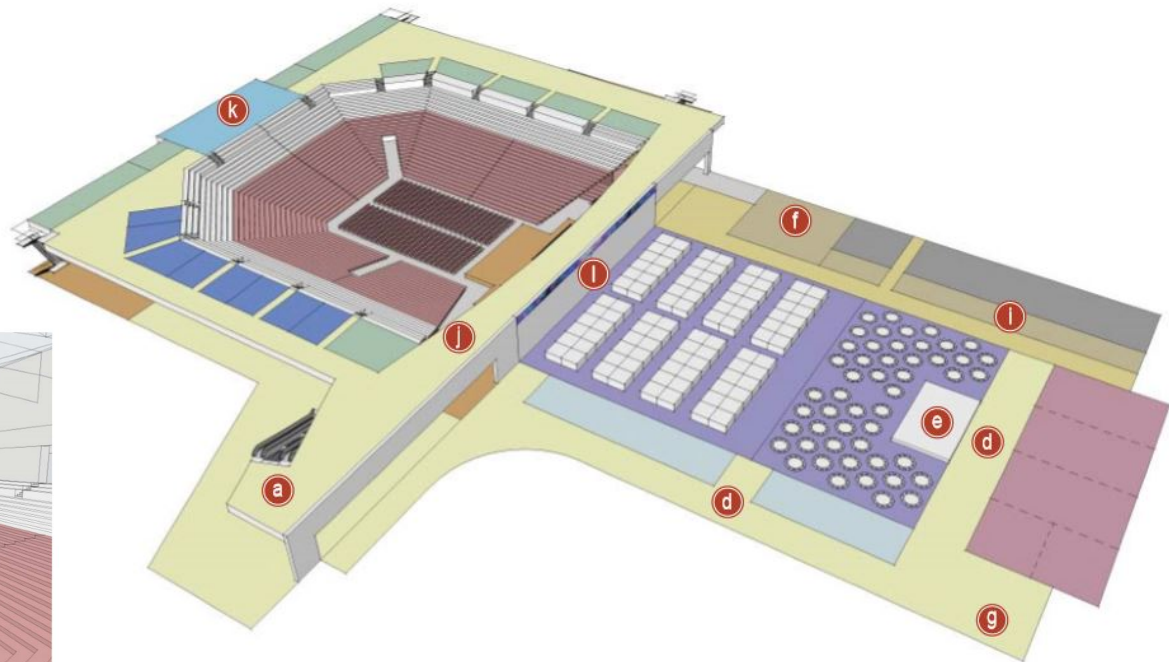
Strategies to Build Demand – Diversification within Tourism

- **Develop New Venues (and renovate existing) to drive incremental visitor demand**
 - Aaron Bessant Park Amphitheater (Built with funds from TDC's claim against BP)
 - Frank Brown Park Renovations (Currently underway. Completion - March, 2016)
 - PCB Sports Park @ Breakfast Point (Expected opening – Summer 2017)

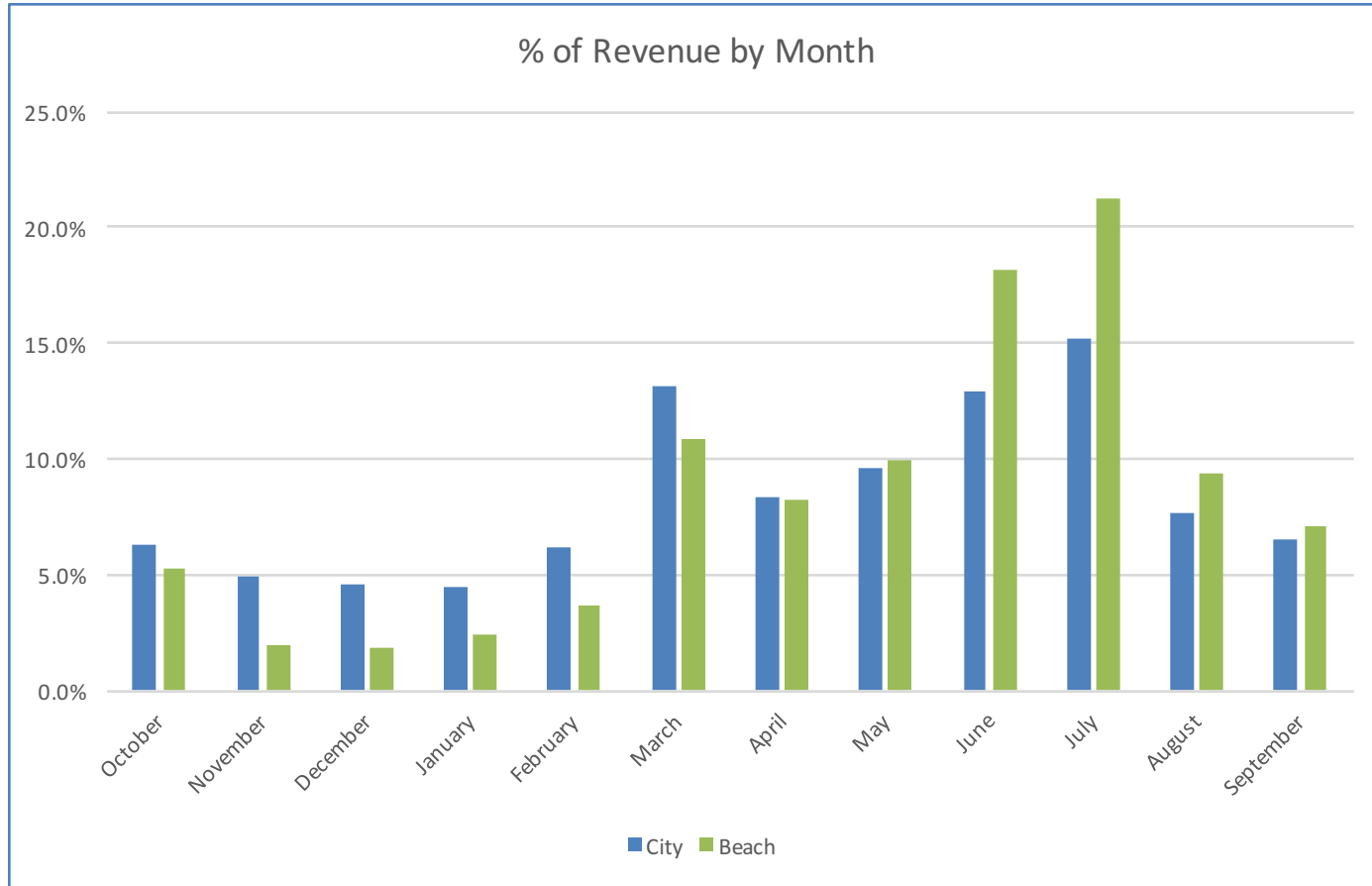


Strategies to Build Demand – Diversification within Tourism

- **Conduct feasibility study for a Special Event Center to drive incremental visitor demand**
 - Amateur Sports Tournaments
 - Indoor Arena for Concerts & Events
 - Ability to Host Tradeshows & Exhibitions



Diversifying Bay County - Panama City as a Tourist Destination



Conduct Study of Tourism in Panama City

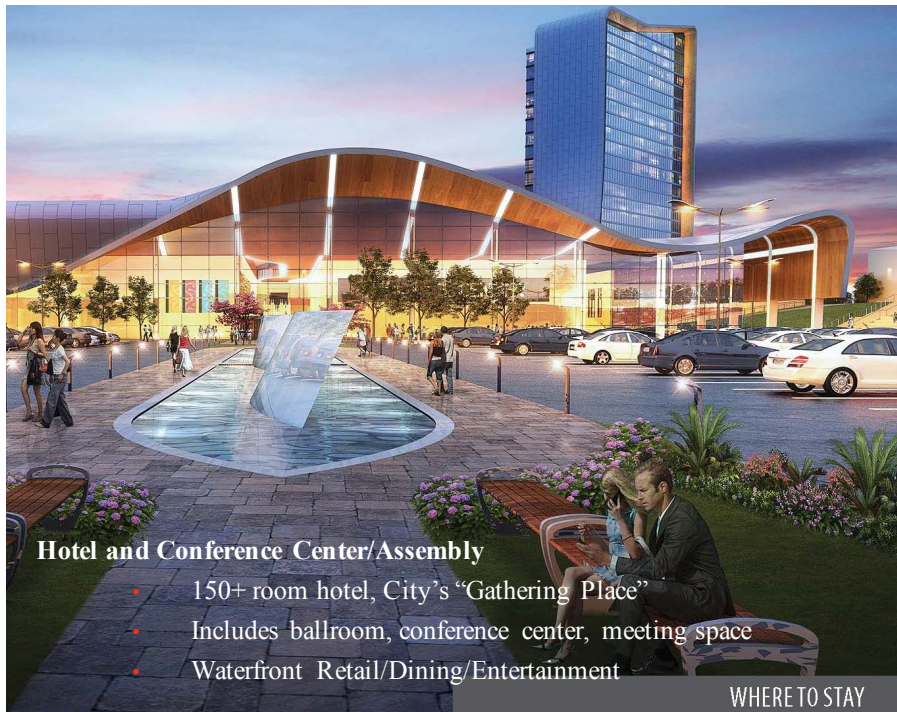
The beach is a major source of visitation. However, a number of market segments can we developed and marketed that are independent of the sand, including...

- Visual & Performing Arts
- Live, Local Music Scene
- Independent Culinary
- Historic Communities & Neighborhoods
- St. Andrew Bay Waterfront



Potential Catalyst Venues

As Panama City begins to establish itself as a tourist destination, a number of unique opportunities exist to help create new public venues that can benefit visitors and residents, alike. These venues can help define a “Sense of Place” that visitors actively seek out while traveling, including:

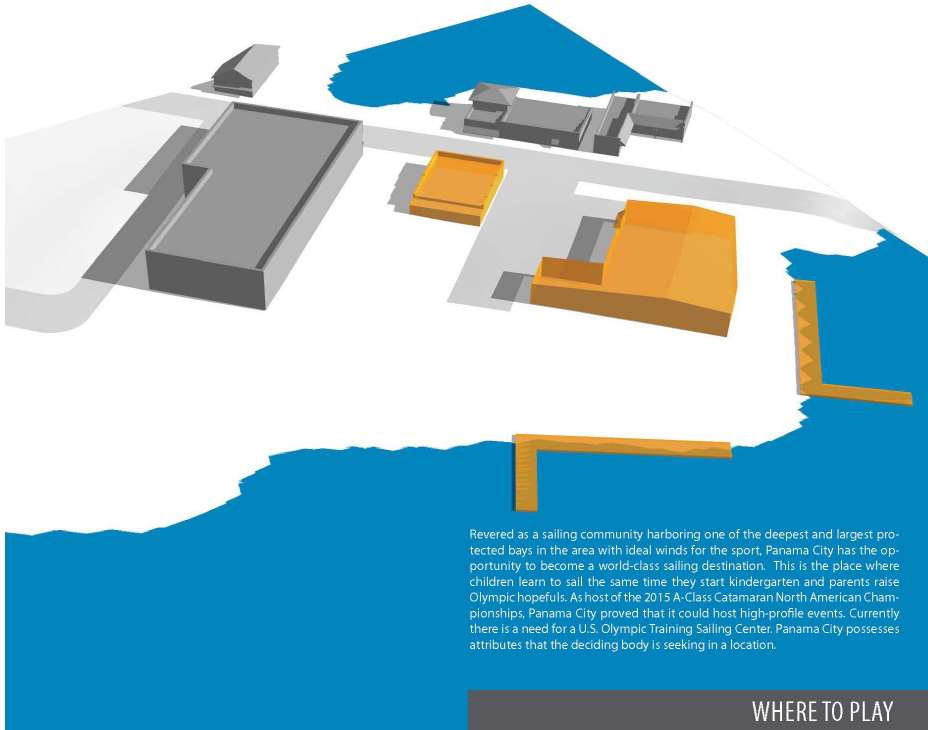


WATERFRONT HOTEL & CONFERENCE CENTER



Potential Catalyst Venues

- **Excursion & US Olympic Training Sailing Center**
 - Capitalize, assets, heritage
 - Fulfill need, training center
 - Headquarters, water excursions



EXCURSION & US OLYMPIC TRAINING SAILING CENTER



Potential Catalyst Venues

- **Entrepreneurial and Innovation District**
 - Buildings to foster a collaborative environment and sense of place
 - Potential public and private partners – Jellyfish Health and FSU's Jim Moran School of Entrepreneurship



WHERE TO LEARN

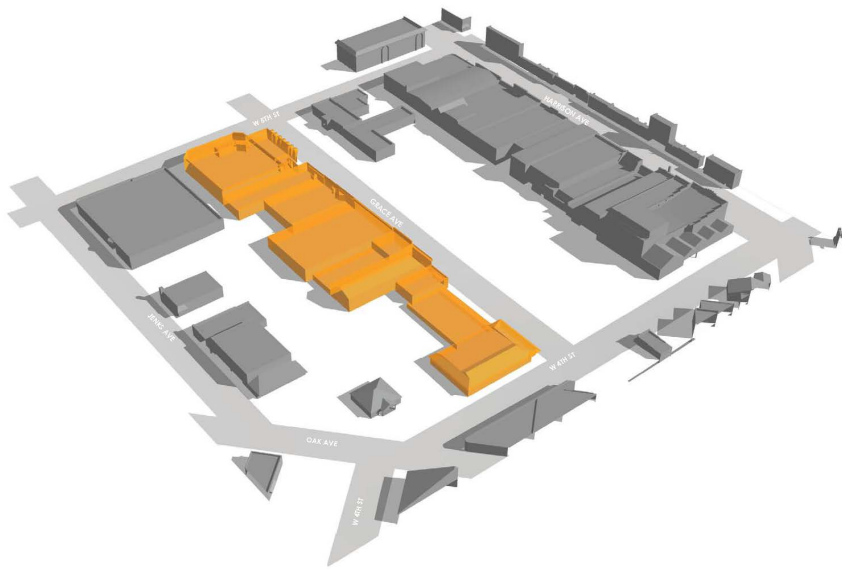


ENTREPRENEURIAL & INNOVATION CENTER



Potential Catalyst Venues

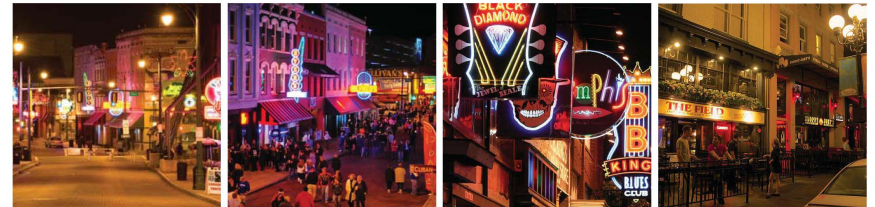
- **Music & Entertainment District**
 - Leverage Music Matters program, dedicated district, local/visiting acts
 - Major artist pre-shows
 - Host corporate events



WHERE TO PLAY



PANAMA CITY DISTRICT MUSIC & ENTERTAINMENT



Potential Catalyst Venues

- **Performing Arts Venue**
 - Multi-functional facility, multiple stages, seating capacities
 - Potential with partnerships with Arts & Education focus
 - Hosting variety performances/maximize event dates
 - Potential for amphitheater



INDOOR / OUTDOOR PERFORMING ARTS VENUE



Next Steps – Continued Collaboration

- Create synergies and economies of scale with Panama City and Mexico Beach on joint marketing campaigns, events, and tourist development projects
- Actively seek to develop Public Private Partnerships on projects that span the Hathaway Bridge
- Seek funding from Triumph Gulf Coast on a proposal that brings together a broad coalition of public and private sector partners to help grow economic and educational opportunities within Bay County

