



**II. FISCAL IMPACT ANALYSIS**

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

Fiscal Years	2011	2012	2013	2014	2015
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	\$ 800,000	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	-----	-----	-----	-----	-----
In-Kind Match (County)	-----	-----	-----	-----	-----
	\$ 800,000				
<b>NET FISCAL IMPACT</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>
<b># ADDITIONAL FTE POSITIONS (Cumulative)</b>	<b>- 1-</b>	<b>0----</b>	<b>0----</b>	<b>0----</b>	<b>0-----</b>

Is Item Included In Proposed Budget?      Yes                       No.

Budget Account No.: Fund      Dept      Unit      Object     

Reporting Category                     

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

The Cultural Council receives 22.51% 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:**

*Ernest Ben Payne*

**III. REVIEW COMMENTS**

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

*N. Diaz 2/22/11*                      *Dr. J. J. J. 2/24/11*  
 ACJ 2/18/2011      SN 2/24/11      OFMB 2/15/11      Contract Dev. ad Control

**B. Approved as to form and Legal Sufficiency:**

*Wendy Cullen*  
 Assistant County Attorney

The originating Agreement with CVB was R2007-1623. The effective date of this Amendment is retroactive.

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

\_\_\_\_\_  
 Department Director

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

AMENDMENT TO  
AMENDED AND RESTATED AGREEMENT

This Amendment is made and entered into this 14th day of February, 2011 to the Amended and Restated Agreement dated September 25, 2007 (R2007-1623), as most recently amended on September 14, 2010, (hereinafter collectively referred to as "Agreement"), by and between Palm Beach County, a political subdivision of the State of Florida, acting by and through its Board of County Commissioners (hereinafter referred to as "County"), and Discover Palm Beach County, Inc. d.b.a the Palm Beach County Convention & Visitors Bureau (hereinafter referred to as "CVB").

WHEREAS, the County and the CVB entered into a five year Agreement whereby the CVB develops and implements an annual marketing plan for the promotion of Palm Beach County tourism; and

WHEREAS, on September 14, 2010, the parties amended the Agreement to provide for revisions for the fourth year of the five year term; and

WHEREAS, the CVB and Tourist Development Council boards have recommended and the County has agreed that there is a need to infuse additional monies into the marketing plan to promote Palm Beach County; and

WHEREAS, the County has identified a portion of that additional funding within CVB reserves to be allocated to and expended by the CVB in its efforts to promote, market and advertise Palm Beach County tourism under the Agreement; and

WHEREAS, the Agreement requires an amendment to provide for a revised CVB budget to reflect the receipt of the additional funding from the County; and

WHEREAS, the parties have agreed that this Amendment is in the best interest of the CVB and the County's tourism promotion program.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. Exhibit A of the Agreement (the annual budget) is hereby deleted in its entirety and replaced with a new Exhibit A, '10 -'11 Revised Budget, attached hereto and made a part hereof.
2. All other terms and conditions of the "Agreement" shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment on the day and year first written above.

ATTEST:

SHARON R. BOCK  
CLERK & COMPTROLLER

PALM BEACH COUNTY FLORIDA BY ITS  
BOARD OF COUNTY COMMISSIONERS

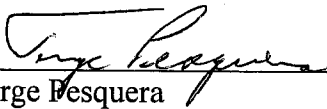
By: \_\_\_\_\_  
Deputy Clerk

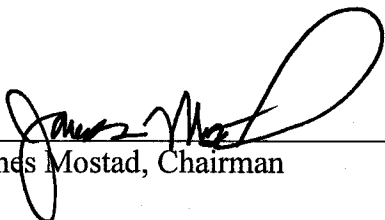
By: \_\_\_\_\_  
Commissioner Karen T. Marcus, Chair

(SEAL)

ATTEST:

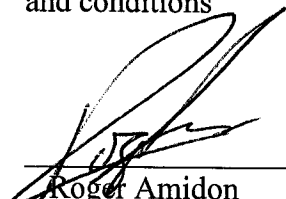
DISCOVER PALM BEACH COUNTY, INC.


By:  \_\_\_\_\_  
Jorge Besquera  
President/CEO

By:  \_\_\_\_\_  
James Mostad, Chairman

Approved as to terms  
and conditions

Approved as to form  
and legal sufficiency

 2/14/11  
\_\_\_\_\_  
Roger Amidon  
TDC Executive Director

 \_\_\_\_\_  
Maureen Cullen  
County Attorney

**Exhibit "A"**  
**Annual Budget**

	Actual FY 2008	Actual FY 2009	Budgeted FY 2010	Forecasted FY 2010	Budgeted FY 2011	Amended FY 2011	Budget VS Amended FY 11
<b>Personnel Expense</b>							
Wages & Salaries	2,554,230.39	2,451,928.92	2,385,170.33	2,385,170.33	2,437,500.32	2,522,500.32	85,000.00
Payroll Taxes	237,475.86	192,805.27	195,596.83	195,596.83	199,936.77	206,866.27	6,929.50
Employee Benefits	599,774.31	530,123.61	568,689.43	568,689.43	664,755.72	682,001.50	17,245.78
<b>Total Personnel Expenses</b>	<b>3,391,480.56</b>	<b>3,174,857.80</b>	<b>3,149,456.59</b>	<b>3,149,456.59</b>	<b>3,302,192.81</b>	<b>3,411,368.09</b>	<b>109,175.28</b>
<b>Marketing &amp; Promotion Expense</b>							
Travel & Entertainment	118,260.68	118,340.31	121,725.50	121,725.50	118,505.50	118,505.50	-
Trade Show Participation	239,199.34	214,619.98	144,972.00	144,972.00	144,067.00	144,067.00	-
Destination Reviews	66,130.82	110,008.24	69,050.00	69,050.00	57,800.00	57,800.00	-
Sales Missions / Media Missions	69,032.88	101,945.41	115,850.00	115,850.00	126,390.00	126,390.00	-
Event Hosting within PBC	40,919.25	32,052.40	70,050.00	70,050.00	73,800.00	73,800.00	-
Advertising, Traditional / Online Media	1,966,343.56	1,419,854.02	1,429,136.59	1,379,136.59	1,378,681.88	2,067,710.15	689,028.27
Contracted Marketing Services	606,142.00	591,383.68	249,000.00	189,000.00	270,000.00	270,000.00	-
Tourism Sponsorships / Grants	98,905.43	147,340.87	110,000.00	110,000.00	90,000.00	90,000.00	-
Advertising, Website (CVB)	110,504.32	160,121.60	65,814.00	65,814.00	75,000.00	75,000.00	-
Advertising, Printed marketing Collateral	139,298.23	196,043.80	94,842.43	94,842.43	142,500.00	142,500.00	-
Promotional Items	35,049.90	18,869.52	20,900.00	20,900.00	17,500.00	17,500.00	-
Merchandise Sold	-	-	-	-	-	-	-
Ticket Sales	-	-	-	-	-	-	-
Research	91,142.97	106,735.00	178,076.04	178,076.04	90,000.00	90,000.00	-
Fulfillment	27,768.98	59,554.08	64,999.84	64,999.84	65,000.00	65,000.00	-
Donated Products & Services	-	-	-	-	-	-	-
Other Promotional Activities	3,928.69	3,736.61	-	-	-	-	-
<b>Total Marketing &amp; Promotion Expense</b>	<b>3,612,627.05</b>	<b>3,280,605.52</b>	<b>2,734,416.40</b>	<b>2,624,416.40</b>	<b>2,649,244.38</b>	<b>3,338,272.65</b>	<b>689,028.27</b>
<b>Administrative &amp; General Operations</b>							
Dues & Subscriptions	44,480.21	65,857.07	52,515.00	52,515.00	47,344.00	47,344.00	-
Bad Debt	-	-	-	-	-	-	-
Data Processing / Computer	51,581.86	56,690.42	68,560.00	68,560.00	68,560.00	68,560.00	-
Office Equipment & Fixtures, Computer Hardware	77,124.88	25,309.54	91,500.00	91,500.00	91,500.00	91,500.00	-
Amortization	-	-	-	-	-	-	-
Professional Seminars & Conferences	10,021.63	11,353.58	45,979.81	45,979.81	53,479.81	53,479.81	-
Equipment (non-computer) Rental & Lease Contracts	-	-	-	-	-	-	-
Insurance	35,068.84	39,550.82	50,410.89	50,410.89	52,244.49	53,278.94	1,034.45
Interest	-	-	-	-	-	-	-
Professional Services	186,631.13	99,455.15	136,000.00	136,000.00	175,000.00	175,762.00	762.00
Office Supplies	23,069.15	14,676.92	22,258.44	22,258.44	22,812.23	22,812.23	-
Non-Collateral Printing / Photocopying	37,515.18	30,187.47	39,889.08	39,889.08	40,289.08	40,289.08	-
Rent / Utilities	2,874.30	4,657.00	2,160.00	2,160.00	2,160.00	2,160.00	-
Telecommunications	82,695.97	69,663.41	61,129.43	61,129.43	55,289.43	55,289.43	-
Postage	62,763.89	41,862.51	79,189.12	79,189.12	78,910.12	78,910.12	-
Maintenance Contracts	-	-	-	-	-	-	-
Repair & Improvements	934.51	629.89	-	-	-	-	-
Bank Fees	13,612.44	7,795.25	8,140.23	8,140.23	8,140.23	8,140.23	-
Donated Products & Services - Non-marketing	-	-	-	-	-	-	-
Miscellaneous	646.80	2,633.71	-	-	18,150.42	18,150.42	-
<b>Total Administrative &amp; General Operations</b>	<b>629,020.79</b>	<b>470,322.74</b>	<b>657,732.00</b>	<b>657,732.00</b>	<b>713,879.81</b>	<b>715,676.26</b>	<b>1,796.45</b>
<b>Total CVB Other Contractual Services</b>	<b>7,633,128.40</b>	<b>6,925,786.06</b>	<b>6,541,604.99</b>	<b>6,431,604.99</b>	<b>6,665,317.00</b>	<b>7,465,317.00</b>	<b>800,000.00</b>
<b>Stimulus Funding</b>							
Stimulus Eco-Tourism (50K transfer to FTV)	-	-	296,700.00	246,700.00	-	-	-
Stimulus Marketing/Advertising CVB contract	-	227,862.00	1,873,587.00	1,873,587.00	-	-	-
<b>Total Stimulus</b>	<b>-</b>	<b>227,862.00</b>	<b>2,170,287.00</b>	<b>2,120,287.00</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>County Direct</b>							
Rent	449,086.00	467,103.84	494,000.00	494,000.00	513,000.00	513,000.00	-
Telecommunication	34,616.00	31,580.22	50,000.00	50,000.00	50,000.00	50,000.00	-
Coop Advertising	29,779.50	21,000.00	50,000.00	50,000.00	50,000.00	50,000.00	-
<b>Total County Direct</b>	<b>513,481.50</b>	<b>519,684.06</b>	<b>594,000.00</b>	<b>594,000.00</b>	<b>613,000.00</b>	<b>613,000.00</b>	<b>-</b>
<b>Transfer Out</b>	<b>653,800.00</b>	<b>-</b>	<b>50,000.00</b>	<b>50,000.00</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>CVB Reserves</b>	<b>4,079,811.00</b>	<b>5,322,204.00</b>	<b>481,582.00</b>	<b>2,642,659.00</b>	<b>1,546,597.00</b>	<b>746,597.00</b>	<b>(800,000.00)</b>
<b>Total Expense</b>	<b>12,880,220.90</b>	<b>12,995,536.12</b>	<b>9,837,473.99</b>	<b>11,838,550.99</b>	<b>8,824,914.00</b>	<b>8,824,914.00</b>	<b>-</b>

2011 - 0375

BOARD OF COUNTY COMMISSIONERS  
PALM BEACH COUNTY, FLORIDA

BGEX 021111\*917

BUDGET TRANSFER  
FUND 1454 TDC Convention & Visitors Bureau

ACCOUNT NAME AND NUMBER	ORIGINAL BUDGET	CURRENT BUDGET	INCREASE	DECREASE	ADJUSTED BUDGET	EXPENDED/ ENCUMBERED AS OF 02/10/11	REMAINING BALANCE
<u>EXPENDITURES</u>							
710-7420-3401 Other Contractual Services	6,665,317	6,665,317	800,000	0	7,465,317	6,665,317	800,000
710-7395-9902 Reserve- Operating	1,546,597	1,546,597	0	800,000	746,597	0	746,597
<b>TOTALS</b>			800,000	800,000			

Tourist Development  
 \_\_\_\_\_  
 INITIATING DEPARTMENT/DIVISION  
 Administration/Budget Department Approval  
 OFMB Department - Posted

Signatures & Dates  
 \_\_\_\_\_ 2/17/11  
 \_\_\_\_\_ 2/22/11  
 \_\_\_\_\_  
 \_\_\_\_\_  
 ACS 2/18/2011 SN 2/22/11

BY BOARD OF COUNTY COMMISSIONERS  
 \_\_\_\_\_  
 AT MEETING OF  
 3/1/2011  
 \_\_\_\_\_  
 Deputy Clerk to the  
 Board of County Commissioners