

Agenda Item #: 300.1

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: 11/19/2019  Consent  Regular  
 Ordinance  Public Hearing

Department

Submitted By: TOURIST DEVELOPMENT COUNCIL

Submitted For: TOURIST DEVELOPMENT COUNCIL

I. EXECUTIVE BRIEF

**Motion and Title:** Staff recommends motion to receive and file: a fully executed Palm Beach County Sports Commission, Inc. agreement with Super Bowl LIV, for the promotion of Palm Beach County through Super Bowl related marketing and Super Bowl related events hosted in Palm Beach County.

**Summary:** The Super Bowl Host Committee is currently holding 1,164 blocked rooms in Palm Beach County, which are reserved for three nights. Additional rooms are expected to be booked closer to the event. Estimated spending in Palm Beach County will produce an approximate economic impact of \$12,000,000. The investment from Palm Beach County through the Tourist Development Council (TDC) Sports Commission Agency budget will not exceed \$270,000.00 as approved by the Sports Commission and the TDC. As part of the agreement, Palm Beach County will be featured prominently on Super Bowl LIV websites and on various media sites, including social media, digital and print publications. In addition to the benefits of the economic impact, the Super Bowl Host Committee, to which the County Administrator has been appointed with an alternate member being the Executive Director of the Tourist Development Council, has agreed to bring several events to Palm Beach County including NFL Business Connect, which is focused on creating contract opportunities for certified minority, women, veteran, and LGBT owned businesses regarding Super Bowl LIV. NFL alumni will participate in a football camp at Glades Pioneer Park and visit area hospitals, and a Super Bowl celebration event will be held in West Palm Beach along with one additional location. A press event is being planned for media from Miami to travel to Palm Beach County during this period. Countywide (DC)

**Background and Justification:** On September 26, 2019, the Board approved a second Amendment to the Agreement (R-2017-1634) with Palm Beach County Sports Commission, Inc. for the provision of services under the County's Tourist Development Plan to promote sports related tourism to Palm Beach County. Super Bowl LIV being held in Miami will have an impact which will reach to Palm Beach County and provide a unique opportunity to market the County to a National audience while also providing local Super Bowl special events to our visitors and residents. The Palm Beach County Sports Commission will provide a base investment of \$200,000.00, a variable investment up to \$35,000.00 based upon actualized room nights at \$10.00 per room night and provide up to \$25,000.00 in event management and logistical support here in Palm Beach County during the Super Bowl Event.

Attachments: 1. Agreement

Recommended by:  Date 10/29/19  
Department Director

Approved By:  Date 11/9/19  
County Administrator

**II. FISCAL IMPACT ANALYSIS**

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

Fiscal Years	2019	2020	2021	2022	2023
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	-----	-----	-----	-----	-----
In-Kind Match (County)	-----	-----	-----	-----	-----
<b>NET FISCAL IMPACT</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>
<b># ADDITIONAL FTE POSITIONS (Cumulative)</b>	<b>- 0-</b>	<b>0----</b>	<b>0----</b>	<b>0----</b>	<b>0-----</b>
<b>Is Item Included In Proposed Budget?</b>	<b>Yes</b> _____		<b>No.</b>		

Budget Account No.: Fund \_\_\_\_\_ Dept \_\_\_\_\_ Unit \_\_\_\_\_ Object \_\_\_\_\_  
Reporting Category \_\_\_\_\_

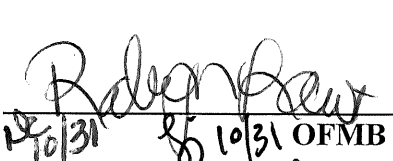
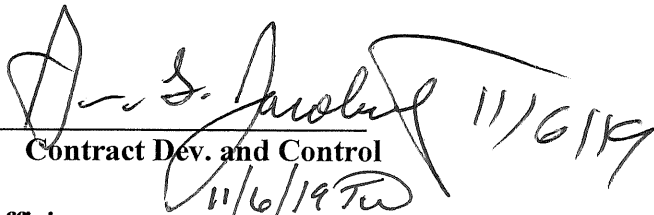
**B. Recommended Sources of Funds/Summary of Fiscal Impact:**

There is no fiscal impact to Palm Beach County.

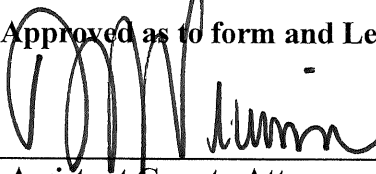
**C. Department Fiscal Review:** \_\_\_\_\_

**III. REVIEW COMMENTS**

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

 11/31/19  
 11/6/19  
 \_\_\_\_\_ OFMB  
 \_\_\_\_\_ Contract Dev. and Control

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

 11/7/19  
 \_\_\_\_\_  
 Assistant County Attorney

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

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

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

**Super Bowl Host Committee**  
**Agreement**

THIS AGREEMENT, made this \_\_\_ day of \_\_\_\_\_, 2019, by and between PALM BEACH COUNTY SPORTS COMMISSION (the "Commission"), a Florida not-for-profit corporation, and the MIAMI SUPER BOWL HOST COMMITTEE, INC. (the "Host Committee").

RECITALS:

WHEREAS, the Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the County as a sports tourism destination; and

WHEREAS, the Host Committee is the host of Super Bowl LIV, which is owned by the National Football League (NFL), to Hard Rock Stadium in Miami on February 2, 2020; and

WHEREAS, the Host Committee is responsible for the hosting of Super Bowl LIV, which will take place in South Florida for a record setting 11<sup>th</sup> time; and

WHEREAS, the Host Committee is positioning Super Bowl LIV as an international event that will impact the Tri-County region; and

WHEREAS, the Host Committee will support a variety of Super Bowl related events in Palm Beach County prior to February 2, 2020; and

NOW, THEREFORE, in consideration of the mutual promises set forth herein, the Commission hereby agree as follows:

- I. The Commission agrees to provide a base investment of **\$200,000** to the Host Committee according to the following schedule:
  - \$100,000 prior to December 1, 2019
  - \$100,000 prior to March 1, 2020
- II. The Commission agrees to provide a variable investment to the Host Committee, which will be limited to **\$35,000** and determined by the hotel room night actualization in Palm Beach County, derived from the NFL and Super Bowl LIV. The variable investment is connected to a scale of \$10 per hotel room night actualized in Palm Beach County and is contingent upon room night reports collected from hotels / motels with blocked rooms in Palm Beach County. The Super Bowl Host Committee is currently holding 1,164 blocked rooms in Palm Beach County, which are reserved for 3 nights at the request of the NFL.

NOW, THEREFORE, in consideration of the mutual promises set forth herein, the Host Committee hereby agree as follows:

- III. The Host Committee agrees to recognize Palm Beach County as an official sponsor of the Host Committee for Super LIV.

- IV. Palm Beach County Administrator or the Executive Director of the Palm Beach County Tourist Development Council shall be elected by the Host Committee board of directors to serve on the Super Bowl Host Committee.
- V. The Host Committee will display Palm Beach County's tourism logo on its official website and Super Bowl LIV related promotional and collateral materials.
- VI. The Host Committee will spotlight Palm Beach County on its "Explore South Florida" page within its official website.
- VII. Palm Beach County will be promoted on various media, including social media and digital / print publications spotlighting the destination. The Host Committee will work with the Commission and Tourist Development Council to create a content schedule, which promotes hotels and iconic destinations within The Palm Beaches. The Host Committee will execute no less than one (1) post / story per month on a relevant and mutually agreed schedule to social media channels. All marketing material is subject to final approval by the NFL.
- VIII. The Host Committee will bring the NFL Business Connect program to Palm Beach County, which is focused on creating contract opportunities for certified minority, woman, veteran, LGBT owned businesses regarding Super Bowl LIV.
- IX. The Host Committee will assist with a "Media Event" for The Palm Beaches, on a mutually agreeable date during the week of Super Bowl LIV.
- X. The Host Committee will allow Palm Beach County representatives to participate in Super Bowl LIV publicity and marketing activities, including up to ten (10) credentials to the NFL media center headquartered in Miami.
- XI. The Host Committee will promote youth football camps being held at Orange Bowl Field at Glades Pioneer Park and potentially other locations within Palm Beach County to celebrate youth football.
- XII. The Host Committee will facilitate NFL alumni to visit Palm Beach County hospitals during the week leading up to Super Bowl LIV.
- XIII. The Host Committee will facilitate the participation of NFL alumni to participate in the following events:
  - Super Bowl Celebration events in West Palm Beach and potentially one more location
  - Super Bowl Media Event in The Palm Beaches
  - Youth football camp taking place at Orange Bowl Field at Glades Pioneer Park
  - Visits for three (3) hospitals located in Palm Beach County during the week of Super Bowl LIV.

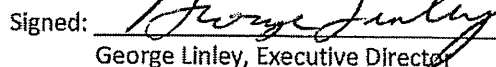
- XIV. The Host Committee will partner with the Commission in supporting the development of "Super Bowl Celebration Events" in The Palm Beaches, which would include a community event in West Palm Beach on Thursday, January 30<sup>th</sup>, 2020.
- XV. The Host Committee agrees to provide a \$20,000 sponsorship to offset entertainment costs for the Super Bowl Celebration Event in The Palm Beaches on January 30<sup>th</sup>, 2020. The Host Committee's contractual financial obligations will be limited to this sponsorship. A separate contract, with mutually agreeable terms, will be provided by the Commission or the City of West Palm Beach to the Host Committee.
- XVI. The Commission will be responsible for accommodations related to NFL Alumni appearances, and costs associated with the "Media Event in The Palm Beaches" and youth football camps scheduled for Palm Beach County.
- XVII. Palm Beach County and its Super Bowl related events will be listed on the official Super Bowl Calendar of events.
- XVIII. The Host Committee agrees to indemnify, defend, and hold harmless the County of Palm Beach, the Commission, and their directors, officers, employees, and agents, against any losses resulting from any acts or omissions of the Host Committee and/or its directors, officers, employees, shareholders, members, representatives and agents, contractors or servants in connection with the performance of the Host Committee's (a) obligations under this agreement or activities in support of Super Bowl LIV related events in Palm Beach County.
- XIX. The Recitals, Schedules and Exhibits to this Agreement are incorporated herein and made a part hereof as though fully set forth at length herein. This Agreement constitutes the entire Agreement among the parties hereto with respect to the subject matter hereof. No modification, amendment or waiver of any provisions hereof shall be binding upon any party hereto unless it is in writing and executed by all parties hereto or, in the case of a waiver, by the party waiving compliance.

IN WITNESS WHEREOF, the parties have executed this Agreement as follows:

MIAMI SUPER BOWL HOST COMMITTEE, INC.  
100 SE 2<sup>nd</sup> St., Suite 2310  
Miami, FL 33131

PALM BEACH COUNTY SPORTS COMMISSION:  
2195 Southern Blvd., Suite 550  
West Palm Beach, FL 33401

Signed:   
Rodney Barreto, Chairman & President

Signed:   
George Linley, Executive Director

Date: 10.4.2019

Date: 10-10-19