

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2015	2016	2017	2018	2019
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	<u>\$680,000</u>	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
	\$680,000	_____	_____	_____	_____
NET FISCAL IMPACT	=====	=====	=====	=====	=====

ADDITIONAL FTE
POSITIONS (Cumulative _____)

Is Item Included In Current Budget? Yes ___ No. X___

Budget Account No.: Fund 1455 Agency 710 Org. 7014 Object 3401
Reporting Category _____

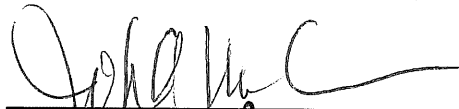

B. Recommended Sources of Funds/Summary of Fiscal Impact:

Culture receives 20.72% of the 2nd, 3rd, 5th and 6th cent of the local option bed tax.
This budget transfer of \$680,000 will provide sufficient funds for the 6th amendment to the agreement.

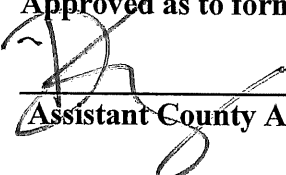
C. Department Fiscal Review: _____

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Administration Comments:

 ASO OFMB 4/6/15 4/6 4/7	 Contract Dev. and Control 4-7-15 BLOKEDER 4/7/15
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B. Approved as to form and Legal Sufficiency:


 Assistant County Attorney 4/7/15

C. Other Department Review:

 Department Director

This summary is not to be used as a basis for payment.
 O:AgendaItems2015.FifthAmendmentCulture

SIXTH AMENDMENT TO THE AGREEMENT

between

PALM BEACH COUNTY
A POLITICAL SUBDIVISION OF THE
STATE OF FLORIDA

and

CULTURAL COUNCIL OF PALM
BEACH COUNTY, INC.

on behalf of the

TOURIST DEVELOPMENT COUNCIL

**SIXTH AMENDMENT TO THE AGREEMENT WITH
CULTURAL COUNCIL OF PALM BEACH COUNTY, INC.**

This Sixth Amendment to the Agreement dated September 11, 2012 (R-2012-1318) is made and entered into effective this 21st day of April, 2015, by and between the CULTURAL COUNCIL OF PALM BEACH COUNTY, INC., a Florida not-for-profit corporation, (hereinafter referred to as "CULTURAL COUNCIL") whose Federal I.D. Number is 59-1862336, and PALM BEACH COUNTY, a political subdivision of the State of Florida, by and through its Board of County Commissioners, (hereinafter referred to as "COUNTY").

WITNESSETH:

WHEREAS, the COUNTY and CULTURAL COUNCIL entered into an Agreement dated September 11, 2012; and

WHEREAS, there is a need to make revisions to Exhibit "A" of this Agreement in order to reflect additional funds to further assist with marketing and advertising efforts for CULTURAL COUNCIL.

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

Exhibit "A", Annual Budget is hereby amended to reflect additional funds in the amount of \$680,000 to further assist with marketing and advertising efforts for CULTURAL COUNCIL.

All other provisions of said Agreement, dated September 11, 2012, are hereby confirmed and, except as provided herein, are not otherwise altered or amended and shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Sixth Amendment to the Agreement 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: _____
Shelley Vana, Mayor

(SEAL)

ATTEST:

CULTURAL COUNCIL OF PALM
BEACH COUNTY, INC.

By: _____
Rena Blades, CEO
The Cultural Council of Palm
Beach County, Inc.

By: _____
Berton E. Korman, Chairman

(SEAL)

APPROVED AS TO TERMS
AND CONDITIONS:

By: _____
Glenn Jergensen, Director
Tourist Development Council

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

By: _____
Dawn S. Wynn
Senior Assistant County Attorney

CULTURAL COUNCIL OF PALM BEACH COUNTY, INC
FY 2015 BUDGET
Exhibit A

Department	Actual FY 2012	Actual FY2013	Budget FY 2014	Amended Budget FY 2014	Forecast FY 2014	Budget FY 2015
Salaries & Related						
Salary and Wages	440,036	460,444	519,118	519,118	519,118	576,795
PR Taxes & Benefits	97,669	102,243	142,764	142,764	142,764	160,100
Total Staffing	537,705	562,687	661,882	661,882	661,882	736,895
Marketing and Related						
Advertising	79,623	261,403	230,000	405,000	230,000	1,105,000
Agency Services/Web Design	21,789	28,497	50,000	50,000	50,000	65,268
Events, Meetings & Conferences	10,247	8,623	15,000	15,000	15,000	15,000
Freight & Delivery	18,217	17,134	31,000	31,000	31,000	31,000
Postage	1,783	8,028	3,000	3,000	3,000	3,000
Printing	58,679	77,949	67,000	67,000	67,000	67,000
Surveys & Studies	3,767	2,938	28,000	28,000	28,000	28,000
Travel	9,960	14,232	15,000	15,000	15,000	15,000
Video/Radio & Other	14,435	9,600	20,000	20,000	20,000	25,000
Total Marketing & Related	218,499	428,404	459,000	634,000	459,000	1,354,268
General & Administrative						
Equipment Rental	5,382	5,826	6,000	6,000	6,000	6,000
Membership & Subscriptions	40,409	28,190	36,000	36,000	36,000	36,000
Outside Professional Services	34,780	37,873	27,250	27,250	27,250	28,068
Repairs & Maintenance	2,687	2,698	2,750	2,750	2,750	2,750
Supplies	17,505	11,155	15,000	15,000	15,000	15,000
Equipment	15,379	6,958	20,000	20,000	20,000	10,000
IT Service	17,088	8,214	13,000	13,000	13,000	13,000
Telephone/Internet	12,942	16,000	13,500	13,500	13,500	15,000
Insurance	6,866	7,083	7,250	7,250	7,250	7,250
Other Office Expense	4,411	2,134	6,750	6,750	6,750	6,750
Building Overhead	41,664	41,000	42,230	42,230	42,230	42,230
Total General & Administrative	199,113	167,131	189,730	189,730	189,730	182,048
Total TDC Contract Expense	955,318	1,158,222	1,310,612	1,485,612	1,310,612	2,273,211
Marketing Stimulus/Investment Plan						
Other Contractual Services	-	-	-	325,000	-	325,000
Total Marketing Stimulus/Investment Plan	-	-	-	325,000	-	325,000
County Direct						
Category B Grants	2,064,892	2,423,000	2,925,000	2,750,000	2,679,754	3,018,000
Category C II Grants	280,000	322,000	385,000	385,000	385,000	397,500
TDC Chargeoff	93,830	111,524	147,170	147,170	145,355	177,559
Inspector General Fee	4,877	6,393	6,393	6,393	4,601	6,394
Transfers In/Out	5,000	-	-	-	-	-
Tax Collector Fees	54,313	60,467	61,752	61,752	64,795	68,104
Total County Direct	2,502,912	2,923,384	3,525,315	3,350,315	3,279,505	3,667,557
Total Expenditures	3,458,230	4,081,606	4,835,927	5,160,927	4,590,117	6,265,768
Reserves	1,770,288	1,712,867	628,305	818,550	1,767,447	183,204
Total Cultural Council	5,228,518	5,794,473	5,464,232	5,979,477	6,357,564	6,448,972

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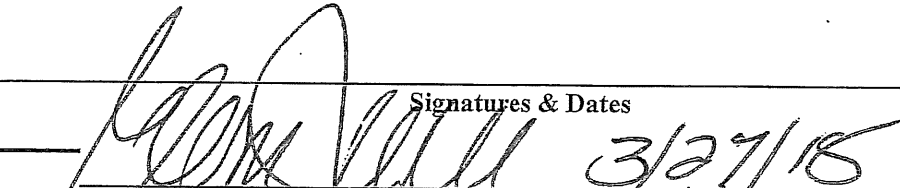
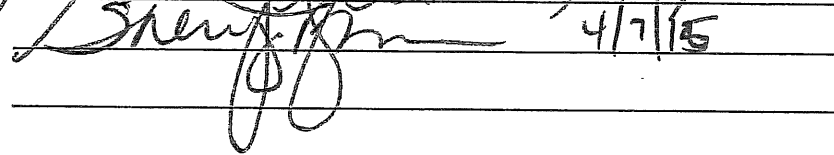
BOARD OF COUNTY COMMISSIONERS
PALM BEACH COUNTY, FLORIDA
BUDGET TRANSFER

Fund 1455 - TDC-Cultural Arts

BGEX 710 032715-1078

ACCT.NUMBER	ACCOUNT NAME	ORIGINAL BUDGET	CURRENT BUDGET	INCREASE	DECREASE	ADJUSTED BUDGET	EXPENDED/ ENCUMBERED AS OF 3/26/15	REMAINING BALANCE
<u>EXPENDITURES</u>								
1455-710-7014-3401	Other Contractual Services	1,593,210	1,593,210	680,000	0	2,273,210	1,593,210	680,000
1455-710-7396-9902	Operating Reserves	494,919	863,206		680,000	183,206	0	183,206
Totals				680,000	680,000			

Office of Financial Management & Budget
 INITIATING DEPARTMENT/DIVISION
 Administration/Budget Department Approval
 OFMB Department - Posted

Signatures & Dates



By Board of County Commissioners
 At Meeting of
 4/21/15
 Deputy Clerk to the
 Board of County Commissioners

Cultural Council of Palm Beach County

6th Cent Florida Summer Drive Proposal

Fully Integrated Media Plan: June-September 2015

Budget: \$600,000

Objectives:

1. Drive cultural tourists from outside markets to Palm Beach County through a fully-integrated marketing program
2. Target cultural hubs within the state where residents have a predisposition to travel for arts and cultural events
3. Deliver new hotel room stays that are more lucrative and of a longer duration
4. Promote the new Cultural Concierge service
5. Create new co op opportunities for member orgs to extend the media buy
6. Create a bridge from the summer drive market to fall season announcements (September) through increased media buys and outlets

Overall strategy:

The Council will utilize a multi-media buy with event marketing and public relations support that offers cultural content and activities to add value to The Palm Beaches brand. Seasonally appropriate messaging and offers will surround major events, festivals and venues with summer programming. CTAs will include travel deals, free *art&culture* magazine, newsletter signups and access to the Cultural Concierge service.

Target markets:

- I. Florida drive/Cultural hubs (June –August) Naples, Sarasota, St. Pete, Tampa (markets where Discover does not have a presence)

Demographics: (average travel party 2.2, 43% travel in pairs)

HHI \$79,000, cultural enthusiasts

Age: primary: 25-54, secondary: 35+

16% travel with children

Consumer target should be a combination of empty-nesters, couples, singles and families (generational messaging).

II. NY & Boston (September)

Demographics:

HHI \$150,000, Age 35+

Cultural enthusiasts with predisposition to experiencing cultural activities in a winter destination.

Tactics:

1. Leverage summer media buys to concentrate on cities in Florida considered cultural hubs with an integrated campaign of digital (including pre-roll), radio and print
2. Extend the budget through co op advertising, public relations efforts and promotions
3. Modify current creative campaign (print) to concentrate on festivals, summer events such as Shakespeare by the Sea and venues with summer programming
4. Modify copy in the print campaign to reference hotel deals and cultural venue deals with CTA to travel page
5. Redesign travel page to include more special offers and forms for free magazines and newsletter sign ups to build our cultural tourism data base

6. In digital advertising utilize the dynamic banner ads and pre-roll
7. Conduct a performance audit of the winter campaign to adjust for bounce rate
8. Support the media buy with event marketing and added value. For example, a Wall Street Journal state-wide buy would include copies of *art&culture* inserted into newspapers in selected "cultural hub" markets
9. Add September advertising in NY and Boston in line with editorial on arts season announcements. Adjust the print campaign (copy) to announce the PBC season
10. Create an ad for NY and Boston market that promotes the new Cultural Concierge service

Media mix: digital 50%,radio 25%,print: 25%

Public Relations support: PR support will follow ad placements and concentrate on the Florida cultural hubs. In addition, our team will pursue national regional coverage in newspapers such as the WSJ, USA Today, NYTS etc. In addition, we will leverage our relationships with Cox, Tribune, Bloomberg and Huff Post, as well as targeting city magazines, television travel outlets and NPR. Story pitches in the works include:

Luxury for Less or Culture for a Song and a Dance

Beat the Heat: Spend the day in a/c luxury then at night take in Shakespeare by the Sea, Sushi and Stroll at the Morikami or a barefoot expedition in search of turtle eggs.

Cultural Concierge

Family Fun: Vet for a Day, "Ewww" exhibition at the Science Center

Culture Under the Sun: Everglades, Clyde Butchers photos at the Norton, Flagler's Founder's Day celebration

Girls Getaway: Grab your besties for a getaway in the Palm Beaches with matinee performances, evening offerings on the beach, museums, spas, nature hikes, etc.

Prepared: 3/13/15