



P A N A M A C I T Y B E A C H

March 17, 2009

Dear Tourism Industry Partner:

Expressing its ongoing commitment to the future of Panama City Beach, the Bay County Tourist Development Council (TDC) adopted a Strategic Plan. That Plan focuses on developing Panama City Beach into a year-round destination, promoting our world-class beaches and enhancing each visitor's experience. For each of these initiatives outlined in the Plan, we ***MUST*** continue to protect and preserve Panama City Beach's primary natural resource and attraction – the beautiful waters of the Gulf of Mexico and the sugar-white sands of our shorelines.

To further our ability to beautify, protect and market our beach, last week the TDC Board of Directors took action by earmarking an additional \$250,000 to enhance our annual "***Keep the Beaches Clean***" Campaign. These additional funds will support immediate tactics that address the overwhelming increase of visitors and traffic our beaches experience during the spring and summer months, as well as long term strategies that focus on public awareness and year-round maintenance and upkeep.

Effective immediately, the TDC increased the number of trash receptacles on the beach from 578 to 778 barrels. During Spring Break, an additional 200 barrels were deployed in heavily trafficked areas of the beach. The TDC also authorized our beach maintenance contractor to increase the number of times the beach is raked throughout the year, including the daily raking of impacted areas during Spring Break and immediately following peak holidays. Additionally, the TDC is investigating, and is considering different alternatives for providing biodegradable trash bags at public beach access points as part of this campaign.

As important as the TDC's efforts are, the businesses located on the beachfront share in the responsibility of picking up trash behind their respective places of business. Last week the City Council of the City of Panama City Beach asked us to include with this letter the portion of the current litter prevention ordinance which requires owners along the corridors most travelled by tourists to keep their property free of litter (Chapter 12, Garbage and Trash, Section 12-7). The City has asked us to remind everyone in the City that this Section carries a baseline civil penalty of \$250 per day. If you have specific questions about this ordinance, please contact Panama City Beach Code Enforcement.

We strongly encourage each of you to join the TDC in improving, protecting and maintaining the beaches by picking up the trash behind your property. With your support and partnership, we can protect and preserve the unparalleled beauty of Panama City Beach for locals and visitors to enjoy each day of the year.

Sincerely,

Marty McDaniel
TDC Chairman

Dan Rowe
TDC Executive Director

Chapter 12 GARBAGE AND TRASH*

Sec. 12-7. Requirement to Keep Property Free of Litter.

- (a) It is hereby determined that every person, firm and corporation owning, occupying, or entitled to possession or control of real property located in whole or in part within a Scenic Corridor or lying between the waters of the Gulf of Mexico and the Coastal Construction Control Line established by the State of Florida, has a duty to keep such property free of litter by not allowing any item of litter to remain on the property longer than twenty four (24) hours.
- (b) It is hereby declared unlawful and a violation of this chapter for any person, firm or corporation owning or entitled to possession or control of real property located in whole or in part within a Scenic Corridor or lying between the waters of the Gulf of Mexico and the Coastal Construction Control Line established by the State of Florida, to permit litter to remain upon such property longer than twenty four (24) hours.
- (c) In addition to any other penalty provided by law, compliance with this Section 12-7 may be enforced by the remedies and procedures set forth in Chapter 25 of this Code (the Code Enforcement Hearing Officer System).

(Ord. No. 785, § 2, 3-27-03)

Editor's note: Ord. No. 345, §§ 1--4, adopted April 13, 1989, did not specifically amend the Code; hence inclusion herein as § 12-5 was at the discretion of the editor. Sections 5--7, providing for conflicting provisions, effective date and codification, have been omitted from codification.