



**Mexico Beach Community Development Council  
Program of Work- FY 2020**



### **Overview**

The Mexico Beach Community Development Council, a 501(c-6) nonprofit corporation is the official marketing organization for the Mexico Beach destination and is an extension of the Bay County Tourist Development Council.

Mexico Beach Community Development Council (CDC) is primarily funded by a tourist development tax paid by visitors for overnight lodging stay in the Mexico Beach taxing area. The CDC operates on the 5% tax to fund the efforts of destination marketing, beach nourishment, beach maintenance and other tourist development activities. Additional funding may be obtained from private sectors by cooperative marketing opportunities and revenues generated through events and tournaments.

### **Introduction**

The CDC has strived to promote and market Mexico Beach as a vacation destination to all for more than 20+ years. Recognizing the white sandy beaches and pristine waters has provided one of the many driving factors of the marketing focus and efforts as set by the Program of Work.

While this coming year will have some additional strategies placed upon the CDC due to Hurricane Michael that impacted Mexico Beach on October 10, 2018, the CDC will continue to strive to strengthen the visitor's experience and enhance visitation to Mexico Beach. The effort to be placed in the following areas Marketing, Visitor Services, Special Event Support, and Beach Support. The components and are outlined below.



## Marketing Outline

---

Marketing Mexico Beach as an unconventional beach destination that provides unique adventures tailored towards a more laidback atmosphere for visitors and residents year-round has been the focus and direction of the brand. The CDC will continue this concept through comprehensive marketing, communications, promotions and visitor information services. During FY 2020 the CDC will reinforce key tools and strategies that will allow the CDC to enhance the Mexico Beach branding and direct tourism visitation to Mexico Beach.

During the FY19 year, the CDC conducted a Request for Qualifications (RFQ) for marketing agency. From this RFQ, the Board of Directors has selected a new agency of record to represent the CDC in its marketing performance for the next two years. Due to Hurricane Michael, the Board of Directors mutually agreed with Paradise Marketing Agency to relinquish the marketing contract on October 26, 2018. As of this time the CDC is working under the umbrella of Bay County TDC's marketing firms.

### Traditional Media

- Any television and print advertisement conducted will highlight Mexico Beach's unforgettable experiences and direct views to continue to learn more about Mexico Beach by directing them to our website.

### Social Media

- Mexico Beach CDC's website continues to be the end point for all media driven marketing. This point of connection allows the visitor to learn and view all that Mexico Beach has to offer. In the coming year the CDC will conduct a website overhaul where we will update all the imagery and content so that it is relevant to the view as well as enhance our hosting platform.
- With the revolving changes on all social media platforms, by reaching targeted demographics, the CDC will explore continued ways to engage followers on all our social media platforms to promote and market Mexico Beach.
- Maintain and enrich the "The Unforgettable Coast" advertising brand and campaigns on all social media platforms is necessary as this branding campaign has allowed the CDC to reach additional audiences and demographic markets.

### Interactive Marketing

- Search engine optimization, marketing of MexicoBeach.com and the deployment of our monthly e-newsletters to our growing database are a continued area of strength that we will utilize and enhance in the coming year.



### **Operations and Visitor Services Overview**

The Mexico Beach Welcome Center, located at 102 Canal Parkway will serve as the official Welcome Center for Mexico Beach as well as the CDC location. The Board of Directors takes its responsibilities for managing and expending the tourist development tax funds very seriously. Formal policies and procedures are implemented to ensure check and balance procedures are in place for proper management. Administrative staff will work within outlined objectives and personal procedures. The Board of Directors will maintain adequate personnel policies and procedures with which to govern and direct staff of their job duties and responsibilities.

### **Welcome Center Staff Objectives**

- Maintain the standards of excellence deemed by the Board of Directors for professionalism in the work area.
- Assist any and all visitors with needs, questions, recommendations on Mexico Beach and the surrounding area.
- Serve as brand representatives when out in the community during office hours as well as any office event after hours.
- Engage in conversation with visitors who enter the welcome center and present accurate and informative information on the area as well as the industries within Mexico Beach.



### Administrative Objectives

- The CDC President will coordinate with the Board of Directors on current activities, ongoing operations, upcoming projects and the financial state of the CDC. This information will allow the Board of Directors to ensure accountability of the CDC operations and finances.
- The Board of Directors will conduct meetings as outlined in the Practices and Procedures Manual.
- The CDC President will oversee all welcome center staff and provide guidance on day to day operations and expectations.
- The CDC President shall work with third-party entities, including marketing firms, PR firms, public accountant, attorney and auditor as needed.
- The Board of Directors will manage the administrative practices to adhere to local, county and state statues, laws, ordinances and practices.
- The CDC will maintain the retention of an experienced and knowledgeable attorney in both business and government law that shall serve as the corporation's legal advisor.
- The CDC will maintain the retention of a Certified Public Accountant (CPA) and shall provide accurate and current financial records so proper filings and reconciled reports can be generated, filed and submitted.
- The CDC will annually submit the corporation's financial books and records to an independent CPA, solely appointed by the Board of County Commissioners for an audit of the CDC's finances. Conclusion of audit will be distributed to the Board of Directors, TDC and County Commissioners.



### Special Events Overview

Special events drives visitor traffic and area exposure to Mexico Beach throughout the year. Outside of peak spring and summer seasons, a strong focus is placed on events to create a drive to Mexico Beach during those off-shoulder times. The CDC is vested in signature events that are conducted during non-peak times. These events are held during times when visitation and overnight lodging is minimal. The focus behind these events is to garnish additional overnight lodging when seasonal rates are comparable and modest for those seeking beach events and getaways.

### Event Sponsorships and Support

- The CDC Board of Directors will vote to award sponsorship requests to area organizations seeking financial support. All those seeking support will be required to complete an official sponsorship packet prior to the event.
- The CDC will continue the management and hosting of its signature events as funds permit.
- The CDC will offer in-kind promotional support of events in and around Mexico Beach that is directed towards visitation and overnight lodging in Mexico Beach. Such promotional support shall include, but not limited to, event listed on the CDC's calendar of events, e-newsletter, social media posts and blog posts.

### Mexico Beach CDC Signature Events

- Winter Guest Trips (December-February)
- Winter Guest Appreciation Luncheon (March)
- Photo Contest (April)
- Vow Renewal Ceremony (April)
- Music in the Park (September)
- Turkey Trot (November)
- Christmas Tree Lighting Celebration (December)
- New Year's Eve Celebrate Twice (December)



### **Beach Support Overview**

The CDC understands and realizes the value and importance of both the beaches and waterways in Mexico Beach. The preservation and enhancement of the shoreline are key when promoting and marketing Mexico Beach. The continued support the CDC has shown for the upkeep, maintenance and preservation for areas including the beaches, canal, and parks are an important part in enhancing the visitor's experience in Mexico Beach.

### **Canal Aid**

- The CDC will aid to either the City of Mexico Beach or an approved third party entity by providing financial assistance to the ongoing services and upkeep of the canal as the CDC is financially able and as outlined by Chapter 125.0104 Florida Statutes for Tourist Development Tax.

### **Beach Aid and Nourishment**

- The CDC will aid to either the City of Mexico Beach or an approved third party entity by providing financial assistance to both the ongoing services and cleaning of the beaches as the CDC is financially able and as outlined by Chapter 125.0104 Florida Statutes for Tourist Development Tax.
- Mexico Beach Inlet Sand Bypassing Project will continue to receive support from the CDC as financially able and as outlined by Chapter 125.0104 Florida Statutes for Tourist Development Tax. The CDC will stay actively involved in this project with the City and its contractors that are overseeing the project.
- The CDC will contract with Sustainable Beaches, LLC to monitor the shoreline and secure steps to maintain, preserve and grow it as the need presents itself.