

# CABANA CAY

A Panama City Beach Resort



*Comprehensive Marketing Information Package*

## Panama City Beach

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Panama City Beach known as the “Emerald Coast” is one of the best known and most beloved beach resorts in the world. Beach goers come to Panama City Beach just to relax on its clean, white, sandy beaches, to participate in every imaginable water sport including scuba diving and fishing, and even to enjoy some of the hottest party spots anywhere. Panama City Beach is located in the Florida Panhandle where other vacation and travel opportunities abound.

With access to the Gulf of Mexico, the Caribbean Sea, the North Pacific Ocean and the Panama Canal, water remains a vital part of the area’s economy. Its 27 miles of coastline offer ample sites for fishing, swimming, boating, diving and snorkeling.

Panama City has earned the reputation as one of the premier diving locations in the south. Known as the “Ship Wreck Capital,” the waters off Panama City also offer an abundance of wreck sites for diving. There are 50 artificial reefs and several sunken ships teeming with marine life including small corals, colorful sponges, mantas, crustacean of all kinds, and seemingly endless schools of baitfish. Natural reefs, three to eight feet high, stand no more than 110 feet offshore offering the perfect spot to view native fish and other sea creatures.

For novice divers, the shallow waters around St. Andrew’s jetties are the perfect jumping off point for beginners. The best time for diving in the waters off Panama City is April through September. The warm gulf waters can be enjoyed well into the cooler fall and even winter months.

For those few who are content to stay on land, the Travel Channel and Southern Living Magazine have designated the white sand beaches of Panama City as some of the best in the world. The legendary beach consists of eighteen miles of sparkling white smooth sand and the clear emerald green water of the Gulf of Mexico.

Panama City is also home to Tyndall Air Force Base and the Air Education and Training Command. The 325th Fighter Wing is responsible for training F-15 and F/A-22 pilots, along with air traffic and weapons controllers. The 20,000-acre military base employs more than 6,700 military and civilian personnel. The nearby Coastal Systems Station, one of the major research, development, test and evaluation laboratories of the U.S. Navy, employs an additional 2,200.



## Demographics

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- Population (2000 census): 36,417 full time residents
- Total Area: 26.7 square miles – 20.5 sq. miles land, 6.2 sq. miles water
- Per capita income: \$17,830
- Median family income: \$40,890
- Median age: 37
- Population ratio (males: females): 94.4:100
- Major industry: US Air Force and Navy, **tourism**

## Tourism

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There's a lot to love about Panama City Beach, and it's no surprise that **tourism is Panama City Beach's largest industry. Over six million visitors spend an estimated \$1.29 billion annually while visiting "The World's Most Beautiful Beaches."** Over four million visitors are "overnighters" that stay an average of four nights while an additional two million annual visitors are "day trippers." While summertime continues to be the busiest tourist season, Panama City Beach is slowly becoming a year-round market. The City of Panama City Beach's occupational license fee (gross sales tax) 2004 collections indicate a continuing trend of growth during fall, winter and spring months. Fifty-nine per cent (59%) of collections occurred during the non-peak season.

The Florida Tourist Association estimates that 48,700,000 people visited Florida during 1998. The 2000 Florida Statistical Abstract indicates that 15% of all Florida visitors traveled to Bay County. This would result in approximately 7,310,000 total overnight and day visiting guests during an annual period.

The Tourist Development Council's Accommodations Count results in total Panama City Beaches units available of 19,932.

With 19,932 accommodation units, a conservative 56% occupancy rate, 3.8 guests per accommodations unit and 4 days average length of stay, the Panama City Beaches community is host to 4,043,216 annual overnight visitors.

The Florida Department of Transportation traffic count indicated 25,000 vehicles per day, traveled on Thomas Drive during 2000. The per day vehicle traffic count on the Hathaway Bridge in 2000 was 59,000.

Panama City Beach has a strong spring and summer market and a respectable fall weekend business. The middle class, blue-collar entertainment market has events and activities for every imaginable taste and budget.

The Florida Visitors Study estimates the average 1996 party traveling by automobile expended \$156 per day while in the Florida Panhandle.

Panama City Beach is promoted as a tourist destination nationally and internationally using all forms of media year-round. The Panama City Beach Convention and Visitors Bureau maintain two toll-free consumer numbers which are 1-800-PCBEACH, accessible by all 50 states and 1-800-553-1330 which is accessible by potential Canadian visitors. The administrative office has a toll-free number also, 1-800-FASTFLA, which is promoted to travel agents, tour operators, travel writers, and to all other administrative contacts.

Using the 340-room Holiday Inn Sunspree resort's statistics as a representative sample of the origins of Panama City Beach visitors, the top ten feeder markets include: Atlanta, Georgia; Louisville, Kentucky; Tallahassee, Florida; Chattanooga, Tennessee; Birmingham, Alabama; Jacksonville, Florida; Pensacola, Florida; Nashville, Tennessee; Columbus, Georgia; and Tampa, Florida – **This provides tremendous opportunity for part time and full time rental residences.**

International visitors continue to increase visiting from Canada, Germany, the United Kingdom, Scandinavia, and other western European countries.

## Cabana Cay – Projected 2007 rates (Guest)

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### CABANA CAY

#### Projected 2007 Rates (Guest)

	Spring*		Summer*		Summer Peak *		Fall *		Winter **	
	Daily	Weekly	Daily	Weekly	Daily	Weekly	Daily	Weekly	Daily	Weekly
1BR/1BA Suite	\$149	\$899	\$209	\$1259	\$229	\$1379	\$109	\$659	\$99	\$599
2BR/2BA Suite	\$189	\$1139	\$249	\$1499	\$269	\$1619	\$149	\$899	\$119	\$719
2BR/2BA Deluxe	\$209	\$1259	\$289	\$1739	\$309	\$1859	\$169	\$1019	\$129	\$779

\*Certain restrictions apply. 3 & 7 night minimums may be required. Departure Cleaning fees are in addition to the above rates. Special rates apply to holiday periods and events.

\*\* Monthly rates available upon request, during winter season only and subject to certain restrictions and cancellation policies.

**Deposit Policy** – An Advanced payment of one night’s room and tax is required at the time of booking which will be applied towards your balance upon check-in. A valid credit card is required to make your reservation and will be held for 14 days after departure in the event of a remaining balance or unit damage. During certain times and holidays, a refundable damage deposit may be required.

**Cancellation Policy** – All reservations require 14 day cancellation notice prior to arrival for daily or weekly stays, and 90 days for monthly, to receive advance deposit refund, less a \$50.00 processing fee. Some reservations, such as the dates between Memorial Day through Labor Day, require a 30 day cancellation notice prior to arrival to receive advance deposit refund, less the \$50.00 processing fee. **Changes** to reservations within the cancellation period that result in a downgrading of unit size, or a reduction in the number of nights, will also result in a forfeiture of an amount equal to one nights room and tax, plus a \$50.00 processing fee. Please note, that cancellation or early departure due to inclement weather does not warrant a refund. **RATES AND TAXES ARE SUBJECT TO CHANGE AT ANY TIME WITHOUT PRIOR KNOWLEDGE.**

**Credit Cards** – Mastercard, Visa, American Express and Discover are accepted.

**No Exceptions** – Check in after 4:00 pm. Check out before 10:00 am promptly. No pets allowed in rental units. Singles under 25 must be accompanied by a parent or Legal guardian to register and stay. The following instances are classified as damage and will result in an additional fee determined by management; smoking in non-smoking designated units, over occupancy, extensive cleaning required, and/or pets in rental units.

*These rates are projected using current market conditions and may change before opening.*

*They are also to be used only as projections, and should not be relied upon as guaranteed figures or for purchasing decisions. All information is subject to change at any time.*

## Panama City Growth and Development

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Fast-forward to the year 2005 and Panama City Beach is undergoing a massive growth and redevelopment explosion at the moment. As of July 2005 ten new resorts are under construction at the beach, combining residential space with a collection of hip restaurants and chic retail. The Greater Panama City Beaches Chamber of Commerce has been actively soliciting retailers to bring to these resorts by attending restaurant, retail and attractions trade shows. The need for “more things to do” is on developer’s minds, and The Simon Group has put a fast track on Pier Park, a 900,000 square-foot parcel running from Front Beach Road at the Pier to the heavily-traveled Highway 98 (a.k.a. Panama City Beach Parkway). This fun, family-oriented retail destination will mix shopping, dining and entertainment. Target and a 16-theater Rave Motion Picture Theater will be completed by fall of 2006, with full project completion scheduled for 2007. The Pier’s renovation and rebuilding will begin soon.



The old buildings on the south side of Front Beach Road will be torn down and new shops constructed—a tackle shop, daiquiri bar and public restrooms—and a large boardwalk built. Live bands and volleyball happening on the beach will make this a weekend destination for both locals and visitors. The Simon Group has purchased additional acres adjacent to Pier. Other confirmed restaurants coming to the beach are Ruth’s Chris Steak House, Carrabba’s Italian Grill and Bonefish Grill.

## The Community Redevelopment Agency

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The Community Redevelopment Agency (CRA) reports Front Beach Road will become more family and pedestrian-oriented. Plans are underway for a major facelift of the area including installation of sidewalks, bike paths and parking structures, street-scaping with lights, benches and burial of utilities, landscaping of native plants and palms, and a fresh new look for all signage. A special icon is under design that will appear on signs and be embedded into sidewalks. The CRA is planning a public trolley system that will run continuously throughout the beach, joined to a central garage.



The City of Panama City Beach recently purchased 3,000 acres for its "Pines and Ponds of Panama City Beach" wet weather discharge project, with 800 acres available for trails and recreation. Construction has begun on grading and paving an additional mile of grant-funded trails at Frank Brown Park for biking, skating and walking. The new Aquatic Center, currently under construction at Frank Brown Park, has the ability to become one of Panama City Beach's most substantial economic development opportunities. The facility is being groomed for national as well as international competitive swimming, diving, water polo and synchronized swimming.

In the first four months of fiscal year 2004/2005 Panama City Beach construction permits exceeded \$195,341,885, and based on submitted or reviewed development / redevelopment plans, the Planning Department reported 13,290 condominium units will replace 2,796 motel/hotel rooms by the year 2008. That said, nineteen new hotels are reportedly coming to the area, five in Panama City and fourteen at the beach. There are a variety of options for living permanently or seasonally at the beach, including four golf course communities, a number of gated communities and subdivisions, and many of the older beach homes that were built for vacationing have become permanent dwellings. These homes feature the "Florida look" with stucco or brick, large windows, high ceilings and open rooms. Large porches, rocking chairs and outdoor entertaining areas are prevalent to match the area's year-round mild climate.

## Location and Climate

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Approximately 300 miles from Atlanta, New Orleans, and Orlando, is Panama City Beach, home of "The World's Most Beautiful Beaches." Combine the water and beach with an average air temperature of 74° and the result is a wonderland environment not only for leisure vacationers of all ages but also an ideal climate for business and industry.

The average water temperature in the 70s naturally enhances the beauty of the beach. The pleasant air temperature and an average rainfall of 58 inches produce a variety of tropical and subtropical vegetation. The most important plant, protected by law, is the sea oat. This rugged grass grows on the dunes near the beaches serving to protect the dunes by trapping sand and therefore preventing erosion. The dunes play a vital part in coastal ecology further protecting inland areas. Many other flowering plants, palms, live and scrub oak, ferns, pampas grass, and philodendrons abound providing fascinating tropical and subtropical worlds both on land and below the ocean's surface.

## Panama City Beach Subtropical Temperatures

	Air High	Air Low	Water Avg
January	62	44	59
February	67	53	59
March	73	55	63
April	76	58	70
May	79	62	78
June	85	71	80
July	87	73	84
August	88	75	84
September	86	72	82
October	83	66	77
November	75	58	67
December	66	48	65

### Municipality- City of Panama City Beach

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Panama City Beach, along with the City of Long Beach and the City of Edgewater, was created in 1953 by Jack Mashburn in the Florida Legislature. These were the first cities created between the Hathaway Bridge and Phillips Inlet Bridge. Later, the City of West Panama City Beach was created by the Florida Legislature.

The City of Panama City Beach, as it currently exists, became a single chartered government in 1969. The City is the result of the merging of four separate cities: West Panama City Beach, Edgewater, Long Beach, and Panama City Beach. This was accomplished by an act of the Florida Legislature.

The City includes approximately 16.5 square miles of incorporated area. The incorporated population is 7,671 people, but serves about 19,632 water and sewer customers.

The City government consists of four at-large council members and a mayor. These members are elected every four years and are compensated to administer the City's \$22.5 million annual budget and 200 full-time City employees. The City Council conducts open meetings on the second and fourth Thursday of each month. The public is encouraged to participate during and at the end of each meeting.

The City operates a modern police department with 60 employees and a fire department with 22 employees.

The City also operates a beach and surf patrol water information program. This component of the police department patrols the beach to ascertain that local regulation concerning beach and water usage is complied with. A flag warning system exists that provides immediate notice of current surf conditions.

Panama City Beach is currently experiencing a growth rate of approximately 8% per year. Although the area is substantially developed, a large tract of undeveloped land exists north of Highway 98. This area will provide opportunity for further commercial, recreational and residential housing growth.

The City Hall is located at 110 South Arnold Road, Panama City Beach, Florida, telephone 850-233-5100.

## Infrastructure-Driving & Airport Service

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Driving and flying are easy ways to get to the beach. U.S. Highways 231 and 331, and State Roads 77 and 79 provide interstate access from I-10. Highway 331 and both State Roads are currently undergoing a four-lane expansion. Two major thoroughfares, Alf Coleman and Beckrich Road, are being widened to four/six lanes.

An \$81.5 million project for the construction of a new Hathaway Bridge was completed in the summer of 2004. The Additionally, Naval Support Activity Panama City (NSAPC) is located on Panama City Beach and provides employment for more than 2,800, with a significant percentage living in nearby neighborhoods. During FY 03, the various commands at the Navy base had a combined economic impact (civilian, military, non-appropriated & contractor's salaries, contracts & purchases, indirect jobs created) of \$459.6 million.

The Panama City-Bay County International Airport provides modern air service for the Panama City Beach area. The Airport is owned and operated by the Panama City-Bay County Airport and Industrial District. The Airport is a commercial service airport providing air transportation services for Northwest Florida. Centrally-located three hundred miles from the Southeast's major business centers: New Orleans, Birmingham, Atlanta, Jacksonville, and Orlando. The Airport is located approximately midway between Pensacola and Tallahassee. The location ensures the service provided will continue to be an essential part of the nation's air transportation system.

Currently, air service is provided by Northwest AirLink for commuters to Memphis, ASA for commuters to Atlanta and by USAir for commuters to Tampa and Ft Walton. Delta airlines have a shuttle to Panama City directly from Orlando. Please check delta for all schedules.

Panama City-Bay County International Airport is scheduled to relocate to a 4,000-acre tract of land some eight miles from the center of Panama City Beach, breaking ground in the winter of 2005 for completion in 2009. This will create more than 14,000 jobs for Bay County and generate hundreds of millions in additional revenue. This site <http://www.pcairport.com> is dedicated to communicating the plans and progress of the Panama City - Bay County Airport Relocation Project. We hope you find the site informative.



Reservations: 1-800-282-3424  
Local Flight Information: 850-872-3444



Reservations: 1-800-225-2525  
Local Flight Information: 850-747-3624



Reservations: 1-800-428-4322  
Local Flight Information: 850-785-4696



Reservations: 1-800 221-1212

## Community – Recreation

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The Gulf of Mexico, Deer Point Lake, and other waterways and a mild year-round climate combine to make Bay County one of the finest recreational areas in the southeast. Nationally known for the sugar-white sand beaches, Panama City Beach is the capital of Florida's Miracle Strip beaches and resort attractions.

St. Andrew State Park offers excellent recreational facilities in its 1,260 acres of beach dunes and pine forests. During April through September, Park boats available to the public make daily trips to Shell Island, a pristine, unspoiled barrier island with miles of virtually deserted beaches.

Panama City Beach maintains Aaron Bessant and Frank Brown Parks. Aaron Bessant Park is a large acreage site, directly on the Gulf, ideal for outdoor sporting and concert events. The park is also home to the Indian Summer Seafood Festival held each October. Frank Brown Park includes seven softball fields and two full sized baseball diamonds, all lighted for night time and tournament level play and designed to seat 180 people each. There are six lighted soccer fields, a lighted basketball court, 1.25 mile lighted and paved walkway, ideal for walking or jogging. A children's playground, Under The Palms, has opened within the park. Picnic areas are available at Frank Brown Park. There is also a community center for indoor basketball, club meetings or programs complete with kitchen facilities. Bay County maintains a new park on Thomas Drive that includes direct access to the beach. There are five golf courses in the immediate area offering year-round challenge and a total of thirteen in Bay County.

## Community - Public and Private Schools

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Panama City Beach area students attend public school at West Bay Elementary (14813 School Drive, 233-5135), Beach Elementary (560 Clara Avenue, 235-5118), Patronis Elementary (7400 Patronis Drive, 233-5075), Surfside Middle School (300 Nautilus Drive, 233-5180) and Arnold High School (550 Alf Coleman Rd, 236-3070).

Area students consistently perform above state and national norms on SAT and CAT tests. Excellent programs for gifted children and for children with physical, emotional, or mental handicaps are available. Tom P. Haney Vocational-Technical Center offers a wide selection of courses for full- and part-time students.

Post-secondary education is available at Gulf Coast Community College, a 74-acre campus granting Associate degrees in Arts and Sciences. Bachelors, Master's, and Doctoral Degrees can be pursued at Florida State University in Panama City.

There are approximately twelve private schools in Bay County. The Panama City Beach area private schools are Fowler Charlie Christian (1616 Allison Avenue, 850-234-1730), Faith Christian Early Learning Center (13300 Panama City Beach Parkway, 850-233-1629), and Kids Club Day Care (2027 Joan Avenue, 850-235-0500).

## In Conclusion

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Panama City Beach is a growing, vibrant community, and one of the fastest growing areas in the state of Florida. With its beaches still considered *The World's Most Beautiful*...it is no wonder this Island Oasis is becoming well known as the new destination to visit or live.

Thank you and welcome to Cabana Cay

