

Agenda Item #:

6L-1

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: 9/_12_/06 ☐ Consent ☒ Regular
☐ Ordinance ☐ Public Hearing

Department

Submitted By: TOURIST DEVELOPMENT COUNCIL

Submitted For: TOURIST DEVELOPMENT COUNCIL

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: a new Western Communities Marketing Specialist position to market the outdoor and cultural assets of the Western Communities of Palm Beach County.

Summary: At the July 14, 2006 TDC meeting, the TDC recommended the hiring of a full time position to perform these duties. New tourism related assets are being developed and rebuilt in the Glades communities by the State, County, towns, and private enterprise. The TDC feels that now is the time to invest the resources necessary to market these assets, as well as the traditional boating and fishing. The position of Western Communities Marketing Specialist is to be hired at pay Grade 34, with a salary range of \$44,023.20 to \$66,778.40 excluding benefits.
(TDC) Countywide (MC)

Background and Justification: The Lake Okeechobee Scenic Trail is currently in operation. New gateways from the towns are currently in the design phase. The Pahokee Marina project is being re-built to include a restaurant, camp cabins, and a larger campground. The Belle Glade Marina and Campground is being rebuilt. New trails for boats and birdwatchers are planned, as is a new amphitheatre in the campground. The low lake levels this year will spur greater fishing success in coming years. The addition of the Western Communities Marketing Specialist will assist in marketing these tourist attractions.

The TDC is also appropriating about \$50,000 for actual marketing expenses that will include advertising, consumer outdoor shows, and a comprehensive web site.

Attachments:

Recommended by: [Signature] Date 8/25/06
Department Director

Approved By: [Signature] Date 9/6/06
Deputy County Administrator

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2007	2008	2009	2010	2011
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	\$ 69,200	72,660	76,293	80,108	84,113
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	-----	-----	-----	-----	-----
In-Kind Match (County)	-----	-----	-----	-----	-----
	\$ 69,200	72,660	76,293	80,108	84,113
NET FISCAL IMPACT	=====	=====	=====	=====	=====

ADDITIONAL FTE
POSITIONS (Cumulative) 1

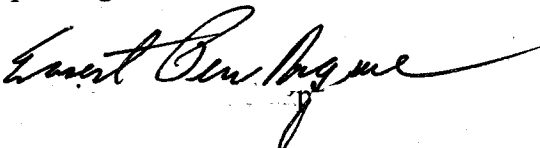
Is Item Included In Current Budget? Yes _____ No. X

Budget Account No.: Fund _____ Dept _____ U nit _____ Object _____
Reporting Category _____

B. Recommended Sources of Funds/Summary of Fiscal Impact:

First three (3) cents of the bed tax.

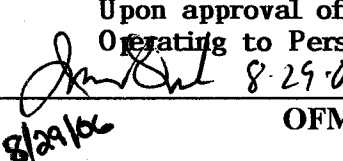
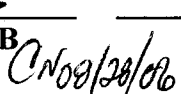
From #1454-710-7310-Various Operating Lines To #1454-710-7310-Various Personal
Lines _____

C. Department Fiscal Review: 

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Administration Comments:

Upon approval of the FY 2007 proposed budget, TDC will transfer funds from
Operating to Personal ^{5/20/07} to fund this position.

 8-29-06
8/29/06 OFMB  8/28/06 Contract Dev. ad Control

B. Approved as to form and Legal Sufficiency:


Assistant County Attorney

C. Approved as to Terms and Conditions:

Department Director

This summary is not to be used as a basis for payment.