



*Northwest view across Town of Palm Beach, Intracoastal Waterway toward Downtown West Palm Beach.*

Palm Beach County  
Tourist Development Council  
Fiscal Year 2015  
Budget



## The Tourist Development Council

January 21, 2015

TO: Mayor Shelley Vana, Chair Palm Beach County Tourist Development Council  
Board of Directors- Tourist Development Council  
Verdenia Baker - Deputy County Administrator  
Dawn Wynn - Sr. Assistant County Attorney  
Rena Blades - Cultural Council of Palm Beach County  
Jorge Pesquera - Discover the Palm Beaches  
George Linley - PBC Sports Commission  
Chuck Elderd - PBC Film & Television Commission  
Dan Bates - PBC ERM  
Dave Anderson - PBC County Convention Center, Global  
Vince LaPapa - PBC County Convention Center, Ovations

Attached you will find the 2015 Tourist Development Council Budget Book for all Bed Tax Funds. The budget book will provide insight into the complexity of the tourist development program as it relates to the funding of the various agencies and/or programs as set forth by the Florida Statute (125.0104) and Palm Beach County codification of ordinances (17-111) governing tourism. This Budget is not reflective of any distribution of the additional 6<sup>th</sup> Cent collections effective February 1<sup>st</sup>, 2015. These budgets will be forecasted and reviewed by the TDC Finance Committee over the coming month, with TDC Board distribution approval in late FY Q2. Plans for Contract amendments for the 6<sup>th</sup> Cent would be in April/May.

In summary, Palm Beach County ended FY 2014 with Bed tax collections totaling \$33,842,267, a 10.9% increase over last year. The impact of tourism in Palm Beach County from the 2013 Visitor Profile estimates 6.0 million visitors, providing \$ 6.8+ billion in total economic impact, while creating 60,000+ tourism related jobs in a leisure and hospitality sector that totals 78,000+ jobs in Palm Beach County. These statistics provide a clear picture of the importance of the tourism industry cluster in Palm Beach County. Beginning in FY 2015, the total available funds are \$66.3 million, with budgeted expenditures planned of \$45.7 million while maintaining reserves at \$20.6 million.

The agencies contracted to complete the mission of increasing the impact of Tourism in the Palm Beaches, under the direction and guidance of the Tourist Development Council are as follows:

Discover the Palm Beaches continues the introduction of the Tourism Destination Name, "***Discover the Palm Beaches, Florida***", with their core mission for marketing and promotion of Palm Beach County to major cities across the United States, Europe, with increasing investment in emerging markets in South America.



The Cultural Council of Palm Beach County continues their strong relationship with cultural partners and eco tourism attractions, providing the investment of Grants to promote Palm Beach County as *"Florida's Cultural Capital"*, highlighting the cultural assets we have to offer all visitors. This investment continues to provide clear data supporting that the arts and cultural industry generates a positive economic benefit of \$250+ million per year to Palm Beach County, while supporting roughly 6,000 full-time equivalent jobs

The Sports Commission continues to aggressively pursue sporting events that portray Palm Beach County as a *"Lifestyle Sports Destination"* in South Florida. From World Class Equestrian Polo and Dressage to Professional Golf Tournaments, and our 1<sup>st</sup> college bowl game *"The Boca Raton Bowl"* at FAU televised nationally by ESPN, we have sports to entertain or to participate in by all of our visitors. With over 160 Golf Courses, Championship Soccer, Championship Tennis, and Major League Baseball Spring Training, the public and private sporting facilities of Palm Beach County are in a class by themselves.

The Film and Television Commission continues their successful one-stop permitting and marketing program of promoting Palm Beach County as the ideal destination to produce feature films, TV shows, and still photography projects. As the Film and Television Commission mission evolves into sponsorships for tourism related programming, they will be viewed as the enabler of *"Tourism Content Programming"*; bringing Palm Beach County increased media exposure for this world class resort destination.

The 403 room Hilton Hotel adjacent to the convention center continues on schedule with a spring of 2016 planned opening. Convention Center activity has continued to grow despite the challenge of nearby hotel rooms, with art shows, conferences and the Sports Commission now considering this venue as an option for sporting events, the economic impact of our convention center continues to provide solid returns to the West Palm Beach district it resides in. Our 2700 space convention center parking garage ground-breaking is planned for early 2015.

With "Beaches" being one of Palm Beach County's most important tourism assets, we continue to invest in the PBC Environmental Resource Management's Beach Program. Our 2012 Visitor Profile highlights activities preferred by visitors, and again this year over 40% of our annual visitors claim beach activities as one of the top four reasons for visiting Palm Beach County. To protect this tourism asset, a minimum of 30% of the 6<sup>th</sup> Cent will be dedicated to beach re-nourishment.

In February we will begin our preliminary discussions for the 2016 Agency Budget Projections. The TDC will be asked to set the strategic direction for the continued investment and growth of the tourism industry in Palm Beach County, as Bed Tax will exceed \$40 million dollars generated annually through the collection of six cents on any accommodation or rental property used for six months or less.

Sincerely,

*Glenn*

Glenn Jergensen  
Executive Director  
Palm Beach County Tourist Development Council

## ***Tourist Development Council Board Vision***

***Palm Beach County will be a globally recognized destination that visitors want to experience because of its culture, lifestyle and amenities.***

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