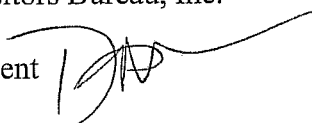




P A N A M A C I T Y B E A C H

August 29, 2008

TO: Board of Directors
Bay County Tourist Development Council and Panama City Beach
Convention & Visitors Bureau, Inc.

FROM: Dan Rowe, President 

RE: FY 2008-09 Budget

On Tuesday, September 2, 2008, the Board of Directors of the Bay County TDC and Panama City Beach CVB will meet to review and approve the following items related with the FY 2008-09 budget process. These items need to be approved by the Board in order to forward to the Board of County Commissioners for approval in September.

You will find the following for consideration and approval:

- FY 2008-09 Panama City Beach CVB Program of Work and Budget
- FY 2008-09 Mexico Beach CDC Program of Work and Budget
- FY 2008-09 Bay County TDC Budget (Fund 125 and Fund 127)
- FY 2009 – FY 2010 TDC Plan Ordinance



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

Special Called Meeting

AGENDA

COMBINED BOARD MEETING

Bay County Tourist Development Council

Panama City Beach Convention & Visitors Bureau, Inc.

Panama City Beach

Tuesday, September 2, 2008

9:00 a.m.

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER
- II. ROLL CALL
 - A. Invocation
 - B. Pledge of Allegiance
 - C. Approve Minutes From the August 12, 2008 Meeting
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)
- IV. BOARD ACTION ITEMS
 - A. Discuss and Consider for Approval FY 2008-09 Budget Items, Mr. Dan Rowe, President
 1. FY 2008-09 Panama City Beach CVB Program of Work and Budget
 2. FY 2008-09 Mexico Beach CDC Program of Work and Budget
 3. FY 2008-09 Bay County TDC Budget (Fund 125 and Fund 127)
 4. FY 2009 – FY 2010 TDC Plan Ordinance
- V. AUDIENCE PARTICIPATION
- VI. ADJOURNMENT

Panama City Beach Convention & Visitors Bureau Program of Work FY 2008-09

As we enter into the new fiscal year, it is evident that the economic landscape has changed. The accelerated softening of the economy is directly effecting how people travel and ultimately changing the way they vacation. People are traveling shorter distances, shortening their stays and spending less on dining, entertainment and attractions.

In response, we are changing the way we will market the destination. In the past, our goal was to elevate the brand and drive new visitors to the destination. This was accomplished through image/brand advertising placed in slow-build media with a passive call to action. Our plans for FY 2009 are to launch a series of targeted campaigns with strong calls to action. The overall budget for the Convention & Visitors Bureau is down slightly from FY 2008.

2008/2009 Marketing & Advertising Overview:

Our goal is to protect the health of key travel seasons. The plan we have developed intends to aggressively influence travel decisions with compelling value messages, during key time periods driving prospective visitors to www.VisitPanamaCityBeach.com. This is accomplished through an integrated strategy consisting of promotions, market and media selection, events, cooperative marketing opportunities, public relations, an enhanced focus on Visitor Services, and a complete redesign of our website.

Promotion Strategy:

We have identified three key time periods to focus our efforts: winter, summer and fall. The idea is to develop specific and relevant promotional themes for each time period and support them through paid media and extended through media promotions. Two promotions are scheduled for the same time period; one will focus on events, shopping, and couples getaways. The second promotion will be scheduled at the same time but target snowbirds. Summer is scheduled to start in mid-May and will be the main thrust of the budget. The fall will be similar to the winter campaign, it will just start earlier.

Media Mix Strategy:

We will utilize promotion-friendly media vehicles that allow for frequency in targeting each market. We have looked to the market to help us determine the media mix based on the specific consumption habits they display. Our goal is to make the plan traceable and dynamic in order to adapt to the uncertain and changing economic conditions. And we will try to work with VISIT FLORIDA in leveraging as many relevant cooperative opportunities available.

Interactive Media Strategy:

We will continue to geo-target, behaviorally target and re-target impressions to increase the pressure of the message and frequency. We will utilize local online media and travel content sites. We will continue to refine Google and Yahoo! Paid search campaigns. And we will develop comprehensive, on-going eCommunications strategies through eBlasts and eNewsletters.

Media Budget Breakdown:

The media budget will be segmented into the following categories: Events Marketing, Outer Markets Winter, Summer, Fall Push, VISIT FLORIDA and other opportunities, and Sports. Summer will use about 30% of the budget with an estimated even amount of dollars to the Inner and Outer Markets and the Fall Push. The promotions portion of the budget is spread across the multiple initiatives with the biggest push in the Summer Campaign

Market Selection and Media Mixes:

The **Outer Market Winter Campaign** targets adults 35-54 years old with a household income of \$75K+. The promotional focus is to utilize online sweepstakes with a strong value theme. In the upper Midwest markets, we will work with the online media to express this. In Canada we are currently working on a plan with CAA (Canadian Automobile Association) to have an integrated sweepstakes in-book and online. The Outer Market Winter Campaign will be broken out into two time periods, Fall 2008 and late Summer/Fall 2009 to influence the November through February Snowbird timeframes. (media budget = \$150,000)

The **Spring Break Campaign** brings mtvU back to Panama City Beach during March for college spring break. The mtvU program will highlight Panama City Beach as the network's official spring break beach location. An added value of this year's program is the ability for the CVB to develop a database of students coming to the beach for the express purpose of creating a dialogue program to encourage return visitation. (media budget = \$150,000)

The CVB will also establish a **Family Spring Break Campaign** targeting families with school-aged kids for the period of March 28 – April 12, 2009. This

campaign will be promotionally driven and focused on our core drive markets. (media budget = \$100,000)

The **Summer Campaign** targets adults 35-54 years old with a household income of \$50k+. The promotional focus is to showcase the significant summer value supported by Ypartnership's Promotions Team. The Summer Campaign will influence travel to PCB May through mid-July. The markets are the target cities throughout Georgia, Alabama, Tennessee (Nashville, Chattanooga, Knoxville), and Florida (Tallahassee and Gainesville). Depending on the consumption patterns of each market, we will use a mix of online, out of home, radio, and newspaper. (media budget = \$350,000)

The **Fall Campaign** targets adults 35-54 years old with a household income of \$50k+. The promotional focus is to utilize online sweepstakes with a strong message on couples/getaways. The campaign will influence travel to PCB from September to October 2009. Online marketing will be used to target cities in Georgia, Alabama, Tennessee, Florida, the Midwest and Canada. (media budget = \$150,000)

Cooperative Marketing Strategy:

The cooperative marketing program will encourage greater participation in the CVB's marketing campaigns, providing enhanced value to tourism partners and visitors to the beach. The strategy moves our co-op program entirely online. It will consist of a combination of landing pages, banner placements and email blast sponsorships. This allows the plan to remain flexible, trackable and dynamic. We can react to shifting market trends in real-time by not having to commit to distant media buys.

Public Relations Strategy:

The overall goal of the public relations program is to help drive year-round traffic to the destination and to www.VisitPanamaCityBeach.com, achieve growth in visitor satisfaction and increase visitors' intent to return to Panama City Beach.

With this in mind, specific PR focuses will be to promote value offerings and supplement advertising messages to expand the reach and scope of paid marketing campaigns with additional PR/media value. To support this objective, key areas of media focus will be the Southeast, Midwest, Canada & other national press coverage opportunities as well as traditional target drive markets.

Additional PR objectives will focus media attention on different market segments by shining a spotlight on all things to see and do in Panama City Beach for different demographics and interests. This will be supported by increasing the number of targeted travel writers representing specific market segments reinforcing the message that there's always something 'fun' going on in PCB. This will include a heightened focus on shopping, amateur athletics, ecotourism, and special events.

Value will be a major theme, with "value" being broadly defined. Press material will not only announce promotional offers; they also will call attention to a broad range of destination benefits in addition to the beach including family attractions, accommodations for all tastes and budgets, events, sports, dining, shopping, fishing, boating, golf, attractions, spas and more.

Timing PR initiatives to support major promotional periods while reinforcing that recent growth and development has increased our destination's tourist offerings creating a more year-round landscape will be a major focus. Communications will also highlight the new airport, Pier Park and other year-round offerings to underscore the destination's growth thus increasing visitor demand and interest during off and shoulder seasons.

The PR strategy will also focus on messaging Panama City Beach's key strengths in an effort to differentiate ourselves from other competitive destinations. These strengths include not only our world-class beach, but also proximity to many Southeast U.S. population centers, affordability, an expanding lodging inventory and accommodation types, abundant outdoor recreation and an overall market revitalization and plenty of year-round 'fun' for all ages.

Visitor Services / Visitor Information Center:

To enhance each visitor's experience, perceptions of and interaction with the CVB whether in person, via the phone or on the web, additional training and resources will be provided to all Visitor Services staff focused on developing communication skills, interpersonal skills, Internet training and other customer service techniques with the common goal of influencing travel decisions and increasing visitor satisfaction. Through additional training, all front-line staff will be better trained to serve all day-to-day visitor requests for additional information, guidance, tips and advice thus increasing the likelihood to return to our destination and influencing future travel plans for all potential travelers.

Re-Design of VisitPanamaCityBeach.com:

A key strategy for the redesign and re-launch of the CVB's website is to exploit technology to leverage our marketing campaigns by speaking directly to potential visitors in non-traditional ways. The new website will allow the CVB to

develop comprehensive, measurable campaigns and target messages and offers to directly speak to travelers by serving as the Internet portal of choice for visitors researching or planning a trip to the beach. With a robust web presence, we will develop highly trackable campaigns that motivate consumers to act. A competitive, state-of-the-art website will quickly become the primary vehicle to message our destination and extend our marketing reach well past traditional markets to include international travelers. The redesigned website will allow potential visitors immediate access to real-time information on all CVB partners including accommodations, attractions, restaurants and special events.

2008/2009 Group Sales Overview:

In FY 2009, we will continue to focus our Sales Initiatives in our core markets, as well as cultivate emerging markets that can positively impact visitation to Panama City Beach over the next 24 – 36 months. Emphasis will be placed on the evolution of our product, natural surroundings, accessibility, value, new offerings that enhance the visitor experience.

This mission will be accomplished both nationally and internationally through consumer shows, tour and travel marketplaces, co-operative opportunities with VISIT FLORIDA and potential co-ops with our accommodation partners.

Convention Sales Strategy:

We will continue to work closely with our partners engaged in marketing their facilities for meetings and conventions. To support this strategy, we will concentrate in our efforts in key association and SMERF markets. We will extend the awareness of Panama City Beach to meeting planners that participate in VISIT FLORIDA's award winning meetings program.

Convention Sales Tradeshows & Sponsorships:

- *Rejuvenate* is a new show for the CVB focusing on the religious meeting planner market.
- *Florida Encounter* is VISIT FLORIDA's meeting marketplace and is exclusive to meeting planners who have held or are interested in holding their meetings, conferences, etc in the state of Florida.
- GSAE – Holiday Luncheon (Dec '08). GSAE (Georgia Society of Association Executives will hold its annual conference in Panama City Beach in 2011.
- *International Boating & Water Safety Summit (IBWSS)* – We are hosting this summit in 2009, which generated 1800 room nights for the destination during their last conference here in 2004.

Group Travel Market:

We will continue initiatives to grow and develop the group tour market through our participation in tradeshow and the development of a group tour planner, as well as on-line itinerary building tools. We will attend tradeshow targeting domestic and international customers. As we reach new markets, we will partner with VISIT FLORIDA and the BEACH where feasible.

Group Travel Tradeshow & Sponsorships:

- *Florida Huddle* is an international marketplace for tour operators and media.
- *American Bus Association (ABA)* is tour and travel marketplace.
- *World Travel Market (WTM)* is an annual four day travel event that brings together close to 50,000 worldwide travel industry professionals for appointments (suppliers and buyers) networking, etc.
- *POW WOW* is the Travel Industry Association of America's annual international tour operator and media event promoting travel to the United States.
- *Bank Travel* is an appointment generated incentive marketplace for bank travel loyalty directors and the travel industry.

Consumer Sales Program:

Participation in targeted consumer shows is an important strategy for the CVB to increase interest and awareness of Panama City Beach in our growth and emerging market. These consumer shows will also help the CVB target reunion planners for our new strategy outlined below.

Consumer Shows:

- *Southern Women's Show* – Birmingham, Nashville, Memphis and Michigan are four day consumer shows geared to women with an estimated attendance of 30,000 per show.
- *The National Women's Show* in Toronto is a new show for the CVB targeting our Winter Resident market and has more than 425 exhibitors and an estimated attendance of 38,000.
- *New York Times Travel Show* allows the CVB to target NE travelers as well as New York based national travel media.

Develop an Integrated Reunion Program:

We currently receive numerous calls for assistance with military, family and other social gatherings due to the "family fun" atmosphere that the beach offers. To take advantage to the demand, we will develop an integrated Reunion Program during FY 2009 that combines participation in VISIT FLORIDA's Reunion Program, development of collateral materials targeting reunion

planners, development of on-line itinerary building tools, participation in trade shows and reunion workshops.

2008/2009 Sports Marketing Overview:

In FY 2009, we will continue to target our key sports markets of softball and baseball. The CVB will also continue to foster the emerging markets like tournament fishing and sand sports that support our goal to be "America's Sports Beach." In FY 2008, the CVB commissioned a market analysis of amateur athletics on Panama City Beach and to make recommendations to help the community grow this market segment. Based on the recommendations from the initial study, the CVB will commission a feasibility study to determine the viability and design of a "sports village" that includes an indoor field house.

Sports Marketing Tradeshows:

- *ASA, ISA, NSA NASC & USSSA National Conventions*
- *TEAM Sports Conference*
- *Florida Sports Foundation Annual Seminar*
- *NFCA Conference*

Sports Marketing Bid Fees & Sponsorships:

- *NSA Worlds*
- *ISA Worlds*
- *USSSA Worlds*
- *USFA Girls' Fast Pitch*
- *Baseball – Grand Slam, Simply the Best & USSSA*
- *USSSA Nationals*
- *USSSA NIT's*
- *Sponsorship of Gulf Coast Community College Baseball & Fastpitch Classics*
- *World Softball League Sponsorship*
- *AAU/ASA Sponsorships*

2008/2009 Special Events Overview:

FY 2009 is a transitional year in the way the CVB handles the promotion of Special Events on Panama City Beach. Previously, CVB provided marketing funds to local event organizers for events approved by the Board of Directors. The new strategy is for the CVB to mount a year-round campaign that highlights the multitude of events occurring on the beach and limit the amount of direct funding. The staff, agency and Board of Directors feel that the new strategy will increase awareness of the events and further enhance the Panama City Beach brand.

The Events Campaign targets adults 35-54 years old with a household income of \$50,000+. The promotional focus is specific CVB sanctioned events with the intent for visitors to stay overnight. This campaign is directed toward prospective travelers to Panama City Beach for specific events that are of interest to a varied audience. The markets are target cities throughout Georgia (Atlanta, Albany, Columbus), Alabama (Birmingham, Montgomery, and Dothan), and Tallahassee. Each market will use a mix of media and all will have an online component. (media budget = \$200,000)

PANAMA CITY BEACH CONVENTION & VISITORS BUREAU

FY 2009 BUDGET TOTALS

SOURCE	FY 2009		FY 2008		Variance from	
	Budget	FY 2009	Budget	FY 2008	2008	Forecast
CVB/BCC Contract - 1&2 Cents	\$ 2,967,330	\$	\$ 3,076,449	\$	\$ 3,076,449	\$ (109,119)
CVB/BCC Contract - 3rd Cent	\$ 120,000	\$	\$ 120,000	\$	\$ 120,000	\$ -
Budgeted TDC CCF	\$ -	\$	\$ 400,000	\$	\$ 400,000	\$ (400,000)
Co-Op Income/Advertising - Leisure	\$ 90,000	\$	\$ 130,000	\$	\$ 76,369	\$ 13,632
Co-Op Income/Sales	\$ 40,000	\$	\$ 50,000	\$	\$ 23,224	\$ 16,776
Co-Op Income/Spring Break	\$ 100,000	\$	\$ 50,000	\$	\$ 68,000	\$ 32,000
Visitor Inquiry Reimbursements	\$ 6,000	\$	\$ 6,000	\$	\$ 7,800	\$ (1,800)
Interest Income	\$ 275	\$	\$ -	\$	\$ 450	\$ (175)
Uncategorized Income	\$ -	\$	\$ -	\$	\$ 375	\$ (375)
Special Promotion Revenue	\$ -	\$	\$ -	\$	\$ 37	\$ (37)
401(k) Forfeiture Revenue	\$ -	\$	\$ -	\$	\$ 200,000	\$ 300,000
CVB Cash Carry-Forward	\$ 500,000	\$	\$ 200,000	\$	\$ 200,000	\$ -
BCC General Fund-Film Commission	\$ 33,000	\$	\$ 33,000	\$	\$ 33,000	\$ -
Florida Sports Foundation Grants	\$ 35,000	\$	\$ 35,000	\$	\$ 38,000	\$ (3,000)
TOTAL INCOME	\$ 3,891,605	\$	\$ 4,100,449	\$	\$ 4,043,703	\$ (152,098)

EXPENSES

DEPARTMENT	FY 2009		FY 2008		Variance from	
	Budget	FY 2009	Budget	FY 2008	2008	Forecast
60 Operations	\$ 105,425	\$	\$ 87,245	\$	\$ 90,202	\$ 15,223
61 Marketing	\$ 2,318,220	\$	\$ 2,541,660	\$	\$ 2,464,027	\$ (145,807)
62 Sales	\$ 168,739	\$	\$ 237,459	\$	\$ 129,165	\$ 39,574
63 Special Events	\$ 190,000	\$	\$ 154,029	\$	\$ 172,568	\$ 17,432
66 Sports Marketing	\$ 324,100	\$	\$ 298,800	\$	\$ 283,041	\$ 41,059
67 Beach Management	\$ 100,000	\$	\$ 100,000	\$	\$ 100,000	\$ -
68 Personal Services Expense	\$ 685,121	\$	\$ 681,256	\$	\$ 470,990	\$ 214,131
TOTAL EXPENSES	\$ 3,891,605	\$	\$ 4,100,449	\$	\$ 3,709,993	\$ 181,612

OPERATIONS - Dept 60

	FY 2009 Budget	FY 2008 Forecast	Variance from 2008 Forecast
EXPENSES			
5303201-60 Accounting Services	\$ 16,345	\$ 14,670	\$ 1,675
5303501-60 Advertising & Fees	\$ 200	\$ 1,370	\$ (1,170)
5303202-60 Annual Audit	\$ 13,000	\$ 12,500	\$ 500
5303203-60 Auto Allowance	\$ 6,000	\$ 4,817	\$ 1,183
5305110-60 Board Expenses	\$ -	\$ -	\$ -
5197205-60 Community/Employee Relations	\$ 1,500	\$ 1,857	\$ (357)
5303498-60 Contract Labor	\$ 2,500	\$ 2,500	\$ -
5304410-60 Contracts/Leases-Equipment	\$ -	\$ 917	\$ (917)
5305402-60 Dues & Subscriptions	\$ 1,250	\$ 1,154	\$ 96
5304501-60 Insurance-Business, D&O	\$ 2,550	\$ 1,898	\$ 652
5143105-60 Legal Services	\$ 32,500	\$ 32,500	\$ -
5304005-60 Mileage Reimbursement	\$ 3,000	\$ 2,458	\$ 542
5305201-60 Office Supplies	\$ 5,000	\$ 5,500	\$ (500)
5304701-60 Printing	\$ 3,100	\$ 2,000	\$ 1,100
5303101-60 Professional Services	\$ 6,730	\$ 5,330	\$ 1,400
5305406-60 Training & Development	\$ 3,500	\$ -	\$ 3,500
5305215-60 Uniforms	\$ 2,550	\$ 525	\$ 2,025
5305225-60 Volunteer Recognition	\$ 200	\$ 200	\$ -
5304990-60 Miscellaneous	\$ 500	\$ 6	\$ 494
5909910-60 Contingency	\$ 5,000	\$ -	\$ 5,000
TOTAL EXPENSES	\$ 105,425	\$ 90,202	\$ 15,223
TOTAL EXPENSE & PERSONAL SERVICES	\$ 424,910	\$ 401,932	\$ 22,978

MARKETING - Dept 61

EXPENSES	FY 2009	FY 2008	Variance from
	Budget	Forecast	2008 Forecast
5303430-61 Advertising	\$ 1,602,000	\$ 1,884,328	\$ (282,328)
5303435-61 Advertising/Co-Op	\$ 230,000	\$ 159,942	\$ 70,058
5303470-61 Public Relations	\$ 210,000	\$ 209,856	\$ 144
5305402-61 Dues & Subscriptions	\$ 7,650	\$ 4,550	\$ 3,100
5304510-61 Familiarization Tours-Inbound	\$ -	\$ -	\$ -
5000000-61 Film Commission	\$ 33,000	\$ 33,000	\$ -
5304520-61 Internet	\$ 110,000	\$ -	\$ 110,000
5304010-61 Meeting/Seminars/Travel	\$ 10,870	\$ 11,000	\$ (130)
5304201-61 Mileage Reimbursement	\$ 800	\$ 800	\$ -
5304701-61 Postage & Freight	\$ 65,000	\$ 60,128	\$ 4,872
5304820-61 Printing Cost	\$ 3,500	\$ 1,573	\$ 1,927
5304870-61 Surveys/Reports	\$ 15,000	\$ 3,000	\$ 12,000
5303510-61 Visitor Inquiry Fulfillment	\$ 15,400	\$ 9,019	\$ 6,381
5909910-61 Contingency	\$ 15,000	\$ 86,831	\$ (71,831)
TOTAL EXPENSES	\$ 2,318,220	\$ 2,464,027	\$ (145,807)
TOTAL EXPENSE & PERSONAL SERVICES	\$ 2,517,958	\$ 2,494,441	\$ 23,517

SALES - Dept 62

EXPENSES	FY 2009		FY 2008		Variance from	
	Budget	Forecast	Budget	Forecast	2008 Forecast	2008 Forecast
5303460-62 Citywide Convention Expenses	\$ 2,500	\$ 2,076	\$ 2,076	\$ 2,076	\$ 424	\$ 424
5303465-62 Citywide Convention Solicitation	\$ 8,000	\$ 799	\$ 799	\$ 799	\$ 7,201	\$ 7,201
5303475-62 Collateral	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ -	\$ -
5305402-62 Dues & Subscriptions	\$ 10,879	\$ 11,184	\$ 11,184	\$ 11,184	\$ (305)	\$ (305)
5606401-62 Equipment Purchase	\$ 2,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ (1,000)	\$ (1,000)
5304510-62 Familiarization Tours-Inbound	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
5304005-62 Mileage Reimbursement	\$ 600	\$ 580	\$ 580	\$ 580	\$ 20	\$ 20
5304580-62 Pre-Placement Tradeshow	\$ 23,660	\$ 24,645	\$ 24,645	\$ 24,645	\$ (985)	\$ (985)
5304810-62 Promotion Sales Materials	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ -	\$ -
5304830-62 Signage	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000	\$ (500)	\$ (500)
5304850-62 Sponsorships	\$ 2,700	\$ 2,500	\$ 2,500	\$ 2,500	\$ 200	\$ 200
5304001-62 Travel/Tradeshows	\$ 79,900	\$ 50,808	\$ 50,808	\$ 50,808	\$ 29,092	\$ 29,092
5909910-62 Contingency	\$ 10,000	\$ 4,573	\$ 4,573	\$ 4,573	\$ 5,427	\$ 5,427
TOTAL EXPENSES	\$ 168,739	\$ 129,165	\$ 129,165	\$ 129,165	\$ 39,574	\$ 39,574
TOTAL EXPENSE & PERSONAL SERVICES	\$ 265,973	\$ 199,835	\$ 199,835	\$ 199,835	\$ 66,138	\$ 66,138

SPECIAL EVENTS - Dept 63

EXPENSES	FY 2009 Budget	FY 2008 Forecast	Variance from 2008 Forecast
5303430-63 Advertising Support for Organizers	\$ 40,000	\$ 172,450	\$ (132,450)
5304850-63 Sponsorships	\$ 120,000	-	\$ 120,000
5909910-63 Contingency	\$ 30,000	118	\$ 29,882
TOTAL EXPENSES	\$ 190,000	\$ 172,568	\$ 17,432
TOTAL EXPENSE & PERSONAL SERVICES	\$ 190,000	\$ 172,568	\$ 17,432

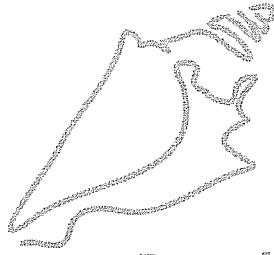
BEACH MANAGEMENT - Dept 67

EXPENSES	FY 2009	FY 2008	Variance from
	Budget	Forecast	2008 Forecast
5303498-67 Contract Labor	\$ 90,480	\$ 87,000	\$ 3,480
5305402-67 Dues & Subscriptions	\$ -	\$ -	\$ -
5304010-67 Meetings & Seminars	\$ -	\$ -	\$ -
5909910-67 Contingency	\$ 9,520	\$ 13,000	\$ (3,480)
TOTAL EXPENSES	\$ 100,000	\$ 100,000	\$ -
TOTAL EXPENSE & PERSONAL SERVICES	\$ 100,000	\$ 100,000	\$ -

Personal Services

EXPENSES	FY 2009	FY 2008	Variance from
	Budget	Forecast	2008 Forecast
5101200-60 Salaries	\$ 528,123	\$ 242,364	\$ 285,759
5102200-60 401(k)	\$ 21,857	\$ 7,726	\$ 14,131
5102300-60 Insurance Employees	\$ 92,459	\$ 33,594	\$ 58,865
5102400-60 Workers Compensation	\$ 2,500	\$ 1,248	\$ 1,252
5102500-60 Unemployment	\$ 140	\$ 63	\$ 77
5102100-60 Payroll Taxes	\$ 40,042	\$ 26,735	\$ 13,307
5909915-60 Salary Contingency	\$	\$ -	\$ -
TOTAL PERSONAL SERVICES	\$ 685,121	\$ 311,730	\$ 373,391

Breakdown by Department	FY 2009	FY 2008	+/- 2008
	Budget	Actual	
Dept 60 Operations	\$ 319,485	\$ 311,730	\$ 7,755
Dept 61 Marketing	\$ 199,738	\$ 30,414	\$ 169,324
Dept 62 Sales	\$ 97,234	\$ 70,670	\$ 26,564
Dept 63 Special Events	\$ -	\$ -	\$ -
Dept 66 Sports Marketing	\$ 68,664	\$ 58,176	\$ 10,488
Dept 67 Beach Management	\$ -	\$ -	\$ -
TOTAL PERSONAL SERVICES	\$ 685,121	\$ 470,990	\$ 214,131



Mexico Beach

Community Development Council

**PROGRAM OF WORK
FOR THE
THE MEXICO BEACH
COMMUNITY DEVELOPMENT COUNCIL, INC**

FISCAL YEAR 2008-2009

October 1, 2008 Through September 30, 2009

EXHIBIT A

Contents

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Mexico Beach Community Development Council, Inc.
Fiscal Year 2008-2009
Program of Work

The Mexico Beach Community Development Council, Inc. (MBCDC) shall provide destination sales, marketing and promotional services; develop, implement and where appropriate produce special events that generate days and dollars spent in Mexico Beach; and provide programs directed toward facility improvement, maintenance and beautification in Mexico Beach, within the expanded taxing district, enhancing the tourism industry.

During the term of this agreement, October 1, 2008 to September 30, 2009, the MBCDC will strive to perform the following tasks on behalf of the citizen's of Mexico Beach, the Bay County Tourist Development Council (TDC) and the Bay County Board of Commissioners.

I. PROGRAM 1 - ADMINISTRATION

ISSUE:

The implementation of strategies, governed by the approved operating budget, adhering to state and county regulations, which integrate projects in the areas of tourism promotions as well in the areas of facility improvement, maintenance and beautification; aligning these strategies to be modifiable to growth through education and interactions.

GOAL:

To improve the strategies, directives and scope of projects of the MBCDC through communications and interactions with the public, business, community and pertinent civic and professional organizations.

OBJECTIVES:

1. Plan and hold not less than semi-annually, a meeting with the Mexico Beach lodging facilities (the collectors) and area attractions to inform them of the MBCDC's programs and provide them with networking opportunities among themselves and with the Board.

BENCHMARK: Two meetings before September 30, 2009

2. Plan and hold monthly Board of Directors meetings so that the staff may report on the MBCDC's current activities, on-going operations and financial position in order that the Board can provide oversight and ensure accountability of the MBCDC's operations and finances.

BENCHMARK: One meeting per month held on the 3rd Thursday

3. Communicate with other local, regional and state agencies and organizations in an effort to coordinate programs geared toward economic and/or tourism development, with an emphasis on reducing redundancy in projects and whenever advantageous and practical to work cooperatively on such projects so as to amplify the MBCDC's programs.

BENCHMARK: Ongoing and perpetually

4. Send appropriate MBCDC representatives to participate in relevant tourism industry meetings and conferences so as to maintain an up-to-date perspective on the latest developments and techniques within the industry.

BENCHMARK: Ongoing and perpetually

5. Maintain memberships and participate in national and regional tourism industry associations providing professional contacts from said organizations to enhance the scope of the MBCDC's growth and development in its marketing related programs.

BENCHMARK: Visit Florida (FLAUSA), Florida Association of Convention & Visitor's Bureau and the Florida Outdoor Writer's Association.

6. Promote and recognize volunteer efforts in support of the MBCDC's activities.

BENCHMARK: At monthly meetings/public workshops, on the local channel and in media press releases.

GOAL:

To manage the administrative practices of the MBCDC so as to adhere to local, county and state statutes, laws, ordinances and practices.

OBJECTIVES:

1. Maintain the retention of a Certified Public Accountant (CPA), experienced with non-profit corporate tax issues, to: review the reconciled corporate monthly bank statements, review the monthly balance sheet and statement of revenues and expenditures; prepare corporate annual federal tax filings; interface with assigned auditor to ensure a smooth and professional annual audit of the corporation's books and records; and serve as the corporation's accounting & tax advisor to the MBCDC Board and its officers. A copy of all CPA prepared and approved financial statements and tax filings will be provided to the Bay County Clerk of the Circuit Court.

BENCHMARK: Monthly submissions by the 15th

2. Annually submit the corporation's financial books and records to an audit to be performed by an Independent Certified Public Accountant. The Bay County Clerk of the Circuit Court will, solely determine the auditor and the level of audit to be conducted, although paid for by the MBCDC. The final audit will be distributed to the MBCDC Board of Directors, the Bay County TDC, the Bay County Board of County Commissioners and the Bay County Clerk of the Circuit Court. At any time during this agreement, the Bay County Clerk of the Circuit Court or his designee, may examine the corporation's financial books and records to ensure that standard accounting principals are being observed and that funds are being expended in accordance with the annual adopted corporate budget attached to this Program of Work ("Exhibit A").

BENCHMARK: Submission by December 15, 2009

3. Maintain the retention of an experienced attorney, knowledgeable in both business and governmental law, to serve as the corporation's legal advisor to the MBCDC Board and its officers.

BENCHMARK: Ongoing and perpetually

4. Provide copies of all meeting notices, agenda materials, financial statements, marketing and other materials produced or distributed by the MBCDC, to the Bay County TDC and the Bay County Board of Commissioners.

BENCHMARK: Ongoing and perpetually as meetings are held and materials produced

5. Observe prudent business policies and procedures including risk management and ensuring that the appropriate business liability, fire and theft insurance, covering the MBCDC corporation and listing Bay County and the City of Mexico Beach as additionally insured.

BENCHMARK: Ongoing and perpetually

6. Maintain adequate personnel policies with which to govern and direct employees of the MBCDC.

BENCHMARK: Ongoing and perpetually

7. Initiate a new prospective Program of Work and Budget for the fiscal year 2009-2010, which addresses the completion of ongoing projects at that time and creates a new set of objectives (along with coinciding financial factors) for programs for the upcoming fiscal year.

BENCHMARK: Completion and submission by July 15, 2009.

II. PROGRAM 2 - MARKETING, PROMOTIONS AND COMMUNICATIONS

ISSUE:

The enhancement of economic growth for the Mexico Beach Expanded Taxing District through an increase to the local tourism industry.

GOAL:

To conduct a comprehensive marketing, communications, promotions and visitor information program, within budgetary constraints, which enhances the tourism industry in Mexico Beach.

OBJECTIVES:

BENCHMARK: Ongoing & perpetually

1. Continued promotion of the Official Mexico Beach Community Development Council Web Site through print and television media. The intent to bring more traffic to the site, which conveys an expanded, more encompassing, graphical and aesthetically pleasing insight on the Community of Mexico Beach. The address is: <http://www.mexicobeach.com/cdc>

BENCHMARK: Ongoing & perpetually

2. Maintain a central clearing house of accommodation availability through the MBCDC Office. This project has been initiated to calm telephone traffic for tax collectors especially during peak season booking.

BENCHMARK: Ongoing and perpetually.

3. Producing and distributing an annual Mexico Beach Visitors' Guide, 40,000 distribution to inquiries, area businesses, trade shows, vacation / travel publications and Florida Welcome Centers. The publication will be in full color and will include area businesses' advertisements.

BENCHMARK: Completed and ready for immediate distribution when prior year guide is near full distribution

4. Enticing travel writers and publicist to compose articles about Mexico Beach and its amenities through a program which allows them their accommodations, their meals and other amenities through donations (property management companies, motels, restaurants, charters, etc).

BENCHMARK: Attend Media Receptions, invite writers through associations

5. Continuing presence in Florida Welcome Centers with the Visitors' Guide as our chief marketing medium.

BENCHMARK: Ongoing and Perpetual

6. Maintaining specific, comparative data and bases of data concerning peak and shoulder season traffic for purposes of plotting directions, markets and time frames for various marketing initiatives. Sources for information will include tax collectors, state agencies and/or organizations, surveys and inquiry counts.

BENCHMARK: Ongoing & perpetually

8. Participating in Visit Florida Cooperative Advertising Programs as well as various other state, national and international cooperative promotional programs. In addition, where applicable and advantageous, Mexico Beach tax collectors, attractions and other businesses will be invited to participate with the MBCDC in these various marketing projects.

BENCHMARK: Ongoing and Perpetually

9. Participating in local and regional media promotions, which target day visitors (both visitors and regional residents) in an effort to introduce them to the amenities Mexico Beach has to offer; and in anticipation of enticing the same to spend future vacations in Mexico Beach. A particular emphasis will be placed on targeting times that coincide with special events and times when visitor traffic is lower in Mexico Beach, yet higher in surrounding areas.

BENCHMARK: 2 projects by September 30, 2009 with initial endeavors to be scheduled to coincide with festivals and special events

10. Maintaining the MBCDC office to act as the Official Visitor Center for Mexico Beach, complete with signage, brochure racks displaying materials conducive to the needs of area visitors and a friendly and knowledgeable staff to answer visitors' questions.

BENCHMARK: Ongoing and Perpetual

11. Maintaining appropriate professional support and services staff required to implement the above directives. Currently the office and services provided therein are administrated by the President / CEO, local volunteers, and a part time assistant.

BENCHMARK: Ongoing and Perpetual

12. The MBCDC will support the promotions and marketing of festivals and special events in the Mexico Beach Area in an effort to increase visitor traffic and expenditures, especially during shoulder and off-peak seasons.

BENCHMARK: Promote and market at least 4 festivals and special events by September 30, 2009.

III. PROGRAM 3 - SPECIAL EVENTS

ISSUE:

The need for increased visitor traffic during shoulder and off-peak seasons.

GOAL:

To increase visitor traffic and area exposure during slower times through sponsorship, initiation of and promotion of festivals and special events, incorporating the Bay County TDC Events Policy.

OBJECTIVES:

1. Work with special events of Mexico Beach, Inc. and/or corporations, to utilize Mexico Beach, within the expanded taxing district, during shoulder and off-peak seasons, as a venue for their events and productions.

BENCHMARK: At least 3 cooperative effort by September 30, 2009

2. Act as a sponsor of new or existing independently produced events that would have the capability of attracting additional visitors to Mexico Beach, within the expanded taxing district, during shoulder and off-peak seasons.

BENCHMARK: Sponsor at least one new event

3. Seek out and develop potential new special events and/or festivals, with an emphasis on productions, which have foundations in the areas on ecological and culturally based themes. Additional motivations in the development of potential new events/festivals will encompass highlighting sporting events conducive to a beach setting, such as boating, sailing, fishing and volleyball tournaments.

BENCHMARK: 2 events by September 30, 2009

IV. PROGRAM 4 – BEACH MAINTENANCE PROJECT

ISSUE: The Maintenance of the beaches within the Mexico Beach Expanded Tax District to include projects for maintaining visitor's center, maintenance of public parks, re-nourishment, restoration and erosion control of the beaches within the Mexico Beach Expanded Tax District.

GOAL:

To help finance beach park facilities, visitor's welcome center, and beach improvement, maintenance, re-nourishment, restoration and erosion control of the beaches within the Mexico Beach Expanded Tax District.

OBJECTIVES:

1. The MBCDC has restored a building that is the visitor's welcome center. This park will be the hub location for Mexico Beach's special events, providing facilities and parking with which to build and expand the community's already growing venue of events.

BENCHMARK: Project ongoing until completed.

2. The MBCDC will financially aid the City of Mexico Beach by providing financial assistance to aid in underwriting a portion of the expense, within MBCDC budgetary constraints, of their ongoing services in beach cleaning and maintenance.

BENCHMARK: Will financially support as we see a need

3. The MBCDC will aid the City of Mexico Beach in underwriting a portion of the expense, within MBCDC budgetary constraints, of the maintenance of the City's dredge and dredging operations. This equipment is essential in maintaining Gulf access from the Mexico Beach canal and its marinas, which are mainstays to Mexico Beach's tourism industry.

BENCHMARK: Will financially support as we see need

4. Contribute to the Mexico Beach Reef Association or other natural resource or preservation organizations serving the MBCDC Expanded Tax District, with the MBCDC Members choosing the recipients and method of payment(s) (installments or lump sum) to such organizations. This support may be in the form of event sponsorship for entities in service of Mexico Beach's natural resource preservation.

BENCHMARK: Cash disbursement by September 30, 2009

The above is a base structuring of proposed projects that Members of the MBCDC and the President / CEO have compiled as a *foundation* Program of Work for the Fiscal Year 2008-2009. *The MBCDC reserves the right to change priorities of this Program of Work and reallocate funds between the programs or to exclude certain programs in accordance with MBCDC's budgetary limitations.*

Mexico Beach CDC, Inc.

BUDGET YTD - 2008-2009

Proposed
County
Budget

REVENUES:

	Proposed County Budget	Received	Budget Variance	Used
1 Tourist Development Tax Revenues	\$150,000.00	\$0.00	\$150,000.00	
2 Misc Income	\$100.00	\$0.00	\$100.00	
3 Interest	\$300.00	\$0.00	\$300.00	
4 Cash Carry Forward	\$0.00	\$0.00	\$0.00	
5 TOTAL INCOME:	\$150,400.00	\$0.00	\$150,400.00	
6	Budget	Budget	Balance	Used
7 Personnel				
8 Clerical Position	\$12,000.00	\$0.00	\$12,000.00	0%
9 Part time Position/Volunteer Cert.	\$2,500.00	\$0.00	\$2,500.00	0%
10 Payroll Taxes	\$2,500.00	\$0.00	\$2,500.00	0%
11 Employee Benefits-Cell Phone	\$360.00	\$0.00	\$360.00	0%
12 Dues and Memberships	\$1,800.00	\$0.00	\$1,800.00	0%
13 Office Expenses, pest, water and Bed Tax Meetings	\$6,500.00	\$0.00	\$6,500.00	0%
14 Professional Services	\$6,500.00	\$0.00	\$6,500.00	0%
15 Insurance Expenses - Officer and Directors	\$2,000.00	\$0.00	\$2,000.00	0%
16 Advertising				
17 Events	\$8,500.00	\$0.00	\$8,500.00	0%
18 Media Advertising	\$28,000.00	\$0.00	\$28,000.00	0%
19 Travel Writers/Fam Trip	\$1,640.00	\$0.00	\$1,640.00	0%
20 Monthly Expenses				
21 Electricity and Cable	\$1,400.00	\$0.00	\$1,400.00	0%
22 Shipping & Postage	\$13,000.00	\$0.00	\$13,000.00	0%
23 Website Work and computer work/newsletter	\$700.00	\$0.00	\$700.00	0%
24 Telephone & Internet Service	\$2,000.00	\$0.00	\$2,000.00	0%
25 Tourist Development Office Rentals	\$3,000.00	\$0.00	\$3,000.00	0%
26 Travel and Conventions				
27 Travel Expenses	\$3,000.00	\$0.00	\$3,000.00	0%
28 Tradeshows/conventions	\$5,000.00	\$0.00	\$5,000.00	0%
29 Canal Dredging Operations	\$24,000.00	\$0.00	\$24,000.00	0%
30 Beach Cleaning Operations	\$12,000.00	\$0.00	\$12,000.00	0%
31 Tourist Related Park Operations	\$3,000.00	\$0.00	\$3,000.00	0%
32 Cap. Improvements/Wecome ctr/cleaning	\$4,000.00	\$0.00	\$4,000.00	0%
33 Other Beach Maintenance Projects	\$3,500.00	\$0.00	\$3,500.00	0%
34 Reserves	\$3,500.00	\$0.00	\$3,500.00	0%
35 Total Expenditure	\$150,400.00	\$0.00	\$150,400.00	0%

SUNGARD PENTAMATION, INC. - BUDGET ANALYST
 DATE: 08/28/08
 TIME: 16:33:32

BAY COUNTY BOARD OF COUNTY COMMISSIONERS
 GENERIC REVENUE DETAIL REPORT

PAGE NUMBER: 1
 MODULE: SUMREPT4BAC

FUND - 125 - TOURIST DEVELOPMENT

DEPT TOTAL - - TITLE NOT FOUND

SELECTION CRITERIA: budorgn.fund="125"
 SORTED BY: FUND,DEPT TOTAL,1ST SUBTOTAL,ACCOUNT

ORGANIZATION ACCOUNT	-----TITLE-----	2007 ACTUAL	2008 BUDGET	RECOMMENDED BASE	RECOMMENDED NEW PROGRAMS	APPROVED BASE	APPROVED NEW PROGRAMS
125 3121000	SALES & USE TAX-TOURISM	4,139,519	3,656,130	3,800,000	0	3,800,000	0
TOTAL TAXES		4,139,519	3,656,130	3,800,000	0	3,800,000	0
125 3312306	FED GRANT-HURRICANE IVA	230,615	0	0	0	0	0
125 3342006	ST GRANT-MUTUAL AID/HUR	12,600	0	0	0	0	0
TOTAL INTERGOVERNMENTAL REVENUE		243,215	0	0	0	0	0
125 3670001	GAIN/LOSS ON SALE INVST	36,192	10,100	28,500	0	28,500	0
125 3699001	OTHER MISC REVENUE	3	0	0	0	0	0
125 3699005	PENALTIES	22,671	15,300	14,250	0	14,250	0
125 3699012	INSURANCE PROCEEDS	695	0	0	0	0	0
TOTAL MISCELLANEOUS REVENUE		59,562	25,400	42,750	0	42,750	0
125 3611100	INTEREST-POOL	29,889	19,000	27,550	0	27,550	0
125 3611108	INTEREST-SALES & USE TA	6,628	1,122	1,425	0	1,425	0
125 3613005	UNREALZD GAIN/LOSS INVE	0	0	0	0	0	0
TOTAL INTEREST EARNINGS		36,517	20,122	28,975	0	28,975	0
125 3899999	BALANCE FWD-CASH FORWAR	0	570,000	600,000	0	600,000	0
TOTAL OTHER REVENUE SOURCES		0	570,000	600,000	0	600,000	0
TOTAL TITLE NOT FOUND		4,478,814	4,271,652	4,471,725	0	4,471,725	0
TOTAL TOURIST DEVELOPMENT		4,478,814	4,271,652	4,471,725	0	4,471,725	0
TOTAL REPORT		4,478,814	4,271,652	4,471,725	0	4,471,725	0

SUNGARD PENTAMATION, INC. - BUDGET ANALYST
 DATE: 08/28/08
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BAY COUNTY BOARD OF COUNTY COMMISSIONERS
 GENERIC EXPENDITURE DETAIL REPORT

PAGE NUMBER: 1
 MODULE: SUMREPT4BAC

FUND - 125 - TOURIST DEVELOPMENT

DEPT TOTAL - 0265 - TOURISM PROMOTION

SELECTION CRITERIA: budorgn.fund="125"
 SORTED BY: FUND,DEPT TOTAL,1ST SUBTOTAL,ACCOUNT

ORGANIZATION ACCOUNT	-----TITLE-----	2007 ACTUAL	2008 BUDGET	RECOMMENDED BASE	RECOMMENDED NEW PROGRAMS	APPROVED BASE	APPROVED NEW PROGRAMS
0265 5303430	CONTR SRV-ADVERTISING	0	0	0	0	0	0
0265 5303443	CONTR SRV-BEACH PATROL	0	0	0	0	0	0
0265 5303444	CONTR SRV-PCB CNV & VIS	2,775,364	2,676,449	2,967,330	0	2,967,330	0
TOTAL OPERATING EXPENSES		2,775,364	2,676,449	2,967,330	0	2,967,330	0
0265 5909924	RESERVE-PROMOTION	0	0	0	0	0	0
TOTAL NON-OPERATING EXPENSES		0	0	0	0	0	0
TOTAL TOURISM PROMOTION		2,775,364	2,676,449	2,967,330	0	2,967,330	0

SUNGARD PENTAMATION, INC. - BUDGET ANALYST
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BAY COUNTY BOARD OF COUNTY COMMISSIONERS
 GENERIC EXPENDITURE DETAIL REPORT

PAGE NUMBER: 2
 MODULE: SUMREPT4BAC

FUND - 125 - TOURIST DEVELOPMENT

DEPT TOTAL - 0275 - TOURISM ADMINISTRATION

SELECTION CRITERIA: budorgn.fund="125"
 SORTED BY: FUND,DEPT TOTAL,1ST SUBTOTAL,ACCOUNT

ORGANIZATION ACCOUNT	-----TITLE-----	2007 ACTUAL	2008 BUDGET	RECOMMENDED BASE	RECOMMENDED NEW PROGRAMS	APPROVED BASE	APPROVED NEW PROGRAMS
0275 5101200	SALARIES & WAGES-REGULA	46,973	53,929	49,515	0	51,284	0
0275 5102100	FICA TAXES-MATCHING	3,593	4,126	3,788	0	3,923	0
0275 5102200	RETIREMENT CONTRIBUTION	4,627	5,819	4,914	0	5,089	0
0275 5102300	LIFE & HEALTH INSURANCE	2,574	2,827	3,074	0	3,074	0
0275 5102400	WORKERS COMP. PREMIUMS	271	259	186	0	192	0
TOTAL PERSONAL SERVICES		58,038	66,960	61,477	0	63,562	0
0275 5303401	CONTRACTED SERVICES	932	2,460	0	0	0	0
0275 5303410	CONTR SRV-JANITORIAL	7,188	7,188	0	0	0	0
0275 5303424	CONTR SRV-CLERK FINANCE	77,551	76,971	78,651	0	78,651	0
0275 5303425	CONTR SRV-ADMIN FEES	61,207	56,965	67,093	0	67,093	0
0275 5304005	TRAVEL-LOCAL	656	606	1,000	0	1,000	0
0275 5304101	COMMUNICATIONS SERVICES	16,517	15,221	18,658	0	18,658	0
0275 5304125	POSTAGE/TRANSP/FREIGHT	0	100	100	0	100	0
0275 5304301	UTILITY SERVICES	8,843	8,380	8,844	0	8,844	0
0275 5304405	RENTALS/LEASES-BUILDING	6,072	6,034	6,168	0	6,168	0
0275 5304410	RENTALS/LEASES-EQUIPMEN	5,903	6,510	6,153	0	6,153	0
0275 5304501	INSURANCE & BONDS	5,662	4,730	3,993	0	3,993	0
0275 5304604	REPAIR/MAINT-BLD&GRD DE	2,136	1,586	0	0	0	0
0275 5304605	REPAIR/MAINT-BLDG & GRN	6,991	29,967	26,751	0	26,751	0
0275 5304615	REPAIR/MAINT-EQUIPMENT	19,040	14,350	19,350	0	19,350	0
0275 5304701	PRINTING & BINDING	2,249	3,200	3,200	0	3,200	0
0275 5304902	FEES & COSTS-PURCHASING	672	606	349	0	349	0
0275 5304905	FEES & COSTS-LEGAL ADVE	132	300	300	0	300	0
0275 5304909	FEES & COSTS-COURT FILI	20	150	150	0	150	0
0275 5304990	MISCELLANEOUS EXPENSES	37	100	100	0	100	0
0275 5305101	OFFICE SUPPLIES	6,113	6,500	6,500	0	6,500	0
0275 5305201	OPERATING SUPPLIES	632	1,000	800	0	800	0
0275 5305210	SAFETY GEAR & SUPPLIES	0	25	25	0	25	0
0275 5305406	TRAINING & TUITION	0	100	100	0	100	0
TOTAL OPERATING EXPENSES		228,553	243,049	248,285	0	248,285	0
0275 5606401	EQUIPMENT	2,023	46,300	0	0	0	0
0275 5606402	EQUIP LESS THAN \$1000	4,682	1,250	0	0	0	0
TOTAL CAPITAL OUTLAY		6,705	47,550	0	0	0	0
0275 5905998	DEPRECIATION EXPENSE	0	0	0	0	0	0
0275 5909910	RESERVE FOR CONTINGENCI	0	18,782	28,117	0	29,305	0
0275 5909915	RESERVE FOR PAY ADJUSTM	0	828	5,233	0	1,960	0
TOTAL NON-OPERATING EXPENSES		0	19,610	33,350	0	31,265	0
TOTAL TOURISM ADMINISTRATION		293,295	377,169	343,112	0	343,112	0

SUNGARD PENTAMATION, INC. - BUDGET ANALYST
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BAY COUNTY BOARD OF COUNTY COMMISSIONERS
 GENERIC EXPENDITURE DETAIL REPORT

PAGE NUMBER: 3
 MODULE: SUMREPT4BAC

FUND - 125 - TOURIST DEVELOPMENT

DEPT TOTAL - 0280 - PRODUCT IMPROVEMENT

SELECTION CRITERIA: budorgn.fund="125"
 SORTED BY: FUND,DEPT TOTAL,1ST SUBTOTAL,ACCOUNT

ORGANIZATION ACCOUNT	-----TITLE-----	2007 ACTUAL	2008 BUDGET	RECOMMENDED BASE	RECOMMENDED NEW PROGRAMS	APPROVED BASE	APPROVED NEW PROGRAMS
0280 5303401	CONTRACTED SERVICES	24,447	22,000	18,000	0	18,000	0
0280 5303434	CONTR SRV-CONSULTATION	5,997	6,000	6,000	0	6,000	0
0280 5303437	CONTR SRV-BCH CLEAN UP	399,756	465,900	465,900	0	465,900	0
0280 5303479	CONTR SRV-LANDSCAPE MAI	114,781	114,791	130,000	0	130,000	0
0280 5304301	UTILITY SERVICES	1,451	1,600	1,452	0	1,452	0
0280 5304604	REPAIR/MAINT-BLD&GRD DE	12,837	15,000	17,250	0	17,250	0
0280 5304605	REPAIR/MAINT-BLDG & GRN	0	0	0	0	0	0
0280 5304615	REPAIR/MAINT-EQUIPMENT	0	5,000	5,000	0	5,000	0
0280 5304902	FEES & COSTS-PURCHASING	78	202	140	0	140	0
0280 5305201	OPERATING SUPPLIES	0	0	0	0	0	0
TOTAL OPERATING EXPENSES		559,346	630,493	643,742	0	643,742	0
0280 5606301	IMPRV OTHER THAN BLDGS	0	0	0	0	0	0
TOTAL CAPITAL OUTLAY		0	0	0	0	0	0
0280 5909910	RESERVE FOR CONTINGENCI	0	17,541	17,541	0	17,541	0
TOTAL NON-OPERATING EXPENSES		0	17,541	17,541	0	17,541	0
TOTAL PRODUCT IMPROVEMENT		559,346	648,034	661,283	0	661,283	0

SUNGARD PENTAMATION, INC. - BUDGET ANALYST
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BAY COUNTY BOARD OF COUNTY COMMISSIONERS
 GENERIC EXPENDITURE DETAIL REPORT

PAGE NUMBER: 4
 MODULE: SUMREPT4BAC

FUND - 125 - TOURIST DEVELOPMENT

DEPT TOTAL - 0980 - TRANSFERS/RESERVES/MISC

SELECTION CRITERIA: budorgn.fund="125"
 SORTED BY: FUND,DEPT TOTAL,1ST SUBTOTAL,ACCOUNT

ORGANIZATION ACCOUNT	-----TITLE-----	2007 ACTUAL	2008 BUDGET	RECOMMENDED BASE	RECOMMENDED NEW PROGRAMS	APPROVED BASE	APPROVED NEW PROGRAMS
0980 5909999	RESERVE-CASH FORWARD	0	570,000	500,000	0	500,000	0
	TOTAL NON-OPERATING EXPENSES	0	570,000	500,000	0	500,000	0
	TOTAL TRANSFERS/RESERVES/MISC	0	570,000	500,000	0	500,000	0
	TOTAL TOURIST DEVELOPMENT	3,628,005	4,271,652	4,471,725	0	4,471,725	0
	TOTAL REPORT	3,628,005	4,271,652	4,471,725	0	4,471,725	0

SUNGARD PENTAMATION, INC. - BUDGET ANALYST
 DATE: 08/28/08
 TIME: 16:35:29

BAY COUNTY BOARD OF COUNTY COMMISSIONERS
 GENERIC REVENUE DETAIL REPORT

PAGE NUMBER: 1
 MODULE: SUMREPT4BAC

FUND - 127 - BEACH NOURISHMENT - TDC

DEPT TOTAL - - TITLE NOT FOUND

SELECTION CRITERIA: budorgn.fund="127"
 SORTED BY: FUND,DEPT TOTAL,1ST SUBTOTAL,ACCOUNT

ORGANIZATION ACCOUNT	-----TITLE-----	2007 ACTUAL	2008 BUDGET	RECOMMENDED BASE	RECOMMENDED NEW PROGRAMS	APPROVED BASE	APPROVED NEW PROGRAMS
127 3121000	SALES & USE TAX-TOURISM	2,071,542	1,823,259	1,900,000	0	1,900,000	0
TOTAL TAXES		2,071,542	1,823,259	1,900,000	0	1,900,000	0
127 3312010	FED GRANT-FEMA	0	0	0	0	0	0
127 3342006	ST GRANT-MUTUAL AID/HUR	0	0	0	0	0	0
127 3345001	ST GRANT-BCH NOURISHMEN	227,560	0	0	0	0	0
TOTAL INTERGOVERNMENTAL REVENUE		227,560	0	0	0	0	0
127 3660007	CONTRIB-OTHER GOVT UNIT	0	0	0	0	0	0
127 3670001	GAIN/LOSS ON SALE INVST	154,347	0	0	0	0	0
127 3699005	PENALTIES	11,339	6,935	10,450	0	10,450	0
TOTAL MISCELLANEOUS REVENUE		165,686	6,935	10,450	0	10,450	0
127 3611100	INTEREST-POOL	437,997	280,250	380,000	0	380,000	0
127 3611108	INTEREST-SALES & USE TA	3,314	1,028	3,135	0	3,135	0
127 3613005	UNREALZD GAIN/LOSS INVE	0	0	0	0	0	0
TOTAL INTEREST EARNINGS		441,311	281,278	383,135	0	383,135	0
127 3899999	BALANCE FWD-CASH FORWAR	0	9,900,000	11,900,000	0	11,900,000	0
TOTAL OTHER REVENUE SOURCES		0	9,900,000	11,900,000	0	11,900,000	0
TOTAL TITLE NOT FOUND		2,906,099	12,011,472	14,193,585	0	14,193,585	0
TOTAL BEACH NOURISHMENT - TDC		2,906,099	12,011,472	14,193,585	0	14,193,585	0
TOTAL REPORT		2,906,099	12,011,472	14,193,585	0	14,193,585	0

SUNGARD PENTAMATION, INC. - BUDGET ANALYST
 DATE: 08/28/08
 TIME: 16:32:47

BAY COUNTY BOARD OF COUNTY COMMISSIONERS
 GENERIC EXPENDITURE DETAIL REPORT

PAGE NUMBER: 1
 MODULE: SUMREPT4BAC

FUND - 127 - BEACH NOURISHMENT - TDC

DEPT TOTAL - 0291 - BEACH NOURISHMENT-TDC

SELECTION CRITERIA: budorgn.fund="127"
 SORTED BY: FUND,DEPT TOTAL,1ST SUBTOTAL,ACCOUNT

ORGANIZATION ACCOUNT	-----TITLE-----	2007 ACTUAL	2008 BUDGET	RECOMMENDED BASE	RECOMMENDED NEW PROGRAMS	APPROVED BASE	APPROVED NEW PROGRAMS
0291 5143105	PROF SRV-OTHER ATTYNY	27,722	40,000	40,000	0	40,000	0
0291 5303104	PROF SRV-ENGINEERING	778,187	650,000	650,000	0	650,000	0
0291 5303401	CONTRACTED SERVICES	28,000	0	0	0	0	0
0291 5303424	CONTR SRV-CLERK FINANCE	39,950	36,451	36,451	0	36,451	0
0291 5303425	CONTR SRV-ADMIN FEES	13,935	12,844	18,427	0	18,427	0
0291 5303434	CONTR SRV-CONSULTATION	42,000	42,000	42,000	0	42,000	0
0291 5303444	CONTR SRV-PCB CNV & VIS	120,000	120,000	120,000	0	120,000	0
0291 5303478	CONTR SRV-BCH. TUR. TRA	49,923	50,000	50,000	0	50,000	0
0291 5304101	COMMUNICATIONS SERVICES	136	0	0	0	0	0
0291 5304902	FEES & COSTS-PURCHASING	26	202	140	0	140	0
0291 5304905	FEES & COSTS-LEGAL ADVE	0	150	150	0	150	0
0291 5304909	FEES & COSTS-COURT FILI	0	0	0	0	0	0
0291 5305402	DUES & MEMBERSHIPS	2,500	5,000	5,000	0	5,000	0
TOTAL OPERATING EXPENSES		1,102,380	956,647	962,168	0	962,168	0
0291 5606401	EQUIPMENT	0	0	0	0	0	0
0291 5606402	EQUIP LESS THAN \$1000	0	0	0	0	0	0
0291 5606501	CONSTRUCTION IN PROGRES	0	0	0	0	0	0
0291 5606512	CIP-BCH TILL/SCARPMNT L	43,802	60,000	0	0	0	0
0291 5606513	CIP-BERM & DUNE RESTRTN	0	0	0	0	0	0
TOTAL CAPITAL OUTLAY		43,802	60,000	0	0	0	0
0291 5905998	DEPRECIATION EXPENSE	0	0	0	0	0	0
0291 5909910	RESERVE FOR CONTINGENCI	0	10,994,825	13,231,417	0	13,231,417	0
TOTAL NON-OPERATING EXPENSES		0	10,994,825	13,231,417	0	13,231,417	0
TOTAL BEACH NOURISHMENT-TDC		1,146,182	12,011,472	14,193,585	0	14,193,585	0
TOTAL BEACH NOURISHMENT - TDC		1,146,182	12,011,472	14,193,585	0	14,193,585	0
TOTAL REPORT		1,146,182	12,011,472	14,193,585	0	14,193,585	0

ORDINANCE NO. _____

AN ORDINANCE AMENDING ORDINANCE NO. 86-01, ENTITLED "AN ORDINANCE OF BAY COUNTY, FLORIDA, IMPOSING AND LEVYING A TWO PERCENT (2%) TOURIST DEVELOPMENT TAX AND ESTABLISHING A SUB-COUNTY SPECIAL TAX DISTRICT IN BAY COUNTY, FLORIDA, AND DEFINING THE BOUNDARIES THEREOF PURSUANT TO CHAPTER 125.0104, FLORIDA STATUTES; APPROVING THE BAY COUNTY, FLORIDA, TOURIST DEVELOPMENT COUNCIL'S PLAN PREPARED AND SUBMITTED PURSUANT TO BAY COUNTY, FLORIDA, ORDINANCE NO. 85-06; PROVIDING FOR COLLECTION OF SAID TAX; PROVIDING THAT THE TAX SO RAISED OR COLLECTED SHALL BE USED TO IMPLEMENT THE BAY COUNTY TOURIST DEVELOPMENT COUNCIL PLAN; PROVIDING FOR REFERENDUM ELECTION TO IMPOSE AND LEVY THE TAX; PROVIDING FOR SEVERABILITY OF ORDINANCE PROVISIONS; AND PROVIDING AN EFFECTIVE DATE," AS AMENDED; TO REVISE AND RESTATE THE BAY COUNTY TOURIST DEVELOPMENT PLAN FOR FY 2009 AND 2010; AMENDING THE SHORT TITLE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Bay County Tourist Development Council ("TDC") has approved and recommended to the Board of County Commissioners the matters contained in this Ordinance;

NOW THEREFORE BE IT ORDAINED by the Board of County Commissioners of Bay County, Florida, that:

SECTION 1. This Ordinance shall be known and may be referred to as the "FY 2009 and 2010 Bay County Tourist Development Plan."

SECTION 2. The FY 2009 and 2010 Bay County Tourist Development Plan is hereby created to read as follows:

FY 2009 AND 2010 BAY COUNTY
TOURIST DEVELOPMENT PLAN

1. Anticipated Panama City Beach Tax Revenue.

The anticipated tax revenue to be derived in the original Panama City Beach Tax District during the twenty-four (24) operating months beginning October 1, 2008, is \$12,550,000.00. However, one-third (1/3) of the tax collected shall be used solely for the plan, and restricted to the purposes, set forth in Ordinance No. 97-01 imposing the third cent tax which plan and purposes are hereby reaffirmed and, accordingly, such one third shall not be included in this Plan. Actual revenues may be more or less than anticipated tax revenues.

2. Anticipated Mexico Beach Tax Revenue.

The anticipated tax revenue to be derived in the Mexico Beach Tax District during the twenty-four (24) operating months beginning October 1, 2008, is \$410,000.00. All tax collected in the Mexico Beach Tax District shall be included in this Plan. Actual revenues may be more or less than anticipated tax revenues.

3. Proposed Use of Panama City Beach Tax Revenue.

The general uses and projects that are to be funded by the Panama City Beach tax revenue (2/3 of total revenue) shall be as generally set forth in the attached and incorporated Fund 125 Fiscal Year 2009 Budget as that budget relates to the Panama City Beach Tax District, and the Panama City Beach Convention & Visitors Bureau, Inc. Program of Work for Fiscal Year 2009, incorporated herein by reference.

4. Proposed Use of Mexico Beach Tax Revenue.

The general uses and projects that are to be funded by the Mexico Beach tax revenue shall be as generally set forth in the attached and incorporated Fund 126 Fiscal Year 2009 Budget as that budget relates to the Mexico Beach Tax District, and the Mexico Beach Community Development Council's Program of Work for Fiscal Year 2009, incorporated herein by reference.

5. Reserves For The Panama City Beach Tax District

Within the Tourist Development Trust Fund, there is hereby established a Reserve For Contingency Fund to be funded exclusively by tax revenues

collected in the Panama City Beach Tax District and used exclusively to promote, or make lawful improvements or maintenance within, the Panama City Beach Tax District, which shall be known as the "Panama City Beach Reserve Fund." Upon recommendation of the TDC, current revenues may, from time to time, be budgeted for transfer to that Fund. Monies on deposit in the Panama City Beach Reserve Fund shall, with the approval of the Board upon recommendation of the Tourist Development Council, be used to mitigate the effects of a natural or other disaster or unanticipated adverse event, to address an unanticipated problem or opportunity, or to minimize deficit financing of capital projects; provided that in the absence of a natural or other disaster or unanticipated adverse event or problem, the amount of monies on deposit in the Panama City Beach Reserve Fund shall not be reduced below one million dollars (\$1,000,000.00).

6. Boundaries. The boundaries of the TDC Tax District shall remain as previously established.

(End of plan.)

SECTION 3. EFFECTIVE DATE. This Ordinance shall take effect immediately upon passage.

PASSED AND ADOPTED this _____ day of _____,
2008.

BOARD OF COUNTY COMMISSIONERS
BAY COUNTY, FLORIDA

CHAIRMAN

ATTEST:

Clerk of Court