Agenda Item #: 300-1

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: Department	06/19/2012	[X] []	Consent Ordinance	0 []	Regular Public Hearing
Submitted By:	TOURIST DE	VELO	PMENT COUNC	IL	
Submitted For:	DISCOVER	PALM	BEACH COUN	<u>ГҮ, INC.</u>	

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: A) First Amendment to the Amended and Restated Agreement (R2011-1433) with Discover Palm Beach County, Inc. d/b/a Palm Beach County Convention & Visitors Bureau ("Discover PBC") for the provision of services under Palm Beach County's (PBC) Tourist Development Plan during the period of October 1, 2011 through September 30, 2012; amending Exhibit A - FY 2012 budget in the amount of \$1,200,000.

Summary: This amendment to the Amended and Restated Agreement amends Exhibit A – the FY 2012 budget in the amount of \$1,200,000 for marketing and advertising. (TDC) Countywide (DW)

Background and Justification: Due to the increase in bed tax collections in FY 2011, Discover requested additional funds to assist with their marketing and advertising efforts. The TDC Finance Committee and TDC Board approved the use of reserves on March 8, 2012 to increase the marketing and advertising efforts.

Attachments: First Amendment to the Amended and Restated Agreement, and Exhibit A.

	\square		
Recommended b	y: Department Dire	6/7/12 Date	
Approved By:	The Department Dir	G Date	
Approved by.	Deputy County Admini		

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of I	siscal impac	:1:			
Fiscal Years	2012	2013	2014	2015	2016
Capital Expenditures			n 		
Operating Costs	1,200,000				
External Revenues	<u></u>				
Program Income (County)					
In-Kind Match (County)	1,200,000			bas son per one me-	اللا فخاليا ما الا الا الم
NET FISCAL IMPACT		<u></u>			
# ADDITIONAL FTE POSITIONS (Cumulative) - 0-	0	0	0	0
Is Item Included In Propos	ed Budget?	Yes	<u>X</u>	No.	

1• 1 1°

Budget Account No.: Fund _1454 ___ Dept 710 __ U nit _7420 ___ Reporting Category _____ Object <u>3401</u>

- **B.** Recommended Sources of Funds/Summary of Fiscal Impact: Discover receives 52.47% of the 2nd, 3rd, and 5th cent of the local option bed tax.
- C. Department Fiscal Review:

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III. <u>REVIEW COMMENTS</u>

A. OFMB Fiscal and/or Contract Administration Comments:

13/12 Contract Dev. and Control **OFMB** کے /م 2 12

WS 6/7/12

B. Approved as to form and Legal Sufficiency:

Assistant County Atto

C. Approved as to Terms and Conditions:

Department Director

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

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FIRST AMENDMENT TO AMENDED AND RESTATED AGREEMENT

THIS FIRST AMENDMENT to the AMENDED AND RESTATED AGREEMENT (R2011-1433) is made as of this ______ day of ______, 2012, by and between Palm Beach County, a Political Subdivision of the State of Florida, by and through its Board of Commissioners, (hereinafter referred to as "COUNTY"), and DISCOVER PALM BEACH COUNTY, INC., d/b/a PALM BEACH COUNTY CONVENTION & VISITORS BUREAU ("CVB"), a Florida not-for-profit corporation authorized to do business in the State of Florida, hereinafter referred to as "DISCOVER PBC", whose Federal I.D. is 59-232-1112.

WITNESSETH:

WHEREAS, the COUNTY and DISCOVER PBC entered into that certain Amended and Restated Agreement dated September 13, 2011; and

WHEREAS, the parties desire to amend the Fiscal Year 2012 Budget to the Amended and Restated Agreement as set forth in this First Amendment.

NOW THEREFORE, in consideration of the mutual promises contained herein, the COUNTY and DISCOVER PBC agree as follows:

- 1. Exhibit A, the Fiscal Year 2012 budget is hereby amended and attached hereto.
- 2. All other provisions of said Amended and Restated Agreement are hereby confirmed and, except as provided herein, are not otherwise altered or amended and shall remain in full force and effect.

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IN WITNESS WHEREOF, the parties hereto have executed this First Amendment on behalf of the COUNTY and DISCOVER CVB has hereunto set its hand the day and year above written.

ATTEST: Sharon R. Bock, **Clerk & Comptroller**

(SEAL)

(SEAL)

Deputy Clerk

By: _

By:

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

By:

By:

Shelley Vana, Chair **County Commissioner**

ATTEST:

DISCOVER PALM BEACH COUNTY, INC.

By:

Jorge Pesquera, President & CEO

APPROVED AS TO FORM AND LEGAL SUFFICIENC

> John Fenn Foster **Bureau Attorney**

APPROVED AS TO TERMS AND CONDITIONS

By: Roger Amidon **Executive Director Tourist Development Council**

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

By: 🕭. Wynn Dawp Assistant County Attorney

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		xhibit A Y 2012				
	Actual FY 2009	Actual FY 2010	Forecast FY 2011	Budget FY 2012	Amended FY 2012	Budget VS Amended FY 12
Personnel Expense				() 1011		Amended FT 12
Wages & Salaries	2,451,928.92	2,048,967.65	2,522,500.32	2,710,623.34	2,774,623.82	64,000.48
Payroll Taxes	192,805.27	154,528.36	206,866.27	216,903.59	222,226.62	5,323.03
Employee Benefits	530,123.61	533,785.96	682,001.50	750,010.65	682,506.63	(67,504.02)
Total Personnel Expenses	3,174,857.80	2,737,281.97	3,411,368.09	3,677,537.58	3,679,357.07	1,819.49
Marketing & Promotion Expense						
Travel & Entertainment	118,340.31	99,837.39	103,861.04	134,961.24	179,436.24	44,475.00
Trade Show Participation	214,619.98	160,466.77	125,280.00	154,825.00	231,477.03	76,652.03
Destination Reviews	110,008.24	126,349.42	58,100.00	70,800.00	78,300.00	7,500.00
Sales Missions / Media Missions	101,945.41	98,513.60	149,000.00	207,990.00	215,719.80	7,729.80
Event Hosting within PBC	32,052.40	98,376.93	79,377.00	99,987.00	162,993.83	63,006.83
Advertising, Traditional / Online Media	1,419,854.02	1,251,459.42	2,069,568.22	2,649,033.21	3,420,761.08	771,727.87
Contrated Marketing Services	591,383.68	245,476.30	337,125.00	430,125.00	486,727.73	56,602.73
Tourism Sponsorships / Grants	147,340.87	94,576.15	90,000.00	125,000.00	165,000.00	40,000.00
Advertising, Website (CVB)	160,121.60	64,489.46	75,000.00	80,212.00	148,426.00	68,214.00
Advertising, Printed marketing Collateral	196,043.80	107,473.63	100,000.00	100,000.00	176,843.47	76,843.47
Promotional Items	18,869.52	45,202.11	21,500.00	26,500.00	26,000.00	(500.00)
Merchandise Sold				-		(555.55)
Ticket Sales		_	-	-		_
Research	- 106 725 00	130,275.05	- 90,000.00	98,380.00	- 93,830.00	- /4 EEO 001
	106,735.00			•		(4,550.00)
Fulfilment	59,554.08	62,686.25	64,999.92	64,999.92	70,413.49	5,413.57
Donated Products & Services Other Promotional Activities	- 3,736.61	-	-	-	-	-
Total Marketing & Promotion Expense	3,280,605.52	2,585,182.48	3,363,811.18	4,242,813.37	5,455,928.67	1,213,115.30
Administrative & General Operations						
Dues & Subscriptions	65,857.07	72,008.70	47,307.00	48,577.00	48,577.00	-
Bad Debt	· -	-	· -	-	-	-
Data Processing / Computer	56,690.42	23,186.42	68,560.00	69,560.00	69,560.00	-
Office Equipment & Fixtures, Computer Hardware	25,309.54	8,874.16	91,500.00	91,500.00	91,500.00	-
Amortization	-	0,07 1120	52,500100	52,000,000		
Professional Seminars & Conferences	11,353.58	17,766.09	43,590.74	45,479.81	50,029.81	4 550 00
	11,999,90		43,590.74	42,479.01	50,025.81	4,550.00
Equipment (non-computer) Rental & Lease Contracts	-		-	-	-	-
Insurance	39,550.82	38,542.52	43,953.29	57,629.91	32,172.33	(25,457.58)
Interest	-	634.27	-	-	-	-
Professional Services	99,455.15	125,409.41	171,518.00	135,518.00	137,990.00	2,472.00
Office Supplies	14,676.92	27,002.81	20,688.44	20,688.44	20,688.44	-
Non- Colateral Printing / Photocopying	30,187.47	28,557.34	39,389.08	39,389.08	39,389.08	-
Rent / Utilities	4,657.00	1,519.21	2,160.00	3,600.00	3,600.00	-
Telecommunications	69,663.41	50,734.10	56,189.43	121,829.43	125,330.21	3,500.78
Postage	41,862.51	24,780.66	78,910.12	78,910.12	78,910.12	-
Maintenance Contracts	-	-	-	-	-	-
Repair & Improvements	629.89	930.00	-	-	-	-
Bank Fees	7,795.25	11,066.81	8,221.21	8,350.27	8,350.27	0.00
Donated Products & Services - Non-marketing	-	· _	-	· -		-
Miscellaneous	2,633.71	5,012.05	5,851.42	_	<u> </u>	
Total Administrative & General Operations	470,322.74	436,024.55	677,838.73	721,032.05	706,097.26	(14,934.79)
Total CVB Other Contractual Services	6,925,786.06	5,758,489.00	7,453,018.00	8,641,383.00	9,841,383.00	1,200,000.00
Stimulus Funding						
Stimulus Eco-Tourism (50K transfer to FTV)	-	246,700.00	-	-	· •	-
Stimulus Marketing/Advertising CVB contract	227,862.00	1,523,703.00	-	-	-	-
Total Stimulus	227,862.00	1,770,403.00			-	-
County Direct						
IG Fee	-	-	12,299.00	13,656.00	13,656.00	-
Moving Expenses	-	-	-	-	-	-
Rent	467,103.84	485,739.00	513,000.00	300,000.00	300,000.00	-
Felecommunication	31,580.22	27,079.00	50,000.00	12,500.00	12,500.00	-
Coop Advertising	21,000.00	15,000.00	50,000.00	75,000.00	75,000.00	-
Fotal County Direct	519,684.06	527,818.00	625,299.00	401,156.00	401,156.00	-
	-	50,000.00	-	-		
Transfer - Out Total Expense	- 7,673,332.12	50,000.00 8,106,710.00	- 8,078,317.00	- 9,042,539.00	10,242,539.00	1,200,000.00
Transfer - Out	- 7,673,332.12 5,322,204.00		- 8,078,317.00 2,938,459.00	- 9,042,539.00 1,539,625.00	10,242,539.00 339,625.00	1,200,000.00 (1,200,000.00)

Discover Exhibit A

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ATTEST: Sharon R. Bock, Clerk & Comptroller

(SEAL)

Secret

(SEAL)

ATTEST:

TR

By:

Deputy Clerk

By: _

PALM BEACH COUNTY, FLORIDA BY ITS BOARD OF COUNTY COMMISSIONERS

By: _

By:

Shelley Vana, Chair County Commissioner

DISCOVER PALM BEACH COUNTY, INC.

By:

Jorge Pesquerá, President & CEO

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

> John Fenn Poster Bukeau Attorney

APPROVED AS TO TERMS AND CONDITIONS

By: Roger Amidon Executive Director Tourist Development Council

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

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By: Dawn S. Wynn

Assistant County Attorney

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Promotional Items	18,869.52	45,202.11	21,500.00	26,500.00	26,000.00	(500.00)
Merchandise Sold						(565.56)
Ticket Sales	-	-	-	-	-	-
Research	106,735.00	130,275.05	90,000.00	98,380.00	93,830.00	- (4,550.00)
Fulfillment	59,554.08	62,686.25	54,999.92	64,999.92	70,413.49	(4,550.00) 5,413.57
Donated Products & Services		02,000.25	04,555.52	07,222.22	70,413.49	5,413.57
Other Promotional Activities	3,736.61				-	
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Dues & Subscriptions	65,857.07	72,008.70	47,307.00	48,577.00	48,577.00	-
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Amortization			,	-	1,000,000	_
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ounty Direct			10 000 00	13 656 00	13 555 00	
G Fee Invited Expansion	-	-	12,299.00	13,656.00	13,656.00	-
loving Expenses	-	405 700 00	-	300.000.00	300.000.00	-
ent	467,103.84	485,739.00	513,000.00	300,000.00	300,000.00	-
elecommunication	31,580.22	27,079.00	50,000.00	12,500.00	12,500.00	-
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ransfer - Out	-	50,000.00	-	-		
otal Expense	7,673,332.12	8,106,710.00	8,078,317.00	9,042,539.00	10,242,539.00	1,200,000.00
VB - Reserves	5,322,204.00	4,129,984.00	2,938,459.00	1,539,625.00	339,625.00	(1,200,000.00)

Discover Exhibit A

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(SEAL)

ecro

(SEAL

ATTEST:

By:

Deputy Clerk

By: _

PALM BEACH COUNTY, FLORIDA BY ITS BOARD OF COUNTY COMMISSIONERS

By: _

By:

Shelley Vana, Chair County Commissioner

DISCOVER PALM BEACH COUNTY, INC.

l. By:

Jorge Pesquera, President & CEO

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

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Merchandise Sold	-	-	-	-		-
Ticket Sales Research	106,735.00	130,275.05	90,000.00	98,380.00	93,830.00	(4,550.00)
Fulfilment	59,554.08	62,686.25	64,999.92	64,999.92	70,413.49	5,413.57
Donated Products & Services	-	-	-	-	~	-
Other Promotional Activities	3,736.61		-			-
Total Marketing & Promotion Expense	3,280,605.52	2,585,182.48	3,363,811.18	4,242,813.37	5,455,928.67	1,213,115.30
Administrative & General Operations						
Dues & Subscriptions	65,857.07	72,008.70	47,307.00	48,577.00	48,577.00	-
Bad Debt	-	-	-	-	-	-
Data Processing / Computer	56,690.42	23,186.42	68,560.00	69,560.00	69,560.00	-
Office Equipment & Fixtures, Computer Hardware	25,309.54	8,874.16	91,500.00	91,500.00	91,500.00	-
Amortization	11,353.58	17,766.09	43,590.74	45,479.81	50,029.81	4,550.00
Professional Seminars & Conferences Equipment (non-computer) Rental & Lease Contracts					-	-
Insurance	39,550.82	38,542.52	43,953.29	57,629.91	32,172.33	(25,457.58)
Interest	-	634.27	-	-	-	-
Professional Services	99,455.15	125,409.41	171,518.00	135,518.00	137,990.00	2,472.00
Office Supplies	14,676.92	27,002.81	20,688.44	20,688.44	20,688.44	-
Non- Colateral Printing / Photocopying	30,187.47	28,557.34	39,389.08	39,389.08	39,389.08	-
Rent / Utilities	4,657.00	1,519.21	2,160.00	3,600.00 121,829.43	3,600.00 125,330.21	3,500.78
Telecommunications	69,663.41 41,862.51	50,734.10 24,780.66	56,189.43 78,910.12	78,910.12	78,910.12	3,300.78
Postage Maintenance Contracts	41,002.51	24,700.00				-
Repair & Improvements	629.89	930.00	-	-	-	-
Bank Fees	7,795.25	11,066.81	8,221.21	8,350.27	8,350.27	0.00
Donated Products & Services - Non-marketing	-	*	-	-	-	-
Miscellaneous	2,633.71	5,012.05	5,851.42	-		-
Total Administrative & General Operations	470,322.74	436,024.55	677,838.73	721,032.05	706,097.26	(14,934.79)
Total CVB Other Contractual Services	6,925,786.06	5,758,489.00	7,453,018.00	8,641,383.00	9,841,383.00	1,200,000.00
Stimulus Funding						
Stimulus Eco-Tourism (50K transfer to FTV)	-	246,700.00	-	~	-	-
Stimulus Marketing/Advertising CVB contract Total Stimulus	227,862.00	1,523,703.00 1,770,403.00	-			-
County Direct						
IG Fee	-	-	12,299.00	13,656.00	13,656.00	-
Moving Expenses	-	-	-	-	-	-
Rent	467,103.84	485,739.00	513,000.00	300,000.00	300,000.00	-
Telecommunication	31,580.22	27,079.00	50,000.00	12,500.00	12,500.00	-
Coop Advertising	21,000.00	15,000.00	50,000.00	75,000.00	75,000.00	-
Total County Direct	519,684.06	527,818.00	625,299.00	401,156.00	401,156.00	
Transfer - Out	-	50,000.00	-	-		
Total Expense	7,673,332.12	8,106,710.00	8,078,317.00	9,042,539.00	10,242,539.00	1,200,000.00
CVB - Reserves	5,322,204.00	4,129,984.00	2,938,459.00	1,539,625.00	339,625.00	(1,200,000.00)
Overall Expense Budget	12,995,536.12	12,236,694.00	11,016,776.00	10,582,164.00	10,582,164.00	(0.00)

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ACORD [®] CERTIFICATE O	F LIA	BILITY IN	SURA	NCE		(MM/DD/YYYY) 28/2011
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORM CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVEL	Y AMEND	, EXTEND OR ALT	ER THE CO	OVERAGE AFFORDED	BY THE	E POLICIES
BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE I	CONSTITU	ITE A CONTRACT	BETWEEN	THE ISSUING INSURER	R(S), AU	THORIZED
IMPORTANT: If the certificate holder is an ADDITIONAL IN the terms and conditions of the policy, certain policies may r	SURED, th	e policy(ies) must b endorsement. A stat	e endorsed. tement on th	If SUBROGATION IS W	VAIVED, confer r	, subject to ights to the
certificate holder in lieu of such endorsement(s).	-	CONTACT Carolyn				
nsurance office of America		PHONE (A/C, No, Ext): (561) 7		FAX (A/C No)	(561)	776-0670
bacoa Town Center 200 University Blvd, Suite 200		E-MAIL ADDRESS: Carolyn.	Fowler@io			
upiter, FL 33458				NDING COVERAGE		NAIC #
				Insurance Company		10190
NSURED Discover Palm Beach County, Inc. dba Palm Beach	County	INSURER B : Auto-OV				61190
Convention & Visitors Bureau	,	INSURER c : Technol		e Ins. Co.(PEA/EUS)		42376
1555 Palm Beach Lakes Blvd. Suite 800		INSURER E : Travelei		ems. co.(FLA/LOO)		······································
West Palm Beach, FL 33401		INSURER F :				
COVERAGES CERTIFICATE NUMBER:				REVISION NUMBER:		
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LIST INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OF	ED BELOW	HAVE BEEN ISSUED T	TO THE INSU	RED NAMED ABOVE FOR T	THE POL ECT TO	LICY PERIOD
CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE INSURAL	NCE AFFOR	ded by the polici	ES DESCRIE	ED HEREIN IS SUBJECT	TO ALL 1	THE TERMS,
EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOW	N MAY HAVE	BEEN REDUCED BY I	PAID CLAIMS			
TR TYPE OF INSURANCE INSR WVD POLIS	CYNUMBER	(MM/DD/YYYY)	(MM/DD/YYYY)		\$	1,000,000
		10/1/2011	10/1/2012	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence)	-	300,000
A X COMMERCIAL GENERAL LIABILITY 7270070514				MED EXP (Any one person)	s	10,00
				PERSONAL & ADV INJURY	\$	1,000,000
				GENERAL AGGREGATE	\$	2,000,00
GEN'L AGGREGATE LIMIT APPLIES PER:				PRODUCTS - COMP/OP AGG) <u>\$</u> \$	2,000,000
POLICY PRO- JECT LOC				COMBINED SINGLE LIMIT		1,000,000
7070070044		10/1/2011	10/1/2012	(Ea accident) BODILY INJURY (Per person)	\$	1,000,00
ALL OWNED SCHEDULED		1		BODILY INJURY (Per accident		
AUTOS X HIRED AUTOS HIRED AUTOS X AUTOS AUTOS				PROPERTY DAMAGE (Per accident)	\$	
					\$	
X UMBRELLA LIAB OCCUR				EACH OCCURRENCE	\$	5,000,00
B EXCESS LIAB CLAIMS-MADE 4740089100		10/1/2011	10/1/2012	AGGREGATE	\$	<u> </u>
DED X RETENTION 10,000				5,000,000 WC STATU- TORY LIMITS	\$ 1-	5,000,00
AND EMPLOYERS' LIABILITY Y / N	L	10/1/2011	10/1/2012	E.L. EACH ACCIDENT	s.	500,00
C ANY PROPRIETOR/PARTNER/EXECUTIVE N/A N/A Mandatory in NH)				E.L. DISEASE - EA EMPLOYE		500,00
If yes, describe under DESCRIPTION OF OPERATIONS below	,			E.L. DISEASE - POLICY LIMIT		500,00
D General Liability 011668809		10/1/2011	10/1/2012			3,000,00
E Crime 105196076		10/1/2011	10/1/2012	Emp Dishonesty		1,000,00
	Mun-1P	Sahadula #		1		
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Add Certificate Holder is included as Additional Insured with respect to	itional Remarks General Li	s Schedule, if more space is ability	s required)			
		-				
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CERTIFICATE HOLDER		CANCELLATION				
		SHOULD ANY OF	THE ABOVE I	DESCRIBED POLICIES BE	CANCEL	LED BEFORE
		THE EXPIRATIO	N DATE T	HEREOF, NOTICE WILL	. BE DI	ELIVERED IN
		ACCOLUMNCE WI				
		AUTHORIZED REPRESE				
Board of County Commissioners 301 N. Olive Avenue		C. Ray Dorse	7 - 14	• .		
West Palm Beach, FL 33401		* 0		RD CORPORATION. A	All right	s reserved.
		G 1868				

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