

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS

AGE NDA ITEM SUMMARY

Meeting Date: April 4, 2017

(X) Consent () Regular
() Workshop () Public Hearing

Department:

Submitted By: Environmental Resources Management
Submitted For: Environmental Resources Management

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to receive and file:

- A) a Sponsorship Agreement with Florida Inland Navigation District providing for a bronze level sponsorship in the amount of \$1,000 for LagoonFest on November 12, 2016;
- B) a Sponsorship Agreement with Visit Palm Beach, Inc. providing for a gold level sponsorship in the amount of \$3,000 in services or goods for LagoonFest on November 12, 2016;
- C) a Sponsorship Agreement with Loggerhead Marina, Inc. providing for a friend level sponsorship in the amount of \$500 for LagoonFest on November 12, 2016;
- D) a Sponsorship Agreement with Go Fish! Publications, LLC providing for a friend level sponsorship in the amount of \$500 in services or goods for LagoonFest on November 12, 2016;
- E) a Sponsorship Agreement with Marine Industries Association of Palm Beach County, Inc. providing for a friend level sponsorship in the amount of \$500 for LagoonFest on November 12, 2016;
- F) a Sponsorship Agreement with Discover Palm Beach County, Inc. providing for a gold level sponsorship in the amount of \$5,000 for LagoonFest on November 12, 2016;

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Attachments:

1. Sponsorship Agreement (Florida Inland Navigation District)
2. Sponsorship Agreement (Visit Palm Beach, Inc.)
3. Sponsorship Agreement (Loggerhead Marina, Inc.)
4. Sponsorship Agreement (Go Fish! Publications LLC)
5. Sponsorship Agreement (Marine Industries Association of Palm Beach County, Inc.)
6. Sponsorship Agreement (Discover Palm Beach County, Inc.)
7. Sponsorship Agreement (Comcast Cable Communications, L.L.C.)
8. Sponsorship Agreement (City of Lake Worth)
9. Sponsorship Agreement (West Palm Beach Downtown Development Authority)
10. Sponsorship Agreement (The Busch Wildlife Sanctuary, Inc.)
11. Resolution No. 2012-1905

Recommended by: Paul Robbins 2/28/17
Department Director Date

Approved by: Nancy L. Bolin 3/17/17
Deputy County Administrator Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2017	2018	2019	2020	2021
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	_____	_____	_____	_____	_____
# ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____
Is Item Included in Current Budget?	Yes _____		No _____		
Budget Account No.:	Fund _____	Department _____	Unit _____	Object _____	
	Program _____				

B. Recommended Sources of Funds/Summary of Fiscal Impact:
No Fiscal Impact

C. Department Fiscal Review:

S. Neary

III. REVIEW COMMENTS

A. OFMB Fiscal and /or Contract Dev. and Control Comments:

Lisa Poma 3/16/17
OFMB Ex 3/B AK

Dwight Jacobson 3/15/17
Contract Development and Control
3/15/17 TD

B. Legal Sufficiency:

Arme Delgad 3-16-17
Assistant County Attorney

C. Other Department Review:

Department Director

G) a Sponsorship Agreement with Comcast Cable Communications, L.L.C. providing for a gold level sponsorship in the amount of \$3,000 in services or goods for LagoonFest on November 12, 2016;

H) a Sponsorship Agreement with City of Lake Worth providing for a bronze level sponsorship in the amount of \$1,000 in services or goods for LagoonFest on November 12, 2016;

I) a Sponsorship Agreement with West Palm Beach Downtown Development Authority providing for a bronze level sponsorship in the amount of \$1,000 in services or goods for LagoonFest on November 12, 2016; and

J) a Sponsorship Agreement with The Busch Wildlife Sanctuary, Inc. providing for a bronze level sponsorship in the amount of \$1,000 in services or goods for LagoonFest on November 12, 2016.

Summary: On December 18, 2012, the Board of County Commissioners (BCC) approved Resolution 2012-1905 authorizing the County Administrator or designee to execute a Standard Sponsorship Agreement. The Standard Sponsorship Agreement allows the sponsor access to commercial and/or marketing potential associated with specific environmental programs or special events hosted by the Department of Environmental Resources Management (ERM). LagoonFest is a free family friendly festival showcasing the Lake Worth Lagoon, Palm Beach County's largest estuary, and its connection to our lives. Countywide (AH)

Background and Justification: ERM developed LagoonFest as an opportunity for the public to learn, experience, explore, and discover a local treasure in the Lake Worth Lagoon. The event was advertised and promoted through sponsorships with Florida Inland Navigation District, Visit Palm Beach, Inc., Loggerhead Marina, Inc., Go Fish! Publications, LLC, Marine Industries Association of Palm Beach County, Inc., Discover Palm Beach County, Inc., Comcast Cable Communications, L.L.C., City of Lake Worth, West Palm Beach Downtown Development Authority, and The Busch Wildlife Sanctuary, Inc.