



**II. FISCAL IMPACT ANALYSIS**

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

Fiscal Years	2012	2013	2014	2015	2016
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	\$150,000	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
<b>NET FISCAL IMPACT</b>	=====	\$150,000	=====	=====	=====
<b># ADDITIONAL FTE POSITIONS (Cumulative</b>	_____	_____	_____	_____	_____

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

Budget Account No.: Fund 1452 Agency 710 Org. 7310 Object 3401  
Reporting Category \_\_\_\_\_

**B. Recommended Sources of Funds/Summary of Fiscal Impact:**  
The Special Projects funds (Category E) 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:** [Signature]

**III. REVIEW COMMENTS**

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

<p>WS 5-7-12</p> <p><u>[Signature]</u> OFMB 5/7/12</p>	<p>5/8/2012</p> <p><u>[Signature]</u> 5/11/12</p>	<p><u>[Signature]</u> 5/10/12</p> <p>Contract Dev. and Control 5-10-12 [Signature]</p>
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**B. Legal Sufficiency:**  
[Signature] 5/10/12  
Assistant County Attorney

**C. Other Department Review:**  
\_\_\_\_\_  
Department Director

**TOURIST DEVELOPMENT COUNCIL OF PALM BEACH COUNTY**

TEL: (561) 233-3130 FAX: (561) 233-3113

1555 PALM BEACH LAKES BLVD., SUITE 900, WEST PALM BEACH, FLORIDA 33401

April 9, 2012

Dr. Kevin Ross  
President  
Lynn University  
3601 North Military Trail  
Boca Raton, Fl 33431-5598

Dear Dr. Ross,

This letter of understanding outlines the agreement between the Palm Beach County Tourist Development Council and Lynn University for the 2012 Presidential Debate at Lynn University on October 22, 2012.

The Tourist Development Council, in consideration of national and international promotional participation in the 2012 Presidential Debate, agrees to pay Lynn University \$150,000 in a reimbursable amount for site fees, labor, marketing and promotion (outside of Palm Beach County), TV production costs and security. The term of this agreement is from November 10, 2011 – December 22, 2012. A final itemized invoice which must include all individual paid invoices with proof of payment should be submitted no later than 60 days from December 22, 2012 or by February 22, 2013. This will be paid from fund 1452-710-7310-3401.

In return for such payment, Palm Beach County, Florida will:

- Receive a copy of an Economic Study upon completion.
- Obtain strong national publicity for Palm Beach County with Boca Raton being the host city for the site of the debate.
- Inclusion of the County logo on all applicable printed material.
- Potential of 3,000 room nights from event attendees.
- Ensure graphic display with Welcome to Palm Beach County & Lynn University in Boca Raton Message/logo is maximized throughout event production.
- Ensure that the County's PR Director or designee staff person(s) holds a position on the Host Media Committee.
- Arrange that TDC/CVB/PBC, at its option, may designate staff persons to serve on the Lynn University Presidential Debate Planning Committee.
- Encourage and facilitate access for CVB to place official Press Kits for visiting media and other dignitaries and opinion influencers to include:
  1. Image gallery, to include destination images and b-roll
  2. Quotes/statements from CVB/TDC designated as spokespersons on key issues – from a tourism and business industry perspective (i.e. job growth, economy, consumer confidence, etc.)

  
**Palm Beach County, Florida**  
**THE BEST OF EVERYTHING**

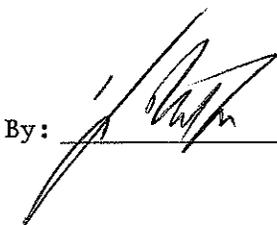
3. A "The Palm Beaches & Boca Raton: Behind the Scenes and in the Community" piece for attending media that addresses tourism's role in the community if permissible.
  4. Maps and Promo Materials such as the Delta Sky insert, Culture Magazine.
- Include TDC/CVB/County Public Affairs in Media Event (such as Breakfast and/or Press Conference).
  - Ensure appropriate TDC/County/CVB Key Staff representation at VIP events.
  - Indemnification:  
Lynn University shall indemnify and hold free and harmless and defend COUNTY, its agents, employees and elected officers harmless from and against all claims, liability, expense, loss, cost, damages or causes of action of every kind or character, including attorney's fees and costs, whether at trial or appellate levels or otherwise, arising as a result of their performance of the terms of this Agreement to the extent of their negligence.

We look forward to working with you on the 2012 Presidential Debate.

Roger Amidon  
Executive Director  
Palm Beach County Tourist Development Council

Dr. Kevin Ross  
President  
Lynn University

 \_\_\_\_\_ Date 4/19/12

By:  \_\_\_\_\_ Date 4/16/12

Approved as to terms and conditions

IN WITNESS WHEREOF, the parties have duly executed this Agreement on the date first above written.

ATTEST:  
SHARON R. BOCK  
CLERK & COMPTROLLER

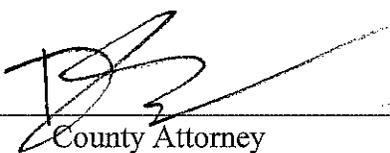
PALM BEACH COUNTY, FLORIDA, BY ITS  
BOARD OF COUNTY COMMISSIONERS

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

By: \_\_\_\_\_  
Shelley Vana, Chair

(SEAL)

APPROVED AS TO FORM AND  
LEGAL SUFFICIENCY

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

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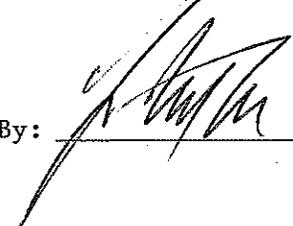
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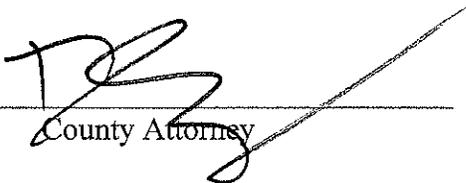
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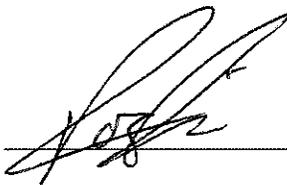
  
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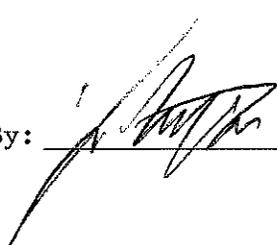
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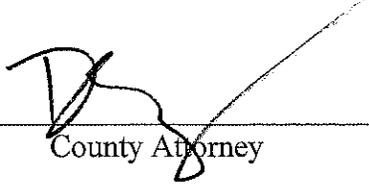
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