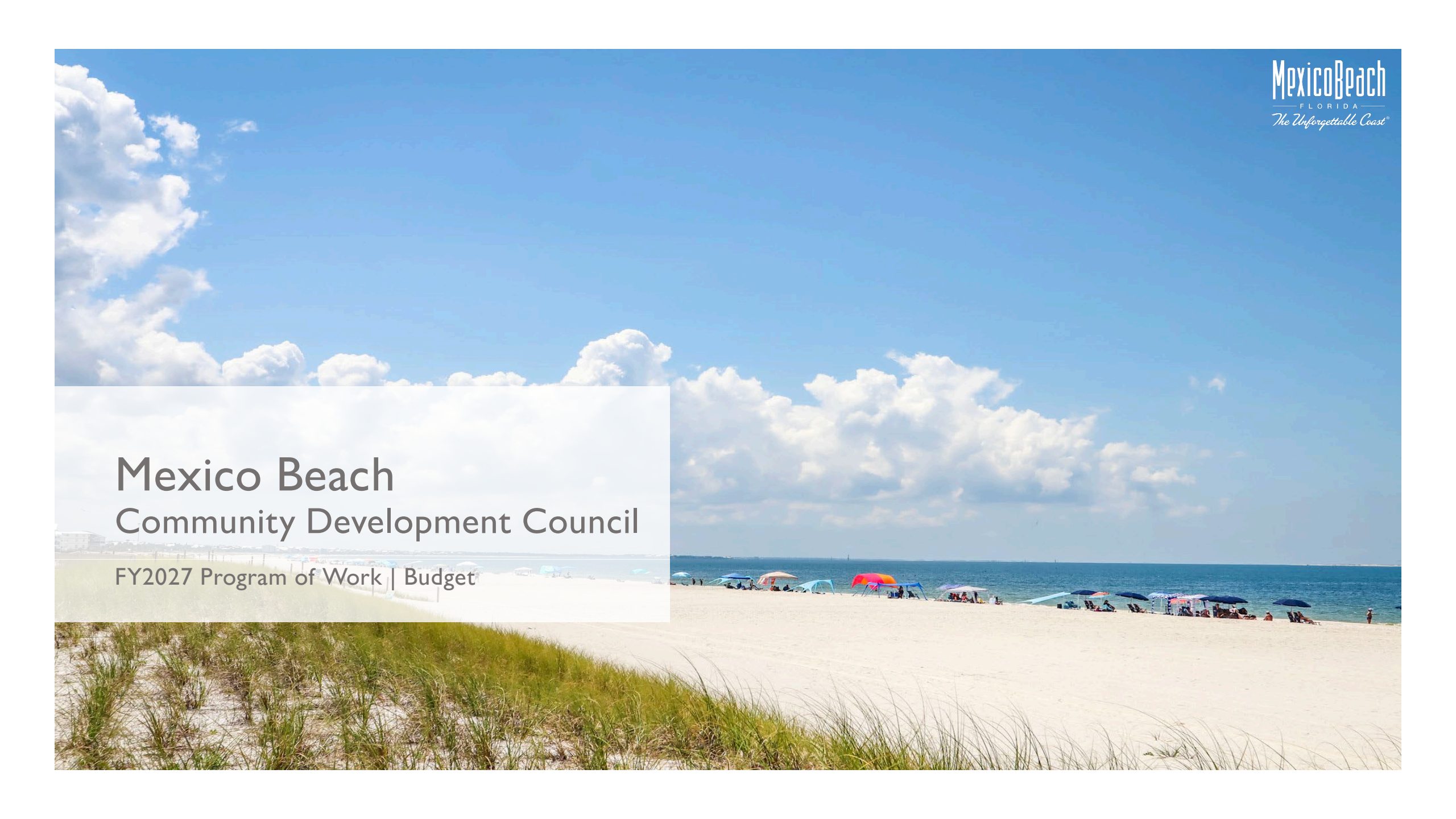




Mexico Beach Community Development Council

FY2027 Program of Work | Budget



Mexico Beach Community Development Council, Inc. (MBCDC), a 501(c)(6) Florida not-for-profit corporation, serves as the official marketing organization for Mexico Beach, Florida and operates as an extension of the Bay County Tourist Development Council (TDC). The MBCDC is predominantly funded by the tourist development tax, paid by visitors staying in overnight lodging accommodations within the Mexico Beach expanded tax district. These funds support destination marketing, beach nourishment, community support, and other tourist development initiatives.

The MBCDC continues to utilize available resources to effectively promote and market *Discover Mexico Beach, FL* as a premier vacation destination. The destination's white sand beaches and pristine waters remain a central focus and key driver of marketing efforts. This Program of Work and Budget synopsis will serve as a guiding framework for MBCDC operations and initiatives for FY2027.

Operations

MBCDC takes responsibility for administering the Tourist Development Tax with the utmost care. Established practices, policies, and procedures are in place to ensure proper oversight and accountability. Administrative staff will continue to operate within defined objectives and internal procedures.

Established policies and procedures governing staff duties and responsibilities will be implemented and maintained. Communication with the Board of Directors on matters related to the operations of the MBCDC and Welcome Center will remain ongoing.

Adherence to established standards for accounting, financial management, human resources, and record creation and retention will be maintained. As revisions, clarifications, or additions to the approved personnel policies and procedures manual are identified, staff will coordinate to facilitate updates.

Work to ensure all contracts for work performed for or by the MBCDC will be properly negotiated and monitored. Contracts requiring Board review or action will go before the board, and staff will ensure funding is utilized efficiently.

Coordination with Bay County TDC to ensure budgets, practices, and expenditures remain within established parameters. Coordination with third-party entities, including but not limited to accountants, auditors, and attorneys, will be maintained to ensure all requirements are met.





Marketing Strategy

Continued development and implementation of strategic initiatives and targeted tactics to drive visitation, particularly overnight stays, remain a top priority. Brand awareness and destination perception will be guided by marketing concepts that reflect and reinforce the authentic character of Mexico Beach. The established trademark, The Unforgettable Coast, will continue to anchor all marketing and public relations efforts.

Engage and promote the destination on social media platforms ensuring that engaging on platforms aligns with brand standards and supports positive engagement. Strategic and consistent postings across social media platforms will accurately depict imagery and storytelling reflective of the destination.

A mixture of traditional, interactive, and digital marketing placement will be utilized. All marketing will incorporate fresh and engaging approaches to encourage continued interest in the destination. High-quality images and video assets will be maintained to ensure accurate depiction of the destination, businesses, and landscapes.

Partner collaboration and Co-Op marketing will include leveraging partner assets, align messaging, and identify opportunities for shared promotions that support visitation and overnight stays. Partnerships will be evaluated to ensure alignment with brand standards and the overall marketing strategy.

MBCDC will continue to explore new concepts, strategies, and resources to elevate the promotion of Discover Mexico Beach, FL.

Visitor Services

The Welcome Center serves as the primary office for the MBCDC and the official source for visitor information. The facility provides resources on area tourism businesses, recommendations, and features an outdoor, Instagram-worthy, space for visitors to enjoy. Staff play a key role in ensuring visitors receive accurate and helpful information, which directly contributes to the visitor's overall perception of the destination.

Maintain the standards of excellence within the workplace, interact with visitors to assist with their needs, answer questions, and provide recommendations related to Mexico Beach, and surrounding areas as known.

Communicate with tourism business partners to ensure the most current and accurate information is available at the Welcome Center, on the official MBCDC website, and within MBCDC printed literature.

Serve as brand representatives when engaging within the community during office hours and at any MBCDC sponsored events. Maintain a visible presence within the community through participation in community events.

Participate in hospitality workshops, trainings, or classes offered by industry partners to support ongoing education and application for Discover Mexico Beach, FL.

Attend industry trade shows and conferences to further professional development and implement best practices that enhance the destination.





Special Events

Special events play an important role in influencing vacation destination decisions. The MBCDC will continue to support external organizations that produce events within the destination that contribute to increased overnight visitation. All supported events will align with and strengthen the Mexico Beach brand, enhancing overall awareness, and visitor experience.

Facilitate signature events and collaborate with organizations that align with the overall mission of the MBCDC on festivals, concerts, and special events held throughout the year. This collaboration may include sponsorships, in-kind or paid advertising support, and event operations assistance.

The MBCDC will offer in-kind promotional support to events in and around Mexico Beach that are intended to drive visitation and overnight lodging in the destination. Support may include a variety of marketing and promotional avenues.

Maintain relationships with existing event stakeholders to collaboratively strengthen and enhance the visitor experience through appropriate marketing efforts. Engage with industry partners regarding events, market trends, and new opportunities that create incremental visitation to the destination.

Coordinate and host signature events that support seasonal visitation to enhance community engagement and encourage overnight stays.

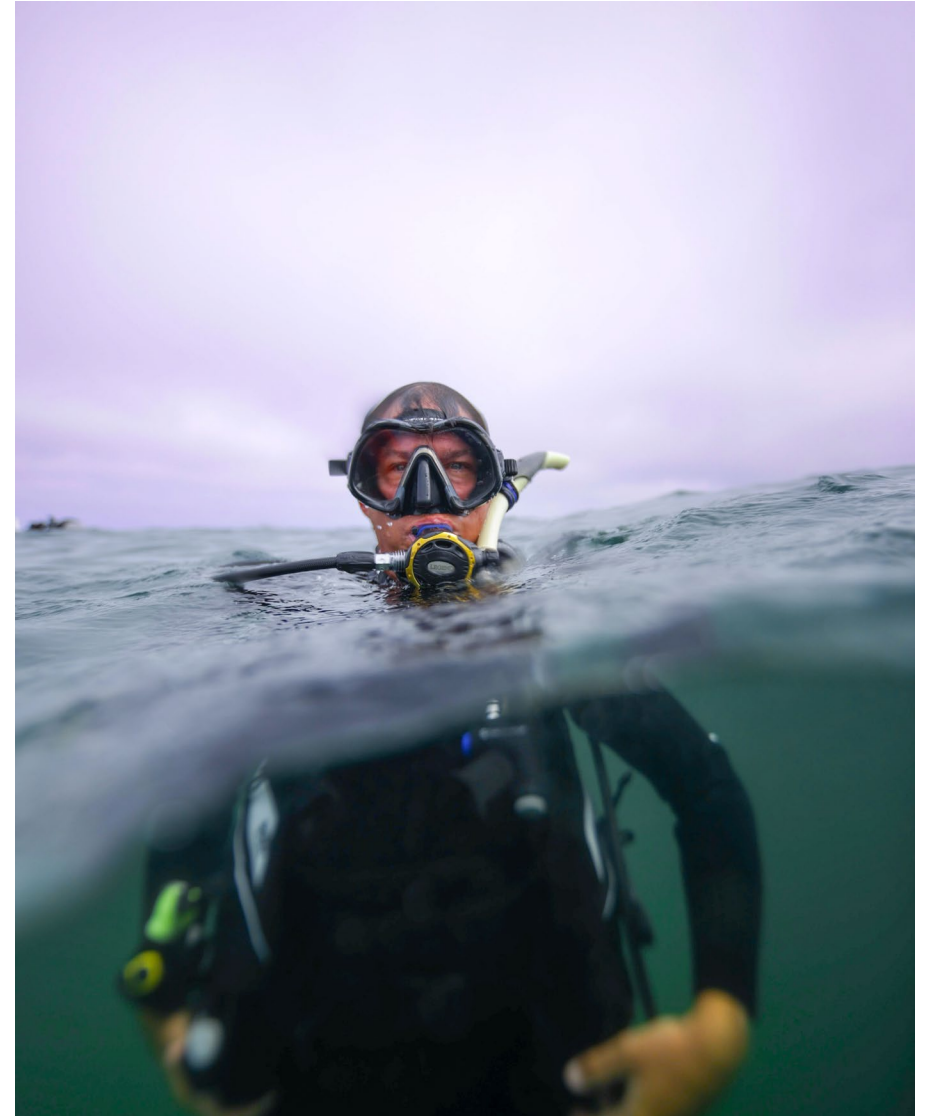
Community Support

Mexico Beach is an exceptional beach destination supported by a strong network of locally owned businesses that contribute to the overall visitor experience. The MBCDC will continue to engage with and support these businesses through ongoing community involvement and partnership opportunities.

The MBCDC Partnership Program, offered at no cost to tourism-related businesses within the Mexico Beach taxing district, provides a platform for collaboration and promotion. Through this program, staff work to offer accessible marketing opportunities that highlight partner services while extending the reach and consistency of the Mexico Beach brand. Continued engagement with partners also provides valuable insight that supports future marketing efforts and event planning.

The beaches, shoreline, and waterways remain the foundation of Mexico Beach's identity and a primary driver of visitation. Building upon the completed 2025 beach restoration project, the MBCDC will continue to prioritize the monitoring, preservation, and long-term enhancement of the shoreline and dune system. The MBCDC remains committed to sustaining and enhancing these critical resources for both visitors and the community.

Collaborate with key stakeholders, including local and state leaders, to support the protection and preservation of the dunes, waterways, and shoreline. Continue partnership with organizations to support planting and maintenance of dune vegetation. Provide educational material regarding Leave No Trace and Beach Rules to ensure public awareness and education.



Financial Overview

FY2027

Administrative	\$40,475.00
Beach Management	\$149,259.00
Community Support	\$121,350.00
Marketing & Travel	\$530,000.00
Personnel	\$229,209.00
Professional Services	\$20,897.00
Visitor Services	<u>\$54,510.00</u>
Total	\$1,215,700.00

