

kglobal + City of Panama City

Since 2019, kglobal has worked on and off on a number of communications projects to support the City. In total, these projects have resulted in at least 58 external media placements on behalf of the City. Some of the highlights include the following stories below.

Examples of Key Wins

Initial Hurricane Michael Response

*["Hurricane Michael: Rebuilding Panama City Bigger, Better and Stronger" Video](#) – Facebook – May 1, 2019

*[Florida is still hurting from Hurricane Michael; will DC lend a helping hand?](#) – The Hill – April 29, 2019

*[What Happens to Hurricane Victims When Congress Can't Function?](#) – The New Republic – May 6, 2019

*[Florida Panhandle asks: Should disaster relief really be political?](#) – Christian Science Monitor – May 2, 2019

*[Panama City officials in Washington D.C. to fight for disaster relief funding](#) – MyPanhandle – April 30, 2019

*["What is a Charrette?" Video](#) – Facebook – June 12, 2019

COVID-19

*[Coronavirus Recovery: What Americans Can Learn From Hurricane-Ravaged Panama City, Florida](#) – USA Today – April 26, 2020

*[From Hurricanes to Pandemics: Benefiting from Crisis Lessons Learned](#) – Route Fifty – July 9, 2020

*[Florida emerges as bright spot in COVID-19 fight](#) – The Hill – May 7, 2020

Census 2020

*[The Hidden Post-Natural-Disaster Threat: the 2020 Census](#) – Governing – May 19, 2020

*["For the love of Bay County, please take your Census" Video](#) – Facebook – May 19, 2020

Open For Business

*[Hurricane Season and the Need for Preparedness](#) – Newsweek – June 9, 2022

*[Senator Tim Scott helps break ground on new hotel in Florida Opportunity Zone](#) – Opportunity Zone Magazine – April 6, 2021

*[How Panama City Is Using Opportunity Zones to Rebuild after Hurricane, with Mark McQueen](#) – OpportunityDb Podcast – April 28, 2021

*[Panama City Launches Hotel Project to Recover From Hurricane Michael](#) – Florida Politics – March 31, 2021

*[Panama City Creating A Pathway For Environmental Growth 4 Years After Hurricane Michael](#) – AccuWeather – April 28, 2022

*[Investing In Infrastructure And A Stronger Panama City](#) – Panama City News-Herald – June 12, 2022

*[Senate Should Pass FEMA Reimbursement Bill This Hurricane Season](#) – The Hill – August 2, 2022

Housing

*kglobal helped the City of Panama City stand up the ReHouse Bay brand to inform residents about available housing programs in the wake of Hurricane Michael. ReHouse Bay helped residents take advantage of resources to purchase a home or fix up their existing home.

*Through community charettes, meetings with local non-profits and residents, and direction from CPC staff, kglobal created an integrated communications platform centered around the new ReHouse Bay brand. We developed a communications strategy that included social media, e-newsletters, digital collateral, messaging, logos, partner packets, rack cards, Spanish-language collateral, and a video to communicate with residents about the new brand.

*We launched a new ReHouseBay.org website to help current and prospective residents navigate state house programs and apply for assistance online. Finally, we developed an earned media campaign to spread the word about the benefits of applying for housing programs, helping the City received more than 1,000 applications in just two months.

*[ReHouseBay website](#)

*["ReHouse Bay" Video](#)

*[The power of hope and determination](#) – We Are The Mighty – October 13, 2020