

# MexicoBeach

— F L O R I D A —

*The Unforgettable Coast*<sup>®</sup>

## FY24 Program Of Work





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Mexico Beach Community Development Council continues to utilize the best resources available to promote and market Mexico Beach as a vacation destination. Recognizing the attraction of our white sandy beaches and pristine waters has provided one of the many driving factors that bring visitors to the destination. The FY24 Program of Work will incorporate strategies and ideas that will showcase the destination's attractiveness while collaborating with stakeholders to ensure longevity and success for the destination.

# Marketing Strategy

## **Brand Awareness and Perception**

Developing and implementing tactics that are brand focused will demonstrate an idyllic concept of all that Mexico Beach offers. Visitors will be able to gain a better perception about the destination through multiple media channels and marketing outlets that allow an inside understanding of Mexico Beach.

## **Interactive and Traditional Marketing**

Interactive marketing efforts play a significant role in molding the destination's perception for visitors. Strategic posting throughout all of Mexico Beach's social media platforms will be able to depict accurate imagery and storytelling.

Creative copy and call to action messaging will be in all traditional marketing including television, radio, and print outlets. Highlighting Mexico Beach's trademark, *The Unforgettable Coast*, will continue to be utilized as it brands the destination.



# Special Events

## **Event Overview and Support**

Mexico Beach Community Development Council will continue to support and aid events throughout the year. All events supported by Mexico Beach will ensure a strong enhancement of the destination's brand and leverage Mexico Beach to returning and potential visitors.

# Visitor Services

## **Welcome Center**

Mexico Beach Welcome Center reopened its doors in 2021, after losing the center due to Hurricane Michael. The new welcome center recommendations and information along with an outside Instagrammable location that has become very popular.



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# Community Support

## **Beach Restoration**

The preservation and enhancements of the shoreline and waterways are an important task for the destination. Mexico Beach Community Development Council will continue to support and secure funding for a full beach restoration project.

## **Partnership Engagement**

Small businesses are the makeup of the destination's economic stakeholders. Involving and engaging with more partners will allow Mexico Beach Community Development Council to extend branding and awareness of and to the destination.

# Budget Breakdown By Category

Marketing	\$ 420,300
Events	\$ 20,000
Visitor Services	\$ 21,016
Beach Management	\$ 141,000
Administrative	\$ 39,505
Personnel Expense	<u>\$ 219,670</u>
<b>TOTAL</b>	<b>\$ 861,491</b>

