

3EE-9

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Agenda Item #: _____

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

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

Department

Submitted By: TOURIST DEVELOPMENT COUNCIL

Submitted For: TOURIST DEVELOPMENT COUNCIL

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: Agreement with Discover Palm Beach County, Inc., (DISCOVER) 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 \$14,217,090 in contractual services, \$296,639 in County direct costs, \$9,501,744 in reserves, \$7,000,000 in stimulus, \$70,000 in special events, and \$241,600 in beach payback, for a total of \$31,327,073.

Summary: The Agreement provides for DISCOVER 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 (R2017-1633) as amended, expires on September 30, 2022. The Agreement provides, among other things, for Fiscal Year 2023, Exhibit “A” – Budget, Exhibit “H” - Performance Measures, Exhibit “I” – Salary Structure, Exhibit “K” – Table of Organization, and Exhibit “M” – Organization Diversity Schedule. The Agreement contains certain terms regarding County’s participation in tourism events, as further outlined in Exhibit “N” – Sponsor 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, DISCOVER develops and implements an Annual Marketing Plan to promote leisure and group tourism. All expenditures by DISCOVER under the Agreement must be made in accordance with the 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 Agreement (R2017-1633), as amended, the Agreement adopts new Exhibits “A” (Budget) and “N” (Sponsor Benefits Package), updates Exhibit “H”(Performance Measures), Exhibit “I” (Salary Structure), Exhibit “K” (Table of Organization), and Exhibit “M” (Organization Diversity Schedule) with revisions as necessary to conform to DISCOVER’s budget.

Attachment: Agreement with Exhibits A through N

Recommended by: _____ **Date:** _____
ybh Department Director

Approved By: ACBaker **Date:** 8/31/2022
County Administrator

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II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2023	2024	2025	2026	2027
Capital Expenditures					
Operating Costs	\$31,327,073	TBD	TBD	TBD	TBD
External Revenues					
Program Income (County)					
In-Kind Match (County)					
NET FISCAL IMPACT	\$31,327,073	TBD	TBD	TBD	TBD
# ADDITIONAL FTE POSITIONS (Cumulative)					

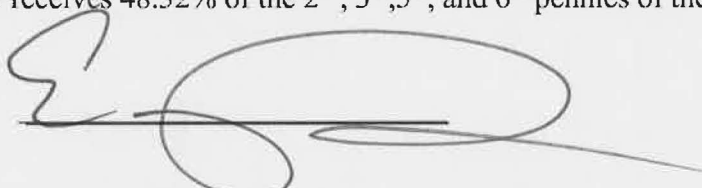
Is Item Included in Proposed Budget? Yes X No
 Does this item include the use of federal funds? Yes No X

Budget Account No.: Fund 1454 Dept 710 Unit Object
 Reporting Category

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

Discover Palm Beach County receives 48.32% of the 2nd, 3rd, 5th, and 6th pennies of the Local Option Bed Tax

C. Department Fiscal Review:



III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Administration Comments:

ASDell 9/2/22 Dr. J. Jacobson 9/16/22
 OFMB Contract Dev. and Control

B. Approved as to form and Legal Sufficiency:

[Signature] C. Aerman
 Assistant County Attorney

C. Approved as to Terms and Conditions:

 Department Director

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