Agenda Item #:

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: 6/2/2009

Consent Ordinance Regular Public Hearing

[]

[]

Department

Submitted By: <u>TOURIST DEVELOPMENT COUNCIL</u>

[X]

[]

Submitted For:

TOURIST DEVELOPMENT COUNCIL

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to adopt: a Resolution authorizing the expenditure of \$150,000 in tourist development tax revenues from the Special Projects Fund for Super Bowl 2010 South Florida Super Bowl Host Committee XLIV promotion.

Summary: By adopting this Resolution, the Board of County Commissioners establishes that the expenditure of tourist development tax revenues on Super Bowl 2010 will promote Palm Beach County tourism and authorizes the expenditure of those funds in the total amount of \$150,000 according to the following schedule: \$50,000 prior to June 1, 2009, \$50,000 prior to November 1, 2009 and \$50,000 prior to March1, 2010. (Countywide (MC)

Background and Justification: The Super Bowl is the championship game for the National Football League (NFL) and is widely considered the highest publicized sporting event in the United States. The Super Bowl's last occurrence in South Florida was during February 2007, creating a significant tourism impact for Palm Beach County. The Palm Beach County Sports Commission tracked 6,002 room nights in 2007 and a study by the Sports Management Research Institute reported that Palm Beach County received \$42,163,885 in economic impact.

Super Bowl XLIV will take place on February 7, 2010 and will generate strong national/international publicity, attract substantial room nights, and generate considerable economic impact for Palm Beach County. The TDC at their May 2009 meeting approved allocating \$150,000 for Super Bowl 2010 from the Special Projects Fund

Attachments:

2.

1. Resolution

Letter of Agreement with deliverables

Recommended by:

Department Director **Deputy County Administ**

Approved By:

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of	Fiscal Imp	act:			
Fiscal Years	2009	2010	2011	2012	2013
Capital Expenditures	<u>\$50,000</u>	<u>\$100,000</u>			
Operating Costs		<u> </u>			
External Revenues					
Program Income (County)					
In-Kind Match (County)					
NET FISCAL IMPACT					
# ADDITIONAL FTE POSITIONS (Cumulative) - 0-	0	0	0	0
Is Item Included In Curren	t Budget?	Yes_X]	No	
Budget Account No.: Fund	<u>1452</u> Dep	<u>t 710 </u> U nit <u>73</u>	<u>10</u> Objec	t <u>3401</u>	
Reporting Category	_				
B. Recommended Sour The "Off the Top" fu option bed tax.	r ces of Fun nds of the 2	ds/Summary nd , 3 rd and 5 th (of Fiscal I Cent of the	mpact: local	
C. Department Fiscal I	Review:	7			
Linit	H) in III. <u>I</u>	Magnes REVIEW COL	2 MMENTS	<u>5</u>	
A. OFMB Fiscal and/o	r Contract	Administrati	on Comm	ents:	
Mar Duch 5-11	1-09 B	An	J. t Dev. ad	hoet	5(12)09
B. Approved as to form	n and Lega		t Dev. au		,
Assistant County A	ttorney				
C. Approved as to Terr Manuelu Ca		nditions: S/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.

1

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 **Rodney Barry Executive Director** President Palm Beach County Sports Commission /I Host Committee, South őrida S Date: Date:

TUST BRING YOUR GAME