



DESTINATION  
**PANAMA CITY**  
FLORIDA

**Panama City is ready to be the proud host of the Florida Black History Museum; a beacon that will illuminate the past, inspire the present, and shape the future.**

Panama City is on the brink of a transformative era with massive growth on the horizon. Since Category 5 Hurricane Michael ravaged the community in October 2018, the reconstruction has been nothing short of miraculous. Bay County and local municipalities have steadily prepared for the growth with intelligent and thoughtful infrastructure improvements and developments. On the federal level, the Pentagon is investing over \$5 Billion to rebuild Tyndall Air Force Base as the 'Installation of the Future'. With the rebuild, revitalization, and growth Panama City is currently in one of the most significant chapters in history of our community. We have heard the vision you have for the future Florida Black History Museum, and we firmly believe Panama City is not just a place but a perfect partner for this transformational project.



# Historical Significance

Panama City bears witness to a rich history that echoes the resilience and accomplishments of the African American community. Notably, our city housed one of the rare black-owned baseball stadiums, emblematic of the vibrant sports scene that flourished here. Throughout the 1950s, 60s, and 70s, Panama City emerged as a hub for African American musical talent, imprinting an enduring legacy on the cultural fabric. The venerable Rosenwald High School, operational to this day, stands as a living testament to the pursuit of education and advancement. Additionally, the esteemed Rosenwald High School Alumni, comprising original students of the renowned community colleges of the Magnificent 12, convene bi-annually for a reunion, underscoring their enduring pride and unity.

In 1836, Jose Massalina, a free black Spanish mariner, set up shop as a boat builder on The Bayou. Eventually, he founded the inaugural black settlement across the bay on Redfish Point, presently encompassed within Tyndall Air Force Base. There, he erected a school, a church, and numerous residences for the community. Recognizing his substantial contributions, the bayou was officially christened Massalina Bayou in 1886. This rich history is the foundation upon which Panama City stands, and we are committed to preserving and sharing these stories and others like it with the world.

Panama City is also the only city in Northwest Florida currently on the US Civil Rights Trail.

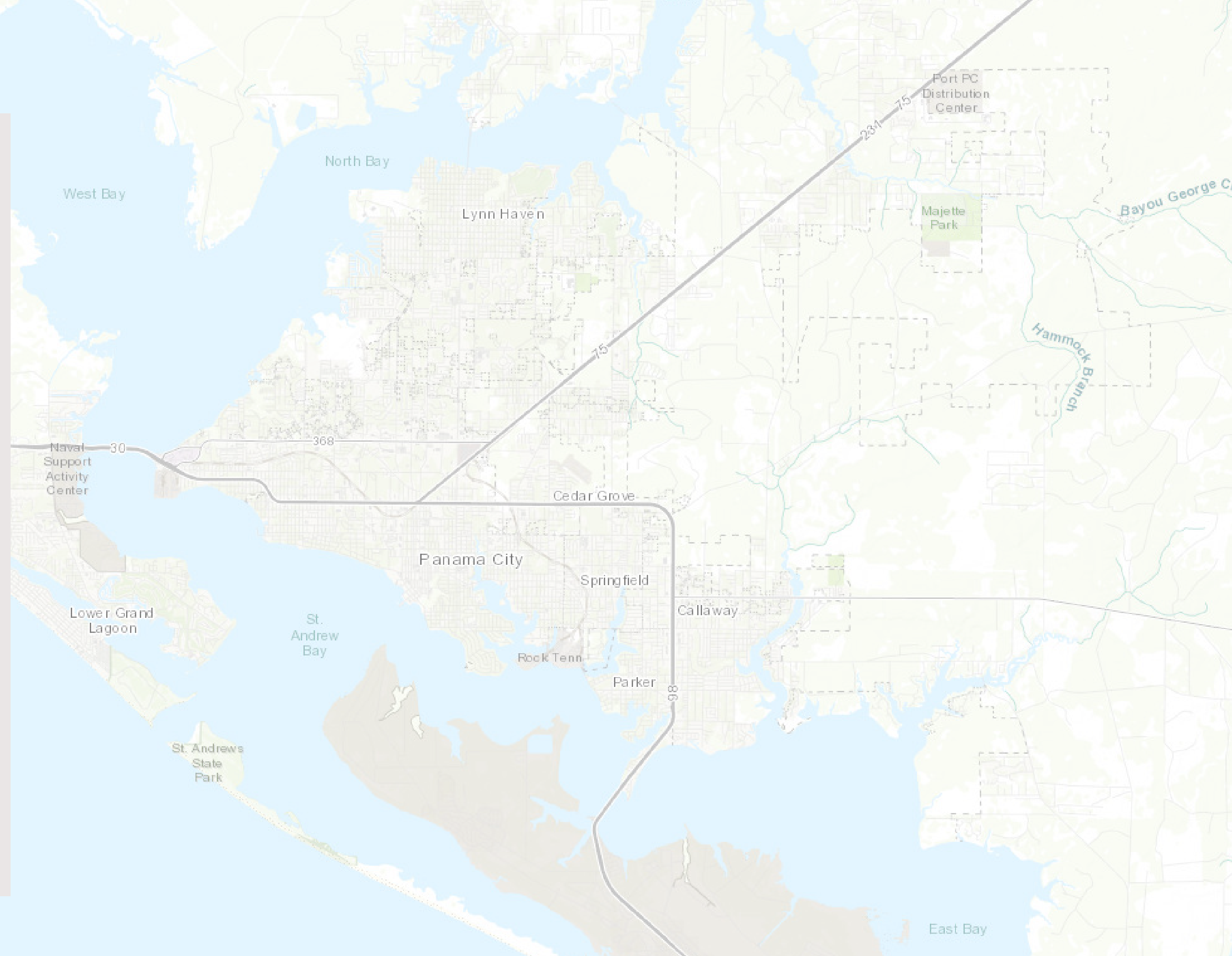
## APPROPRIATENESS OF PROPOSED LOCATION(S)

Panama City and Bay County offers a variety of potential locations for the future home of the Florida Black History Museum.

City owned property includes the former site of the Marina Civic Center; a waterfront parcel on the Panama City Marina.

County owned property includes the former site of the Juvenile Justice Courthouse.

Privately owned properties are numerous, but the former Panama City Mall property is ideal with surrounding hotel infrastructure and located on Highway 231.



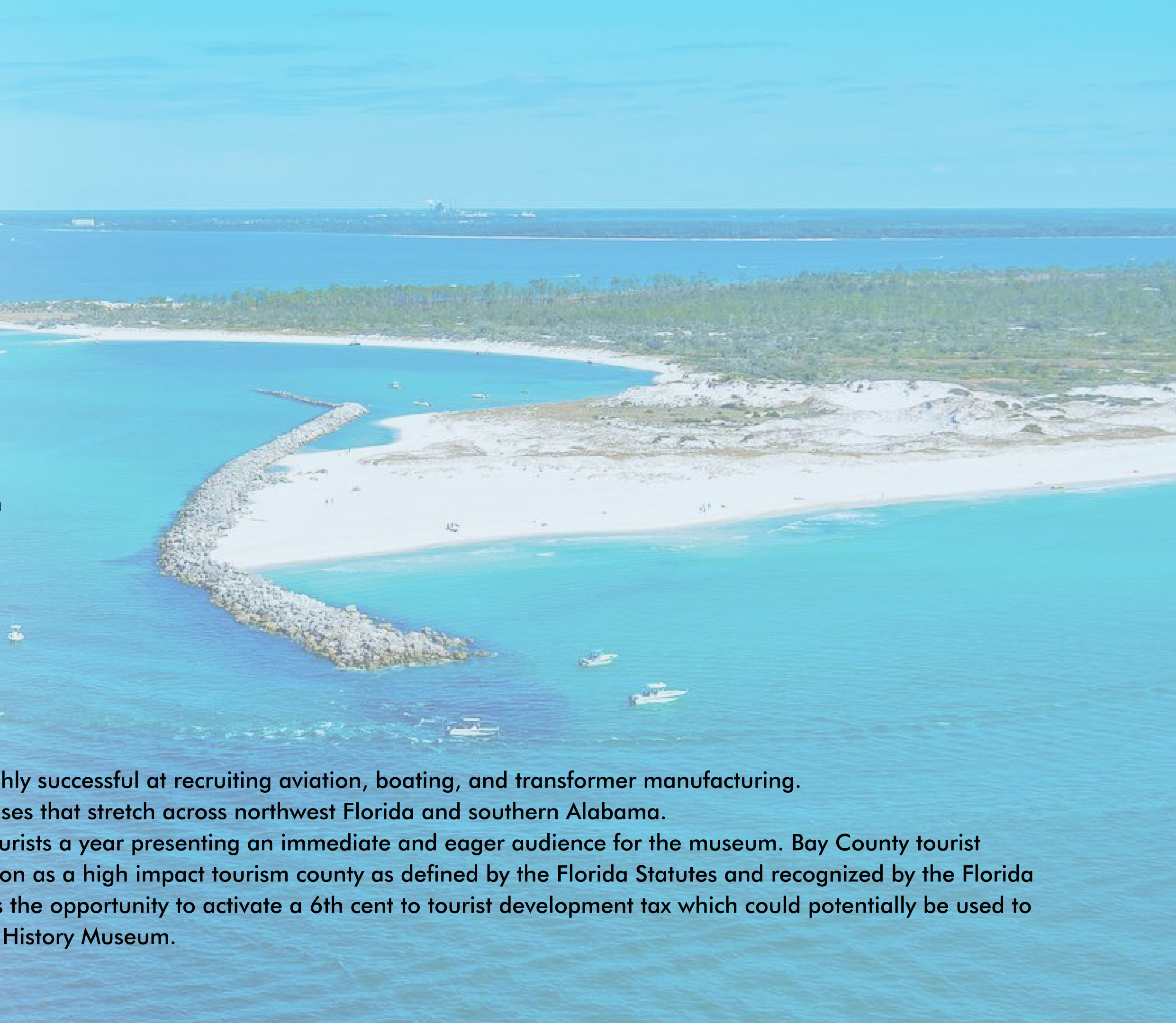
# REGIONAL ECONOMY

- Talent Supply & Education

- Within a 60-mile radius of Bay County, there is a population of approximately one-half million and a civilian labor shed of more than one-quarter millions with a mean age that is the state's youngest.
- Bay County has a labor force approaching 282,000 people within a 90-minute commute.
- The Bay County Economic Development Alliance works with CareerSource Florida to accommodate new industry training assistance.
- Panama City is home to multiple higher education institutions such as Florida State University - Panama City Campus, Gulf Coast State College, Troy University's Panama City site, Embry-Riddle Aeronautical University's Tyndall Air Force Base site.

- Innovation & Economic Development

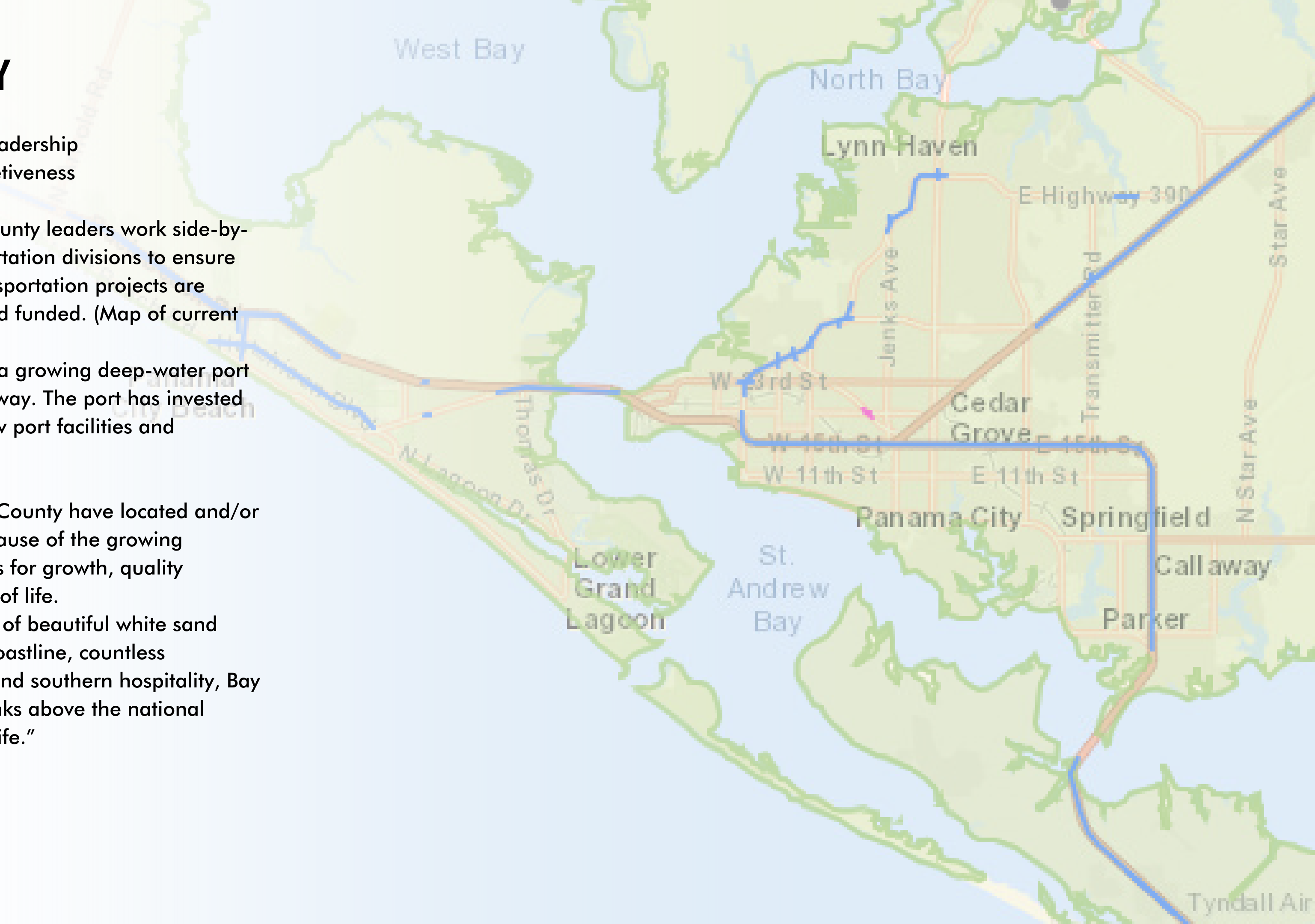
- Bay County Economic Development Alliance is highly successful at recruiting aviation, boating, and transformer manufacturing.
- The community is surrounded by seven military bases that stretch across northwest Florida and southern Alabama.
- **TOURISM:** Bay County welcomes over 4 million tourists a year presenting an immediate and eager audience for the museum. Bay County tourist development tax collections reached the designation as a high impact tourism county as defined by the Florida Statutes and recognized by the Florida Department of Revenue. This designation provides the opportunity to activate a 6th cent to tourist development tax which could potentially be used to help promote and market the future Florida Black History Museum.



# REGIONAL ECONOMY

- Infrastructure & Growth Leadership
- Business Climate & Competiveness
- Civic & Governance
  - Local municipal and county leaders work side-by-side with state transportation divisions to ensure infrastructure and transportation projects are proactively initiated and funded. (Map of current FDOT projects.)
  - Port of Panama City is a growing deep-water port and international gateway. The port has invested over \$50 million in new port facilities and equipment.
- Quality of Life
  - Many residents of Bay County have located and/or moved to the area because of the growing economy, opportunities for growth, quality education, and quality of life.
  - “Thanks to many miles of beautiful white sand beaches and pristine coastline, countless recreational activities and southern hospitality, Bay County consistently ranks above the national average for quality of life.”

Source: BayEDA.com

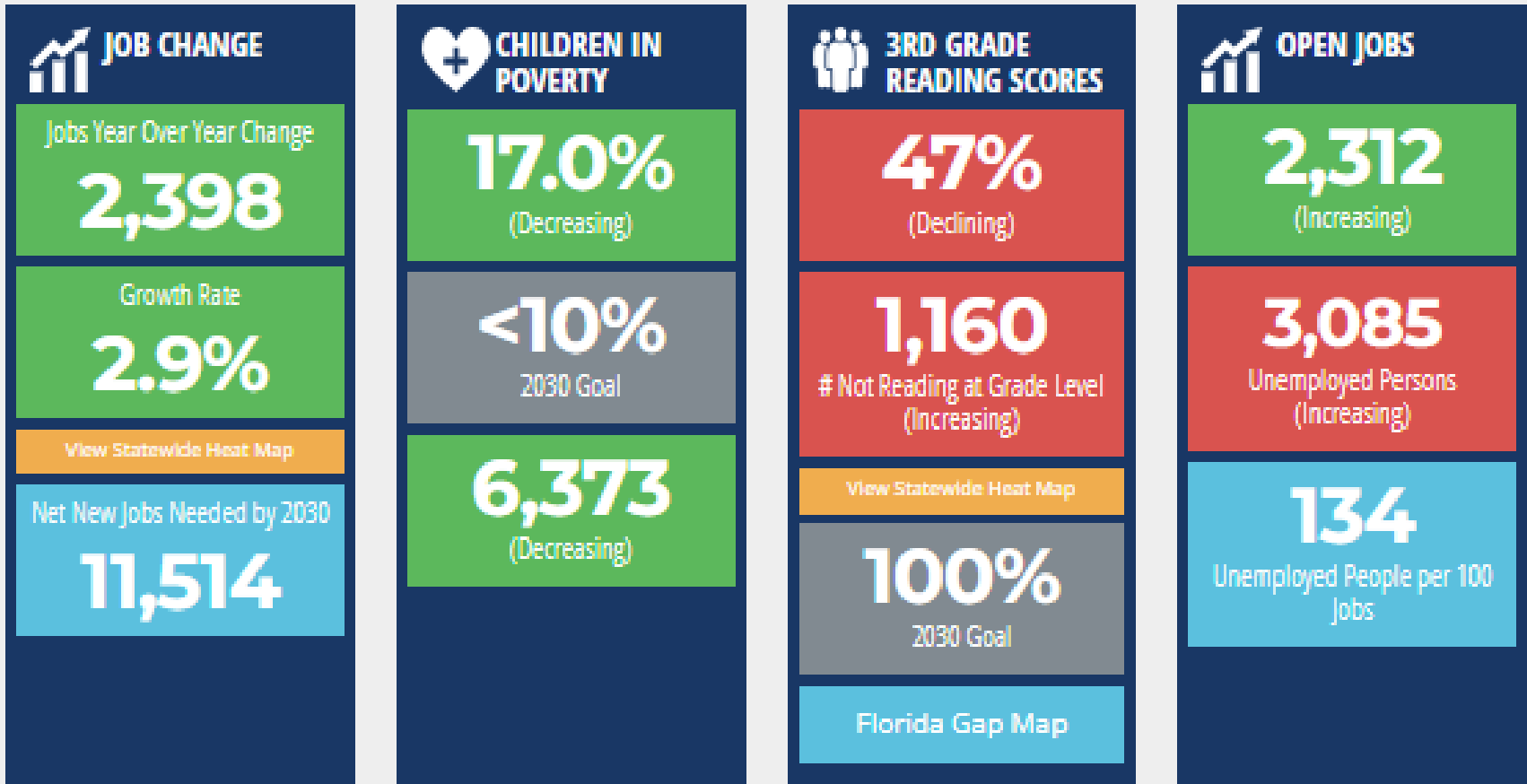


# REGIONAL ECONOMY

- The data factors to the right are published online by the Florida Chamber of Commerce. Source: thefloridascorecard.org

As a result of the 2010 Deepwater Horizon Oil Spill, the nonprofit corporation Triumph Gulf Coast, Inc was established. It was organized to oversee the expenditure of 75% of all funds recovered by the Florida Attorney General for economic damages to the state. Triumph Gulf Coast, Inc. is required to administer the distribution of the funds to be used for the recovery, diversification, and enhancement of the eight Northwest Florida counties that were disproportionately affected by the oil spill. Bay County is one of the eight disproportionately affected counties. Source: MyFloridaTriumph.com

The availability of Triumph Gulf Coast, Inc funding is bringing about transformational change in Bay County with the largest grant recently awarded to Florida State University for \$98 million to support aerospace, manufacturing facilities. This award is indicative of the growth that is on the horizon in Panama City, Florida.



# DEMOGRAPHICS

## Age

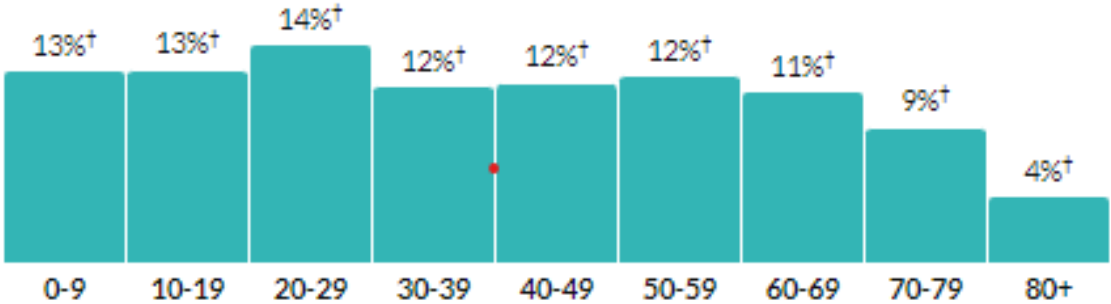
**38.5**

Median age

about 90 percent of the figure in the Panama City, FL Metro Area: 41.2

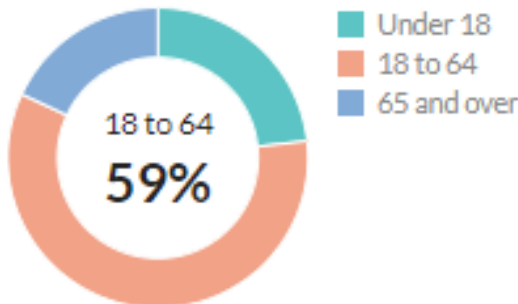
about 90 percent of the figure in Florida: 42.4

Population by age range



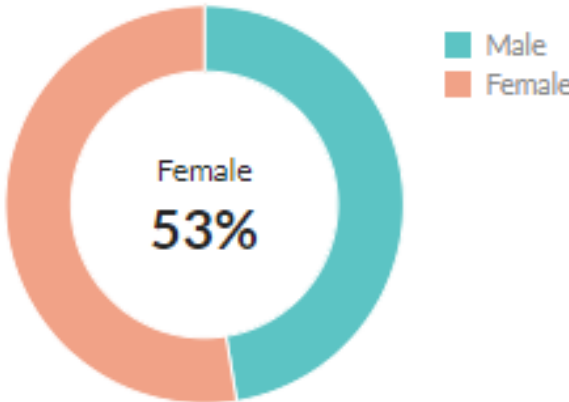
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Population by age category



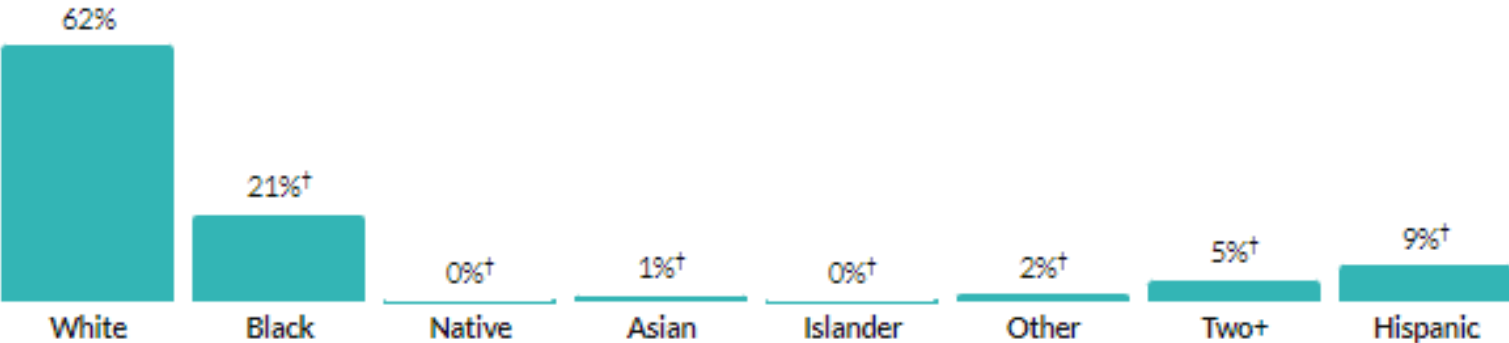
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## Sex



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## Race & Ethnicity



\* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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# DEMOGRAPHICS

## Income

**\$33,853**

Per capita income

about 90 percent of the amount in the Panama City, FL Metro Area: \$36,868

about 90 percent of the amount in Florida: \$38,850

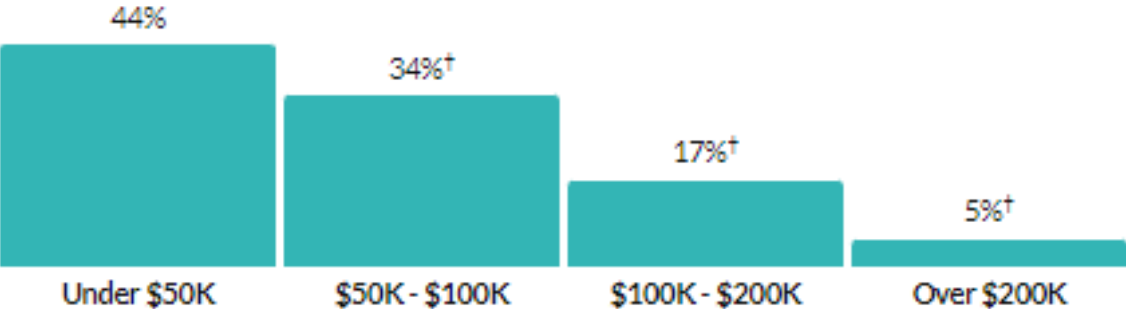
**\$57,221**

Median household income

about 90 percent of the amount in the Panama City, FL Metro Area: \$65,999

about 80 percent of the amount in Florida: \$67,917

## Household income



[Show data / Embed](#)

## Poverty

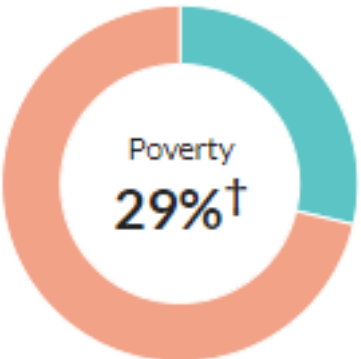
**18.7%**

Persons below poverty line

about 1.5 times the rate in the Panama City, FL Metro Area: 12.2%

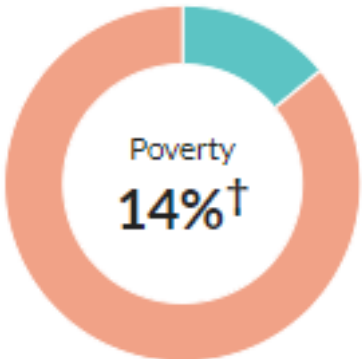
about 1.5 times the rate in Florida: 12.9%

### Children (Under 18)



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### Seniors (65 and over)



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## Transportation to work

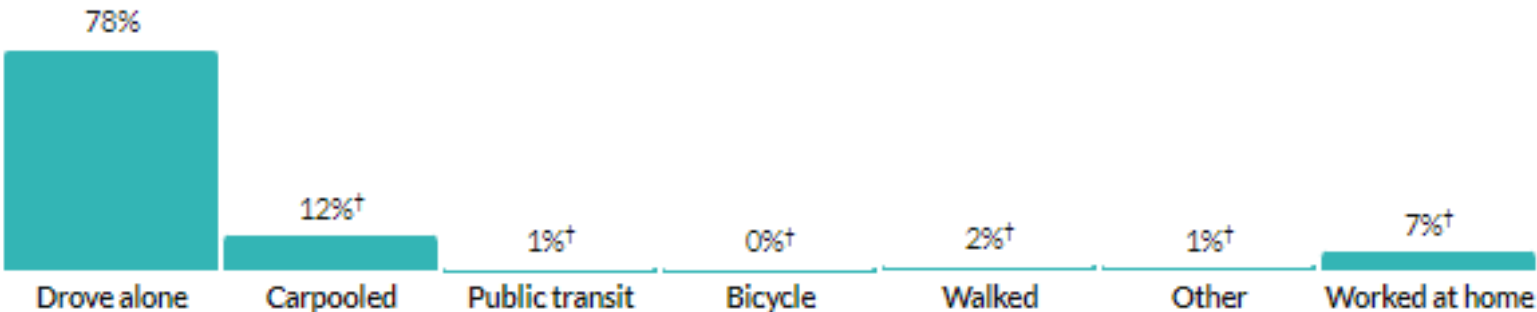
**21.1** minutes

Mean travel time to work

about 90 percent of the figure in the Panama City, FL Metro Area: 24.4

about three-quarters of the figure in Florida: 27.9

## Means of transportation to work



\* Universe: Workers 16 years and over

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# DEMOGRAPHICS

## Households

**14,550**

Number of households

the Panama City, FL Metro Area: 74,678

Florida: 8,353,441

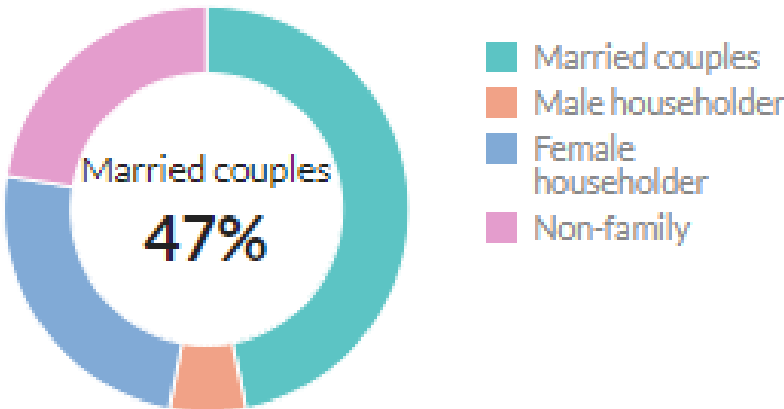
**2.3**

Persons per household

a little less than the figure in the Panama City, FL Metro Area: 2.4

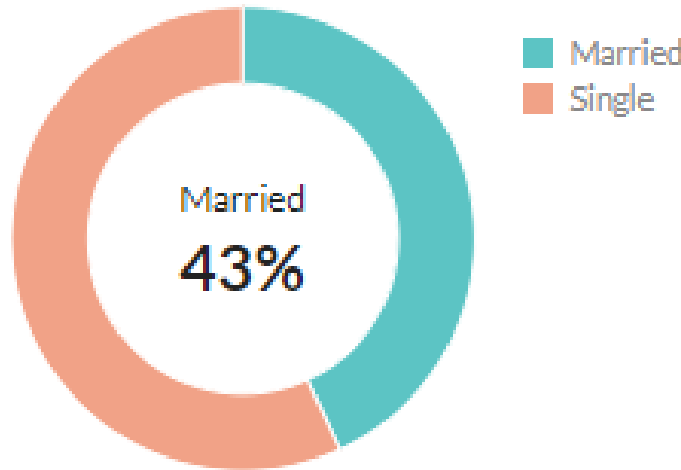
about 90 percent of the figure in Florida: 2.5

## Population by household type



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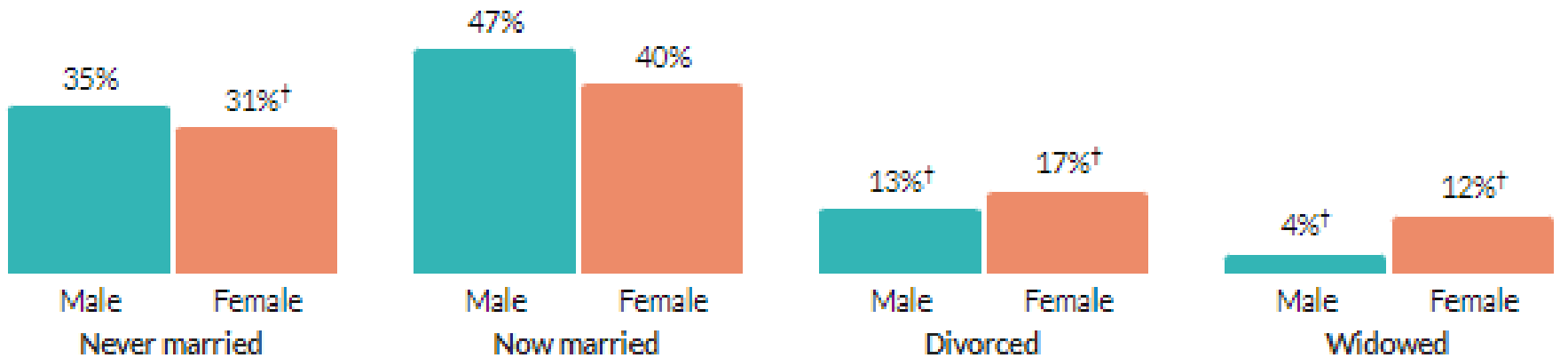
## Marital status



\* Universe: Population 15 years and over

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## Marital status, by sex



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# DEMOGRAPHICS

## Units & Occupancy

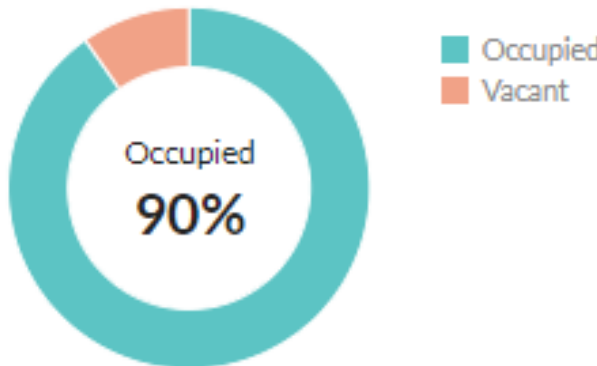
**16,117**

Number of housing units

the Panama City, FL Metro Area: 104,428

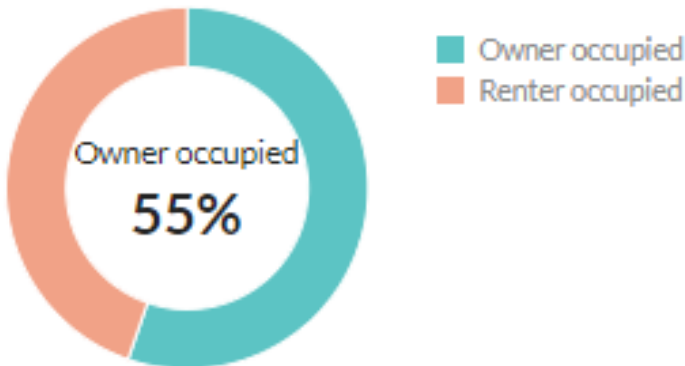
Florida: 9,915,957

### Occupied vs. Vacant



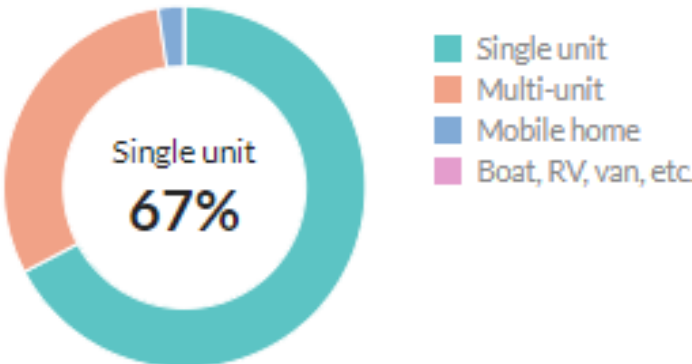
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### Ownership of occupied units



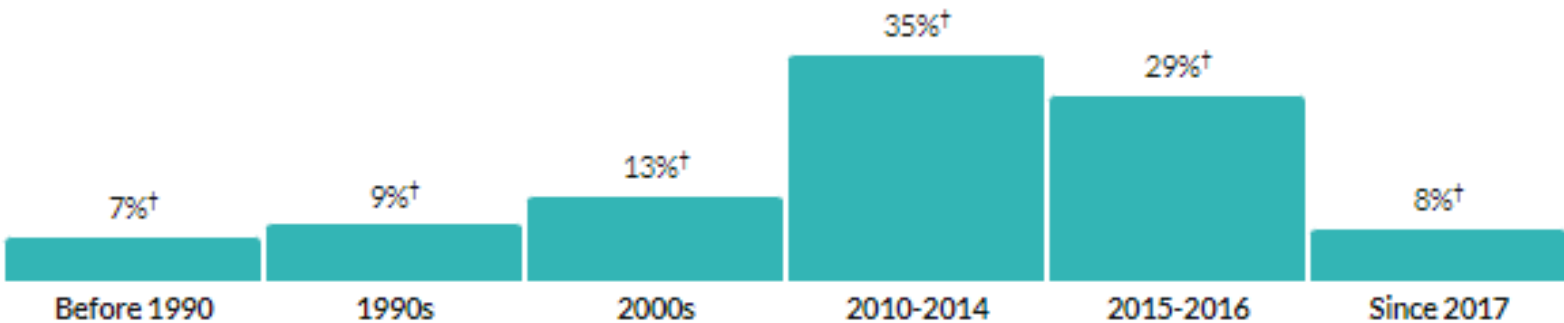
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## Types of structure



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## Year moved in, by percentage of population



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## Value

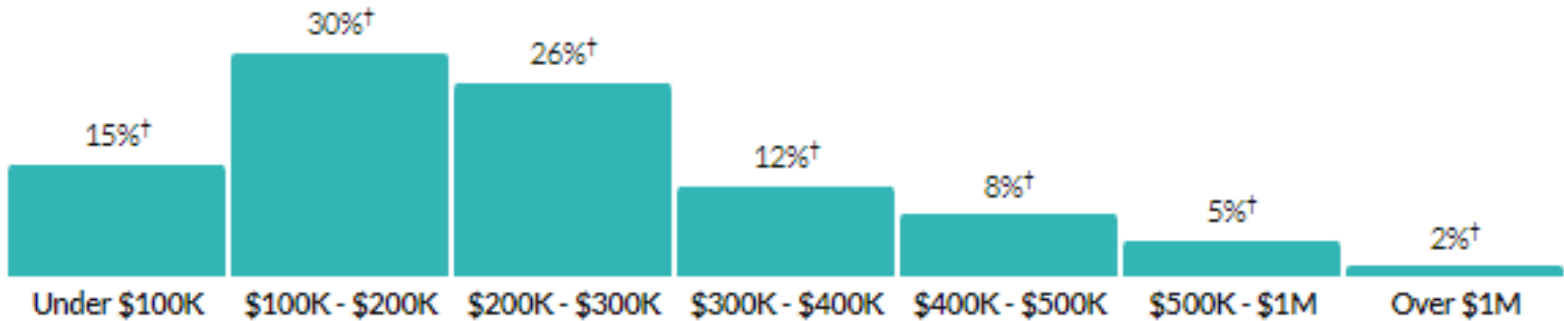
**\$213,600**

Median value of owner-occupied housing units

about 90 percent of the amount in the Panama City, FL Metro Area: \$246,800

about three-quarters of the amount in Florida: \$292,200

### Value of owner-occupied housing units



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# DEMOGRAPHICS

## Educational attainment

**89.2%**

High school grad or higher

about the same as the rate in the Panama City, FL Metro Area: 90.4%

about the same as the rate in Florida: 89.3%

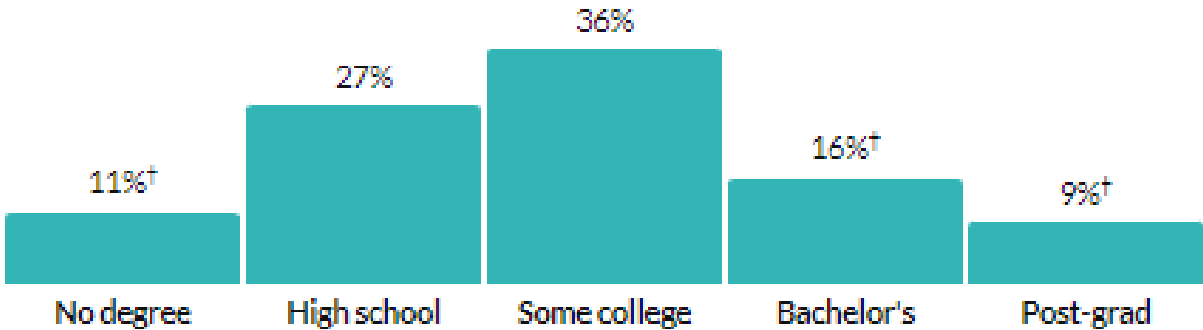
**25.7%**

Bachelor's degree or higher

a little less than the rate in the Panama City, FL Metro Area: 26.6%

about 80 percent of the rate in Florida: 32.3%

## Population by highest level of education



\* Universe: Population 25 years and over

[Show data / Embed](#)

## Veteran status

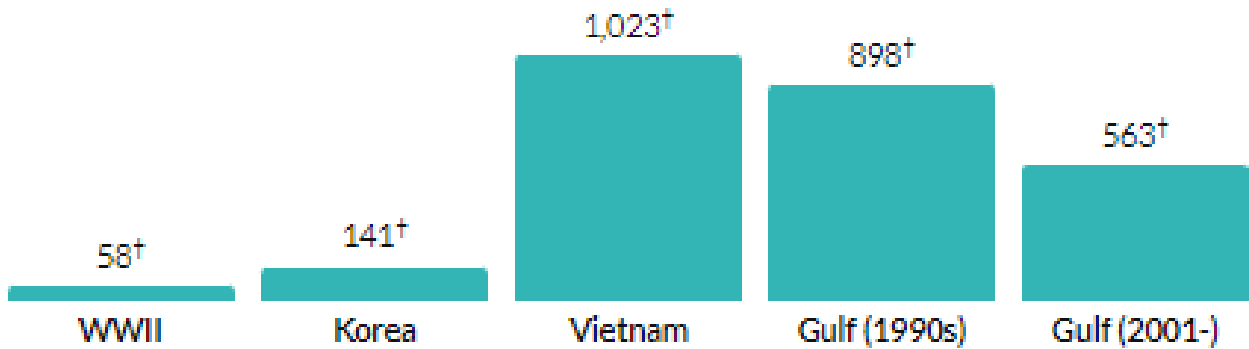
**11.1%**

Population with veteran status

about 80 percent of the rate in the Panama City, FL Metro Area: 14.2%

about 1.4 times the rate in Florida: 7.9%

## Veterans by wartime service



\* Civilian veterans who served during wartime only

[Show data / Embed](#)

**2,865** Total veterans  
**2,534** Male  
**331** Female

# Transportation Infrastructure

Panama City, Florida is conveniently accessible for visitors across Florida and beyond by car or by plane.

Northwest Florida Beaches International Airport (ECP) was recently recognized as one of the fastest growing airports in the southeast United States. (Source: Simple Flying's 2021 list of US airports that have the most growth - Ranked 4th with 58% growth.)

Existing east - west highways include Highway 98 and Interstate 10. Existing north - south highways include Highway 79, Highway 77, and Highway 231.

Local public transportation is provided by The BayWay bus system.

Pedestrian and bicycle paths are abundant. Panama City is considered Very Walkable with a score of 73. (Source: WalkScore.com)



# **Local Funding and Other Support**

The Panama City / Bay County area has some unique potential funding sources.

**Triumph Gulf Coast, Inc. - requires application**

**Bay County Tourist Development Tax, 6th Cent High Impact Tourism - requires approval by a referendum of the voters in Bay County.**

**St. Joe Foundation - requires application**

**Potential Land Donations - City of Panama City, Bay County, St Joe Company.**

# **Educational Resources**



**Panama City, Florida is home to the picturesque waterfront campuses of Florida State University and Gulf Coast State College. Additional higher education institutions include Troy University Panama City, and Embry-Riddle Tyndall Air Force Base. Panama City is also home to Tom P Haney Technical College.**

**FSU-PC received a \$98 million Triumph Gulf Coast, Inc. grant for aerospace and manufacturing programming.**

A graphic on the left side of the page features a large, stylized sun with curved rays in shades of light blue and white, positioned above several horizontal, wavy lines representing water. The background is a solid, vibrant blue.

# Thank You

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