



MexicoBeach

FLORIDA

The Unforgettable Coast[®]

FY 25 Program of Work





Mexico Beach Community Development Council (MBCDC) utilizes the best resources available to promote and market Mexico Beach, FL as a vacation destination. Recognizing the attraction of our white-sandy beaches and pristine waters provides a multitude of factors on the marketing focus and efforts, set by the MBCDC.

The FY2025 Program of Work will incorporate strategies and ideas that will best showcase the destination's attractiveness while collaborating with stakeholders to ensure longevity and success for the destination.



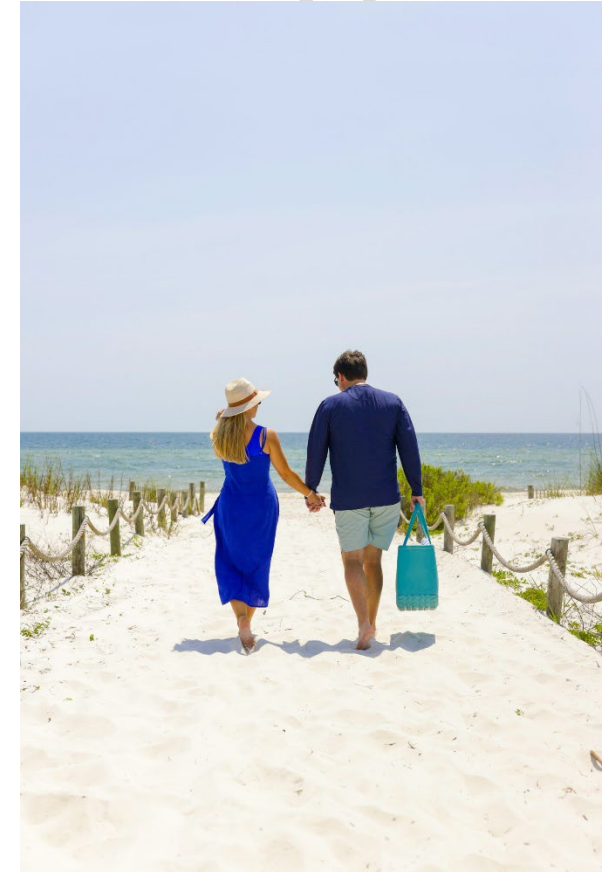
Marketing Strategy

Brand Awareness & Perception

To enhance brand awareness, our marketing campaigns will focus on showcasing the idyllic features of Mexico Beach. By leveraging multiple media channels and marketing outlets, we will provide visitors with a comprehensive view of the destination, improving their overall perception and encouraging them to explore all that Mexico Beach has to offer.

Interactive & Traditional Marketing

Interactive marketing is essential in shaping how visitors perceive the destination. Through strategic social media posts across all of Mexico Beach's platforms, we will deliver authentic imagery and compelling storytelling. Additionally, creative copy and clear calls to action will be incorporated into traditional marketing channels such as television, radio, and print. The trademark *The Unforgettable Coast* will remain a key element in all branding for Mexico Beach.



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Special Events

Event Overview & Support

The Mexico Beach Community Development Council is dedicated to powering unforgettable events year-round, each crafted to elevate the visitor experience to new heights. Every event supported by MBCDC will not only amplify the destination's brand but also entice more visitors to discover the unique charm of Mexico Beach. These events should be aimed to create lasting impressions that keep visitors coming back and attract new adventurers to experience all that our destination has to offer.

Visitor Services

Welcome Center

The Welcome Center serves as a hub for visitors and residents, offering insights into local tourism businesses, personalized recommendations, and a prime Instagram spot. It's crucial that staff is well-versed in the tourism landscape of Mexico Beach and its surrounding areas. This expertise is vital in providing visitors with the information they need, directly influencing their overall perception of the destination.



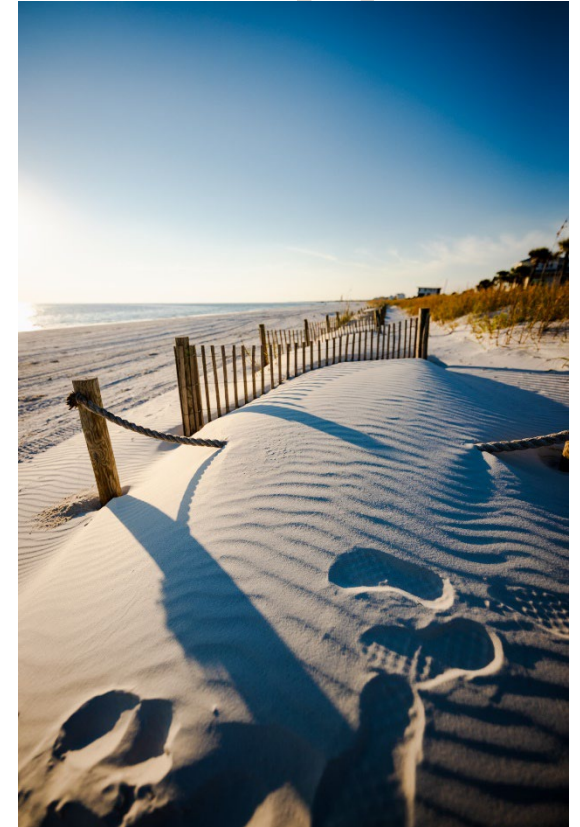
Community Support

Beach Restoration

The preservation and enhancement of the shoreline has become a critical issue for the MBCDC. The Fall of 2024 the MBCDC is expected to construct a full-scale beach restoration project along the three miles of shoreline in Mexico Beach. The Bay County Tourist Development Council, the Mexico Beach Community Development Council and Bay County will be managing the construction of the project in coordination with the City of Mexico Beach.

Partnership Engagement

Small businesses are the backbone of our destination's economy. By actively involving and engaging more partners, the MBCDC can further extend branding efforts and boost awareness of the destination. The current partnership program will continue to be offered, complimentary, to all tourism-related businesses in the Mexico Beach taxing district, offering affordable marketing opportunities to promote their goods and services.



Budget Breakdown

Administrative	\$26,859.00
Beach Management	\$486,875.00
Marketing & Travel	\$477,000.00
Personnel	\$228,013.00
Professional Services	\$18,065.00
Visitor Services	<u>\$18,912.00</u>
Total	\$1,255,724.00

