



**II. FISCAL IMPACT ANALYSIS**

**A. Five Year Summary of Fiscal Impact:**

Fiscal Years	2009	2010	2011	2012	2013
Capital Expenditures	<u>\$50,000</u>	<u>\$100,000</u>	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
<b>NET FISCAL IMPACT</b>			==	===	===
	↳ \$50,000	\$100,000			
# ADDITIONAL FTE POSITIONS (Cumulative)	- 0-	0---	0---	0---	0-----

Is Item Included In Current Budget?      Yes X      No. \_\_\_\_\_

Budget Account No.: Fund 1452 Dept 710 U nit 7310 Object 3401

Reporting Category \_\_\_\_\_

**B. Recommended Sources of Funds/Summary of Fiscal Impact:**  
The "Off the Top" funds of the 2<sup>nd</sup>, 3<sup>rd</sup> and 5<sup>th</sup> Cent of the local option bed tax.

**C. Department Fiscal Review:**

  
**III. REVIEW COMMENTS**

**A. OFMB Fiscal and/or Contract Administration Comments:**

 OFMB 5/11/09	 Contract Dev. and Control 5/12/09
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**B. Approved as to form and Legal Sufficiency:**

\_\_\_\_\_  
Assistant County Attorney

**C. Approved as to Terms and Conditions:**

 5/12/09  
Department Director

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

RESOLUTION NO. R-2009-

RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, AUTHORIZING THE EXPENDITURE OF TOURIST DEVELOPMENT TAX REVENUES FOR PROGRAMS AND EVENTS FOR SUPER BOWL 2010

**WHEREAS**, the Board of County Commissioners of Palm Beach County, Florida, (hereinafter "Board"), levies a Tourist Development Tax (hereinafter "Bed Tax") and has enacted a Tourist Development Plan (hereinafter "Plan") which provides for the expenditure of Bed Tax revenues for programs, activities and/or events that promote and advance Palm Beach County tourism; and

**WHEREAS**, the Tourist Development Council (hereinafter "TDC") has been established pursuant to statute to review and make recommendations to the Board concerning the expenditure of Bed Tax revenues; and

**WHEREAS**, the Super Bowl is the National Football League's championship game whose last occurrence in South Florida in 2007 created a significant impact on Palm Beach County tourism, the Palm Beach County Sports Commission having tracked 6002 hotel room nights to the event and the Sports Management Research Institute having reported \$42,163,885. in economic impact to Palm Beach County from the event; and

**WHEREAS**, Super Bowl XLIV will take place on February 7, 2010, in South Florida; and

**WHEREAS**, the Palm Beach County Sports Commission (hereinafter "Sports Commission") has recommended to the TDC that Bed Tax revenues be expended for Super Bowl 2010 programs and events, based upon its belief that the event will again generate strong national and international publicity, attract substantial room nights in the County, and generate considerable economic impact on the County; and

**WHEREAS**, the TDC has found that the Super Bowl programs will advance Palm Beach County tourism and recommended to the Board that One Hundred and Fifty Dollars (\$150,000.) be expended for such programs and paid to the South Florida Super Bowl Host Committee XLIV (hereinafter "Committee") pursuant to the Sports Commission's Letter of Understanding with the Committee.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, that:**

1. The above recitals are true and correct.

2. The Board of County Commissioners of Palm Beach County, Florida, hereby finds and determines that Super Bowl 2010 will promote and advance the interests of Palm Beach tourism.

3. The Board of County Commissioners authorizes the expenditure of One Hundred and Fifty Thousand Dollars (\$150,000.) in Bed Tax revenues for Super Bowl 2010 programs and events to the South Florida Super Bowl Host Committee XLIV pursuant to the terms set forth in the Letter of Understanding between the Host Committee and the Sports Commission with the following payment schedule:

- \$50,000. – June 1, 2009;
- \$50,000. - November 1, 2009;
- \$50,000. - March 1, 2010.

The foregoing Resolution was offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_, and upon being put to a vote, the vote was as follows:

Commissioner John F. Koons, Chairman	-
Commissioner Burt Aaronson, Vice Chairman	-
Commissioner Karen T. Marcus	-
Commissioner Shelley Vana	-
Commissioner Steven L. Abrams	-
Commissioner Jess R. Santamaria	-
District 7	-

The Chairman thereupon declared the Resolution duly passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

PALM BEACH COUNTY, FLORIDA, BY ITS BOARD OF COUNTY COMMISSIONERS

SHARON R. BOCK, CLERK & COMPTROLLER

By: \_\_\_\_\_  
Deputy Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

By: \_\_\_\_\_  
County Attorney

PALM BEACH COUNTY



SPORTS COMMISSION

May 15, 2009

Mr. Rodney Barreto, President  
South Florida Super Bowl Host Committee, Inc.  
2269 Dan Marino Boulevard  
Miami Gardens, FL 33056

Dear Rodney,

This letter of understanding outlines the agreement between The Palm Beach County Sports Commission and the South Florida Super Bowl Host Committee, Inc. for Super Bowl XLIV to be held at Dolphin Stadium on February 7, 2010.

The Palm Beach County Sports Commission, in consideration of national and international promotional participation in the 2010 Super Bowl, agrees to pay The South Florida Super Bowl Host Committee, Inc. \$150,000 according to the following schedule:

- \$50,000 prior to June 1, 2009
- \$50,000 prior to November 1, 2009
- \$50,000 prior to March 1, 2010

In return for such payments, the Host Committee agrees as follows:

- Palm Beach County will be a South Florida host community of Super Bowl XLIV in all its national and international publicity;
- The Host Committee will host a Super Bowl XLIV sanctioned community event in Palm Beach County and an optional media event designated for Palm Beach County;
- Palm Beach County will participate in all Super Bowl Host Committee generated publicity and marketing activities;
- The Palm Beach County logo will be displayed in all Super Bowl related promotional and collateral materials;
- The Host Committee will support emerging business program opportunities in Palm Beach County.

We look forward to working with you on Super Bowl XLIV:

Gerald Baron  
Executive Director  
Palm Beach County Sports Commission

Date: 5/26/09

Rodney Barreto  
President  
South Florida Super Bowl Host Committee, Inc.

Date: May 20, 2009

JUST BRING YOUR GAME