

MexicoBeach
— FLORIDA —
The Unforgettable Coast®

2023 PROGRAM OF WORK





About

Mexico Beach Community Development Council, a 501(c)(6) nonprofit corporation, is the official marketing organization for the Mexico Beach, Florida and is an extension of the Bay County Tourist Development Council. The Bay County Tourist Development Council has oversight of the destination marketing activities for the cities of Mexico Beach, Panama City, and Panama City Beach, but those activities are performed by a separate 501 (c)(6) nonprofit corporation.

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

The MBCDC continues to utilize the best resources available to promote and market Mexico Beach as a vacation destination for everyone. Recognizing the attraction of our white sandy beaches and pristine waters has provided one of the many driving factors of the marketing focus and efforts as set by the MBCDC. This Program of Work will serve as an outline that will guide the MBCDC marketing efforts for FY2023.



Operations

The MBCDC takes its responsibilities for managing and expending the tourist development tax funds very seriously. Formal practices, policies and procedures are implemented to ensure checks and balances are in place for proper management. Administrative staff will work within outlined objectives and personal procedures.

Operation Objectives

- Articulate established policies and procedures with which to govern and direct staff of their job duties and responsibilities.
- Regularly communicate with members of the Board of Directors on issues related to the operations of the MBCDC.
- Follow established standards for accounting, financial management, human resources, record creation and retention.
- Review the approved policies and procedures to ensure they are appropriately framed for staff to maintain and perform their operational duties. If revisions, clarifications, or additions are needed, engage Board of Directors to facilitate the changes.
- Coordinate with staff to collaborate effectively to utilize funding in an appropriate and beneficial manner.
- Work with Bay County TDC to ensure budgets and practices are maintained and expenditures are within the parameters established by the MBCDC and TDC Board of Directors
- Communicate policies and procedures with staff to ensure understanding and compliance is being achieved.
- Coordinate with all third-party entities, including but not limited to accountant, auditor, or attorney to confirm all requirements are being met.



Marketing

Marketing Mexico Beach is the primary activity of the MBCDC, accounting for 40 percent of the entire budget. For FY2023, the MBCDC will develop new strategies, as well as current tactics, that will obtain new visitation to the destination that results in overnight lodging. The trademark, *The Unforgettable Coast*, will continue to be applied to marketing and public relation campaigns.

For the FY2023 the MBCDC will develop an RFQ for a marketing agency for record. The MBCDC will vet qualified agencies and work to secure an agency that will work in all areas of marketing needs for the year. The MBCDC will also look to partner with an agency to determine and identify visitor profiles. These two agencies will collaborate to ensure that all marketing is targeting correct visitors and the MBCDC will measure the engagement.

Strategies

- Social Media:
 - o Mexico Beach’s website is a conduit for visitors to connect with the destination, plan their vacation and experience user-generated content across social platforms.
 - o Facebook, Instagram, Google, Pinterest, Twitter, YouTube. Continue to cultivate relations and engage with followers across all social platforms.
 - o Understanding the increasing demand for engagement on social platforms, applying educational tutorial to stay up to date with latest skills for each platform.
 - o Grow the love and loyalty followers have for Mexico Beach on Facebook and Instagram.
- Website:
 - o www.MexicoBeach.com, the official website, continues to be the end point for all media driven marketing. The website continues to receive updates and user-friendly components that allow visitors to navigate between pages and ensures that visitors are successful in discovering all their answers on the website.
 - o Following Google Alerts for any news coverage on Mexico Beach will be utilized to ensure proper messaging is generated.
 - o Improving and enhancing the website will serve as constant necessity so that the destination is appealing and inviting to new visitors that discover the site from any online marketing or social media channels.
 - o The deployment of the e-newsletters to our growing database is a continual area of strength that we will enhance and utilize.
- Traditional Media:
 - o Television, print, and/or radio marketing will highlight the destination’s unforgettable experiences and direct viewers to engage and learn more about Mexico Beach by directing them to the website.



Visitor Services

Visitor Services is the face of the Mexico Beach Welcome Center. Ensuring staff is properly trained on the knowledge of the tourism industry and its functions within Mexico Beach, and surrounding areas, is imperative. Staff serves an important role for visitors inquiring about the destination or to those who have arrived and are inquiring more details to make their vacation unforgettable. The Mexico Beach Welcome Center, located at 102 Canal Parkway, continues to serve as the official Welcome Center for Mexico Beach.

Overview

- Maintain the standards of excellence deemed by the Board of Directors for professionalism in the work area.
- Assist visitors with any needs, questions, recommendations on Mexico Beach and their vacation.
- Communicate with tourism partner to ensure the most up-to-date information is available on hand, online, and in any MBCDC printed brochures.
- Serve as brand representatives when out in the community during office hours as well as any MBCDC sponsored event after hours.
- Participate in any hospitality workshops or classes as offered by Visit Florida, or any other hospitality industry, to advance the educational knowledge about the industry and how it will relate to Mexico Beach.
- Attend industry tradeshow and conferences to further educational growth and employ these lessons to enhance the destination to returning and future visitors.
- Organize the MBCDC's National Tourism Day event.
- Maintain an Instagram location outside of the Welcome Center.
- Ensure retail items are available for sale in the Welcome Center
- Enhance the visitor's lobby experience to provide additional services such as printing beach information, itineraries and activity calendars.



Special Event

Special events are an important factor when visitors select a destination to travel to, and they can bring visitors to the destination throughout the year. Outside of peak spring and summer seasons, a strong emphasis is placed on events to create a drive to Mexico Beach during the fall and winter seasons. The MBCDC is vested in signature events that bring visitors to the destination, year-round.

Event Overview and Support

- The MBCDC will continue the management and hosting of its signature events as funds and venue space permit.
- The MBCDC will continue to support an add events to the calendar. All the events supported by the MBCDC must/should strengthen, extend, and leverage the MBCDC brand.
- The Board of Directors will collaborate with outside organizations on festivals, concerts, and special events that take place throughout the year. This collaboration includes sponsorships, in-kind or paid advertising support and events operations assistance.
- The MBCDC will offer in-kind promotional support to events in and around Mexico Beach that are directed towards visitation and overnight lodging in the destination. Such promotional support shall include, but not limited to, event listed on the website, promotional collateral, e-newsletter, social media channels and blog posts.
- Maintain relationships with existing events to collaboratively strengthen and enhance the event experience for visitors with marketing efforts as deemed appropriate by the MBCDC.
- Develop and manage budgets to each event to ensure the MBCDC can effectively and efficiently execute a quality event with established budget parameters.
- Cultivate new relationships with outside organizations to host events that drive interest for Mexico Beach as a vacation destination.



Community Support

Mexico Beach is a unique beach destination that includes small businesses that serves our visitors. These independent, small businesses are a lifeblood to the Mexico Beach experience. The MBCDC will continue to engage and partner with these businesses.

The MBCDC recognizes that the beaches, shoreline, and canal are a driving force in the enticement to visitors to the destination. Additionally, the MBCDC provides support, limited by State statute, to the City of Mexico Beach for these areas. The preservation and enhancement of the shoreline, waterways, and parks are an important part in enhancing the visitor's experience in Mexico Beach and the MBCDC will continue to support these areas.

Tactics

- Continue to survey industry partners on their marketing needs and work with them to develop new tactics to support their needs.
- Highlight the importance of tourism to the local community and its economy, the MBCDC will host a National Tourism Month activity during the month of May.
- Maintain a presence with Bay County Chamber of Commerce that highlights the importance of tourism to our community and how the MBCDC carries out its mission.
- The MBCDC will continue to work with Sustainable Beaches, LLC to seek out and secure funding, both state and federal, to implement a full beach restoration project.
- The MBCDC will continue to work alongside the City of Mexico Beach to develop and execute methods to restore and enhance both the shoreline and canal areas as funding and statutes permits.
- The MBCDC will offer educational literature to businesses and vacation rentals on the awareness of the Leave No Trace guidelines and other beach reminders.
- Partner with Visit Panama City Beach on the "Stay It Forward" campaign that invites interested organization and groups to plant native vegetation along the shorelines in Mexico Beach, allowing for new and continuing growth for dune vegetation.