

ADD ON

**PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS**

6H-2

AGENDA ITEM SUMMARY

Meeting Date: 06/2/09 Consent Regular
 Ordinance Public Hearing

Department
 Submitted By: **TOURIST DEVELOPMENT COUNCIL**

Submitted For: **ALL TDC FUNDED AGENCIES**

I. EXECUTIVE BRIEF

Motion and Title: STAFF RECOMMENDS MOTION TO APPROVE:

- A) Budget transfer of \$3,000,000 from the TDC-1st Cent Tourism Local Option Tax Fund operating reserves to establish transfers to the TDC-Tourism, TDC-Cultural Council, TDC-Film and Television Commission and the TDC-Sports Commission Funds to fund a marketing stimulus campaign;
- B) Budget amendment of \$2,296,700 in the TDC Tourism Fund to recognize and appropriate the transfer from the TDC- 1st Cent Tourism Local Option Fund. Of this amount, \$2,000,000 is designated for the Convention Center and Visitor’s Bureau and \$296,700 for Eco Tourism.
- C) Budget amendment of \$473,500 in the Cultural Council Fund to recognize and appropriate the transfer from the TDC- 1st Cent Tourism Local Option Fund;
- D) Budget amendment of \$82,500 in the Film and Television Commission Fund to recognize and appropriate the transfer from the TDC- 1st Cent Tourism Local Option Fund;
- E) Budget amendment of \$147,300 in the Sports Commission Fund to recognize and appropriate the transfer from the TDC- 1st Cent Tourism Local Option Fund.
- F) Budget Transfer of \$10,000,000 from the TDC 1st Cent Tourist Local Option Fund operating reserves to establish transfer to the TDC-Building Renewal and Replacement Fund to pay for renewal and replacement costs at the Roger Dean Stadium and the Convention Center; and
- G) Budget amendment of \$10,000,000 in the TDC –Building Renewal and Replacement Fund to recognize and appropriate the transfer from the TDC-1st Cent Tourist Local Option Fund.

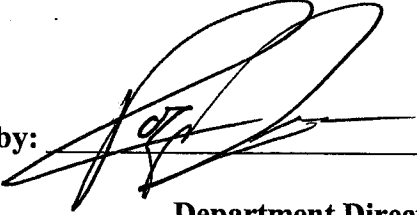
SUMMARY: The budget amendments and transfers reflect prior Board of County Commissioners direction to reallocate operating reserves from the TDC-1st Cent Tourism Local Option Tax Fund, which is dedicated to the expansion of the Convention Center. At the March 17, 2009 BCC meeting, the Board directed staff to restrict \$10 Million of budgeted operating reserve funds for future year expenditures for the Convention Center and Stadium renewal/replacement account. On May 19, 2009 the BCC approved the reallocation of \$3 Million for a multi-agency tourism stimulus strategy to market Palm Beach County to fly and drive market travelers. A Public Hearing relating to an amendment to the Tourist Development Ordinance of Palm Beach County that authorizes these expenditures is being held on today’s BCC meeting. Countywide (MC)

Background and Justification:


The tourism stimulus strategy tactical investment will be expended in the following areas: A) Online (e-commerce) 41.48%, B) Broadcast (Radio/TV) 20.46%, C) Print/Collateral 29.20%, D) Group/Sports Booking Rebates 8.30% and E) Direct Sales - .56% for a total of \$3 Million. In addition, a total of \$10 Million has been restricted for renewal and replacement for the Convention Center and Stadium over the next ten years.

Attachments:

- 1. Budget Amendments and Transfers

Recommended by:  Date 5/28/09

Department Director

Approved By:  Date 5/28/09

Deputy County Administrator

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2009	2010	2011	2012	2013
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
	*See note below				
NET FISCAL IMPACT	=====	=====	=====	=====	=====

ADDITIONAL FTE
 POSITIONS (Cumulative) - 0- 0---- 0---- 0---- 0-----

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

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

Reporting Category _____

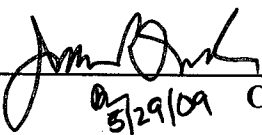
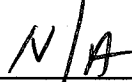
B. Recommended Sources of Funds/Summary of Fiscal Impact:
 First Cent of bed tax operating reserves.

C. Department Fiscal Review:

III. REVIEW COMMENTS

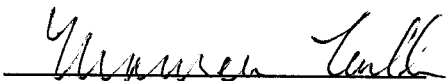
A. OFMB Fiscal and/or Contract Administration Comments:

*The net fiscal impact associated with this item is \$13,000,000. Three million was reported on an agenda item approved by the BCC on 5-19-09, and ten million on an item approved by the BCC on 3-17-09.

 5/29/09 OFMB 5/29/09 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.

09-1096

Advantage documents to be entered shortly.

BOARD OF COUNTY COMMISSIONERS
PALM BEACH COUNTY, FLORIDA
BUDGET TRANSFER

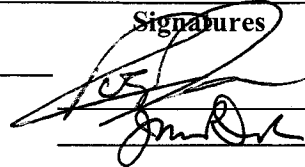
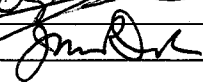
Page 1 of 1 pages

FUND 1458 - TDC-1st Cent Tourist Local Option Tax

Use this form to provide budget for items not anticipated in the budget.

ACCT.NUMBER	ACCOUNT NAME	ORIGINAL CURRENT		EXPENDED/		REMAINING	
		BUDGET	BUDGET INCREASE	ADJUSTED DECREASE	CUMBERED AS OF 5/21/09		BALANCE
<u>EXPENDITURES</u>							
710-7345-9902	Operating Reserves	12,067,066	15,090,913	3,000,000	12,090,913	0	12,090,913
820-7290-9086	Tr To TDC Tourism Fund 1454	0	0	2,296,700	2,296,700	0	2,296,700
820-7290-9087	Tr To TDC Cultural Arts Fund 1455	0	0	473,500	473,500	0	473,500
820-7290-9089	Tr To TDC Sports Commission Fund 1457	0	0	147,300	147,300	0	147,300
820-7290-9083	Tr To TDC Film Commission Fund 1451	0	0	82,500	82,500	0	82,500
Total Appropriations & Expenditures				<u>3,000,000</u>	<u>3,000,000</u>		

TOURIST DEVELOPMENT COUNCIL
INITIATING DEPARTMENT/DIVISION
Administration/Budget Department Approval
OFMB Department - Posted

Signatures _____ Date _____
 _____ 5/28/09
 _____ 5-29-09
 R 5/29/09

By Board of County Commissioners
At Meeting of
June 02, 2009
Deputy Clerk to the
Board of County Commissioners

09 - 1087

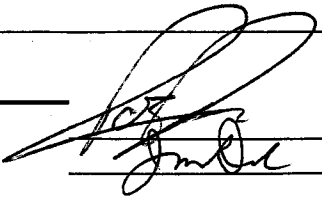
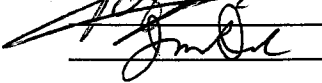
**BOARD OF COUNTY COMMISSIONERS
PALM BEACH COUNTY, FLORIDA
BUDGET AMENDMENT**

FUND 1454 TDC - Tourism

ACCT.NUMBER	ACCOUNT NAME	ORIGINAL BUDGET	CURRENT BUDGET	INCREASE	DECREASE	ADJUSTED BUDGET	EXPENDED/ ENCUMBERED AS OF 5/21/09	REMAINING BALANCE
REVENUES								
800-7200-8314	Tr Fr TDC 1st Cent Fund #1458	0	0	2,296,700	0	2,296,700		
Total Receipts and Balances		11,294,096	12,715,345	2,296,700	0	15,012,045		
EXPENDITURES								
710-7423-3401	Other Contr Services	0	0	2,000,000	0	2,000,000	0	2,000,000
710-7422-4805	Advertising - Tourist Development	0	0	296,700	0	296,700	0	296,700
Total Appropriations & Expenditures		11,294,096	12,715,345	2,296,700	0	15,012,045		

TOURIST DEVELOPMENT COUNCIL
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Signatures & Dates

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 At Meeting of:
 June 02, 2009
 Deputy Clerk to the
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09 - 1088

**BOARD OF COUNTY COMMISSIONERS
PALM BEACH COUNTY, FLORIDA
BUDGET AMENDMENT**

FUND 1455 TDC - CULTURAL ARTS

ACCT.NUMBER	ACCOUNT NAME	ORIGINAL BUDGET	CURRENT BUDGET	INCREASE	DECREASE	ADJUSTED BUDGET	EXPENDED/ ENCUMBERED AS OF 5/21/09	REMAINING BALANCE
<u>REVENUES</u>								
800-7200-8314	Tr Fr TDC 1st Cent Fund #1458	0	0	473,500	0	473,500		
Total Receipts and Balances		4,224,846	4,163,748	473,500	0	4,637,248		
<u>EXPENDITURES</u>								
710-7423-3401	Other Contr Services	0	0	94,700		94,700	0	94,700
710-7423-8201	Contrib - Non-Govts Agencies	0	0	378,800		378,800	0	378,800
Total Appropriations & Expenditures		4,224,846	4,163,748	473,500	0	4,637,248		

TOURIST DEVELOPMENT COUNCIL
INITIATING DEPARTMENT/DIVISION
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Signatures & Dates

[Signature] 5/28/09
[Signature] 5-29-09
 BA 5/29/09

By Board of County Commissioners
At Meeting of:
 June 02, 2009

Deputy Clerk to the
Board of County Commissioners

09 - 1089

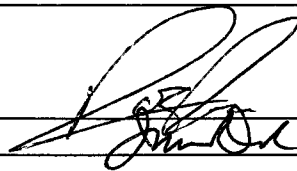

**BOARD OF COUNTY COMMISSIONERS
PALM BEACH COUNTY, FLORIDA
BUDGET AMENDMENT**

FUND 1451 TDC FILM COMMISSION

ACCT.NUMBER	ACCOUNT NAME	ORIGINAL BUDGET	CURRENT BUDGET	INCREASE	DECREASE	ADJUSTED BUDGET	EXPENDED/ ENCUMBERED AS OF 5/21/09	REMAINING BALANCE
<u>REVENUES</u>								
800-7240-8314	Tr Fr TDC 1st Cent Fund #1458	0	0	82,500	0	82,500		
Total Receipts and Balances		703,009	713,451	82,500	0	795,951		
<u>EXPENDITURES</u>								
710-7423-3401	Other Contr Services	0	0	82,500	0	82,500	0	82,500
Total Appropriations & Expenditures		703,009	713,451	82,500	0	795,951		

TOURIST DEVELOPMENT COUNCIL
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 5/28/09
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 for 5/29/09

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At Meeting of:
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09 - 1090



**BOARD OF COUNTY COMMISSIONERS
PALM BEACH COUNTY, FLORIDA
BUDGET AMENDMENT**

FUND 1457 TDC - SPORTS COMMISSION

ACCT.NUMBER	ACCOUNT NAME	ORIGINAL BUDGET	CURRENT BUDGET	INCREASE	DECREASE	ADJUSTED BUDGET	EXPENDED/ ENCUMBERED AS OF 5/21/09	REMAINING BALANCE
<u>REVENUES</u>								
800-7331-8314	Tr Fr TDC 1st Cent Fund #1458	0	0	147,300	0	147,300		
Total Receipts and Balances		1,668,720	1,836,774	147,300	0	1,984,074		
<u>EXPENDITURES</u>								
710-7423-3401	Other Contr Services	0	0	88,800	0	88,800	0	88,800
710-7423-8201	Contrib-Non-Govts Agencies	0	0	58,500	0	58,500	0	58,500
Total Appropriations & Expenditures		1,668,720	1,836,774	147,300	0	1,984,074		

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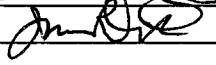
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PALM BEACH COUNTY, FLORIDA
BUDGET TRANSFER**

FUND 1458 - TDC-1st Cent Tourist Local Option Tax

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ACCT.NUMBER	ACCOUNT NAME	ORIGINAL CURRENT		EXPENDED/ ADJUSTED/CUMBERED		REMAINING BALANCE
		BUDGET	BUDGET INCREASE	DECREASE	BUDGET AS OF 5/21/09	
<u>EXPENDITURES</u>						
710-7345-9902	Operating Reserves	12,067,066	12,090,913	10,000,000	2,090,913	2,090,913
820-7290-9373	Tr To TDC Bldg Renew & Replace Fund 3807	0	0	10,000,000	0	10,000,000
	Total Appropriations & Expenditures			<u>10,000,000</u>	<u>10,000,000</u>	

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Signatures	Date
	5-29-09
	5-29-09

By Board of County Commissioners
 At Meeting of
 June 02, 2009
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09 -

1092

BOARD OF COUNTY COMMISSIONERS
PALM BEACH COUNTY, FLORIDA
BUDGET AMENDMENT

FUND 3807 - TDC - Bldg Renewal & Replacement

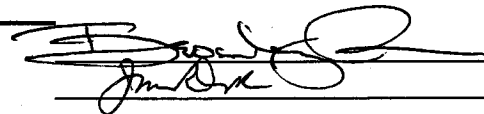
ACCT.NUMBER	ACCOUNT NAME	ORIGINAL BUDGET	CURRENT BUDGET	INCREASE	DECREASE	ADJUSTED BUDGET	EXPENDED/ ENCUMBERED AS OF 5/21/09	REMAINING BALANCE
REVENUES								
800-9100-8314	Tr Fr TDC 1st Cent Fund #1458	0	0	10,000,000	0	10,000,000		
Total Receipts and Balances		0	0	10,000,000	0	10,000,000		
EXPENDITURES								
411-9900-9902	Operating Reserves	0	0	10,000,000	0	10,000,000	0	10,000,000
Total Appropriations & Expenditures		0	0	10,000,000	0	10,000,000		

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 5-29-09

June 02, 2009

Deputy Clerk to the
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