

3EE-4

Agenda Item #: \_\_\_\_\_

**PALM BEACH COUNTY**

**BOARD OF COUNTY COMMISSIONERS**

**AGENDA ITEM SUMMARY**

<b>Meeting Date:</b>	<b>09/13/2022</b>	<input checked="" type="checkbox"/>	<b>Consent</b>	<input type="checkbox"/>	<b>Regular</b>
		<input type="checkbox"/>	<b>Ordinance</b>	<input type="checkbox"/>	<b>Public Hearing</b>

**Department**

**Submitted By:** **TOURIST DEVELOPMENT COUNCIL**

**Submitted For:** **TOURIST DEVELOPMENT COUNCIL**

**I. EXECUTIVE BRIEF**

**Motion and Title:** Staff recommends motion to approve: Agreement with the Cultural Council of Palm Beach County, Inc., (CULTURE) for the provision of services under the County’s Tourist Development Plan during the period of October 1, 2022, through September 30, 2027, for an amount not to exceed \$2,534,788 in Contractual Services, \$1,084,675 in Category (C) II Grants, \$4,115,286 in Category (B) Grants, \$395,239 in County direct costs, \$4,221,131 in Reserves, \$2,000,000 in Stimulus, and \$103,600 in beach payback for a total of \$14,454,719.

**Summary:** The Agreement provides for CULTURE to provide tourism marketing services under the County’s Tourist Development Plan for a five-year period, from October 1, 2022, through September 30, 2027. The current contract (R2017-1632), as amended, expires on September 30, 2022. The Agreement provides for Fiscal Year 2023, Exhibit “A” – Annual Budget, Exhibit “E” - Performance Measures, Exhibit “G” – Salary Structure, Exhibit “H” – Organizational Chart, and Exhibit “N” – Diversity Structure. This Agreement contains certain terms regarding County’s participation in tourism events, as outlined in Exhibit “C” – Sponsorship Benefits Package. This Agreement has been approved by the Tourist Development Council (TDC) Finance Committee and TDC Board. Countywide (YBH)

**Background and Justification:** Under the Agreement, CULTURE develops and implements an Annual Marketing Plan to promote cultural tourism. All expenditures by CULTURE under the Agreement must be made in accordance with the Annual Budget included as Exhibit “A” to the Agreement from funds appropriated annually by the County. The Agreement is for five years, through September 30, 2027. As compared with the existing contract (R2017-1632), as amended, the Agreement adopts new Exhibits “A” (Annual Budget) and “C” (Sponsorship Benefits Package), updates Exhibit “E” (Performance Measures), Exhibit “G” (Salary Structure), Exhibit “H” (Organizational Chart), and Exhibit “N” (Diversity Structure) with revisions as necessary to conform to CULTURE’s budget.

**Attachment:** Agreement with Exhibits A through N

**Recommended by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Department Director**

**Approved By:**  **Date:** 8/25/22  
**County Administrator**

**II. FISCAL IMPACT ANALYSIS**

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

Fiscal Years	2023	2024	2025	2026	2027
Capital Expenditures					
Operating Costs	\$14,454,719	TBD	TBD	TBD	TBD
External Revenues					
Program Income (County)					
In-Kind Match (County)					
<b>NET FISCAL IMPACT</b>	<b>\$14,454,719</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>
# ADDITIONAL FTE POSITIONS (Cumulative)					

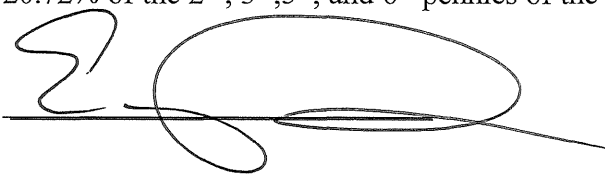
Is Item Included in Current Budget? Yes X No       
 Does this item include the use of federal funds? Yes      No X

Budget Account No.: Fund 1455 Dept 710 Unit      Object       
 Reporting Category     

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

The Cultural Council receives 20.72% of the 2<sup>nd</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, and 6<sup>th</sup> pennies of the Local Option Bed Tax .

**C. Department Fiscal Review:**



**III. REVIEW COMMENTS**

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

Lisa M. White 8/26/22 J. S. Jarvelin 9/1/22  
 QA 8/26 OFMB Contract Dev. and Control  
 SF 8/26

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

[Signature] 9/2/22  
 Assistant County Attorney

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

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

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