

Palm Beach County
Film & Television Commission

FY 2015 Budget

- **Overview**
- **Organizational Chart**
- **Performance Measures**
- **Budget Summary**
- **Program Budget**
- **Historical**
- **Reserves**

PALM BEACH COUNTY FILM & TELEVISION COMMISSION

FILM AND TELEVISION COMMISSION'S MISSION

To generate a positive impact on business tourism and the economy in Palm Beach County through the growth of the film, television, digital media and still photography industry by attracting on-location production, educating our local workforce and providing superior services to both the visiting and the indigenous production community.

The FTC serves as a production hub for all location and production information in the county and maintains 24-hours client services, free and easy One-Stop permitting, production and location assistance, lead responses and other support mechanisms.

The Palm Beach County Film & Television Commission (FTC) began operations in 1989 as a County Department. In 1996 the organization privatized as a non-for-profit (501 c6) organization under contract with the Palm Beach County Board of County Commissioners. The FTC is governed by a Board of Directors made-up of local and national production professionals, members-at-large, and agency representatives. The FTC receives 3.92 percent of the 2nd, 3rd and 5th cent of the Palm Beach County bed taxes to fund their program. Their office is located at 1555 Palm Beach Lakes Boulevard, Suite 900, West Palm Beach, Florida.

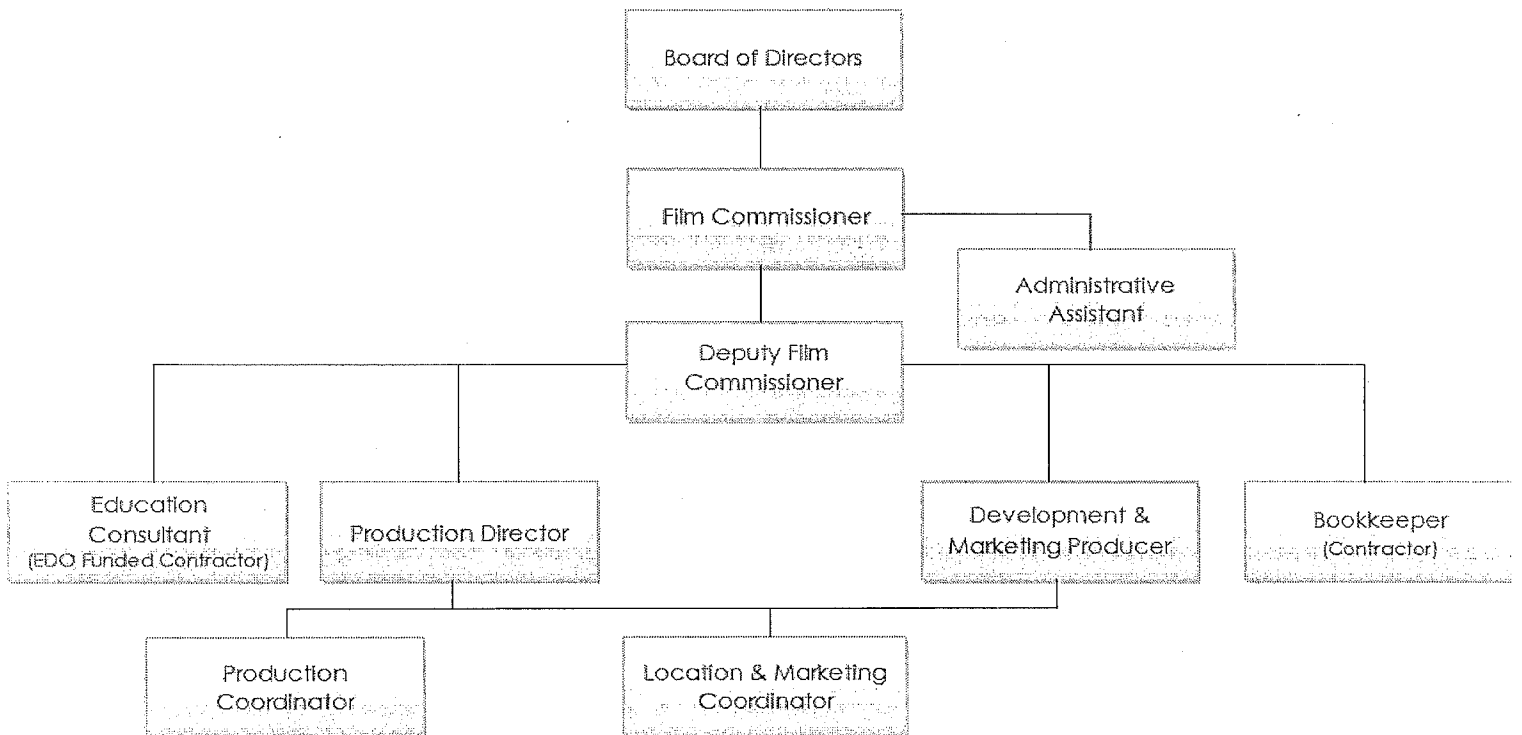
The FTC holds a second contract with the Office of Economic Sustainability to enhance and utilize programs that will help build a solid workforce to sustain a growing industry. This program funds Florida's largest statewide student film competition, the Student Showcase of Films. Currently the FTC has 6 full time staff members.

The FTC serves the Palm Beach County Community and the Board of County Commissioners through the oversight of the Tourist Development Council in partnership with the Cultural Council, Discover Palm Beach County, PBC Department of Environmental Resources Management (Beach Programs) and the Sports Commission.

FTC ORGANIZATION CHART



Palm Beach County Film & Television Commission
Organizational Chart



FY 2015 OBJECTIVES

- 1 Collect and monitor production revenue (dollars spent in PBC).
- 2 Generate hotel room nights.
- 3 Issue film permits.
- 4 Provide professional assistance to other projects not required to pull a film permit.
- 5 Generate production leads.
- 6 Respond to leads.
- 7 Secure tourism based TV Shows.
- 8 Generate unique visitors to the website.

<u>PERFORMANCE MEASUREMENTS</u>	<u>Actual FY 2013</u>	<u>Estimated FY 2014</u>	<u>Projected FY 2015</u>	<u>Category</u>	<u>Obj</u>
1. Production Revenue (in the millions)	\$129.63	\$138.60	\$141.00	Demand	1
2. Hotel Room Nights	11,997	11,550	12,500	Demand	2
3. Permits Issued	276	257	280	Demand	3
4. Non-Permitted Productions (1)	105	80	110	Demand	4
5. Total Leads	181	175	185	Output	5
6. Lead Responses	178	165	185	Output	6
7. Secure tourism based TV shows	N/A	3	5	Output	8
8. Website Unique Visitors	20,094	20,000	22,000	Demand	9

(1) Production activity on or in private facilities

**TOURIST DEVELOPMENT COUNCIL FY 2015
PROPOSED BUDGET**

	7.87%	11.05%	9.00%	4.00%	4.00%	7.00%	5.00%
	ACTUAL	ACTUAL	FORECAST	Adopted BUDGET	Modified BUDGET	FORECAST	Proposed BUDGET
FILM & TELEVISION COMM. CATEGORY D - FUND 1451	2012	2013	2013	2014	2014	2014	2015
BALANCE FORWARD	\$ 216,493	\$ 317,822	\$ 317,823	\$ 388,423	\$ 410,933	\$ 410,933	\$ 580,276
BED TAX REVENUES	\$ 630,556	\$ 701,999	\$ 688,739	\$ 716,925	\$ 716,925	\$ 752,253	\$ 790,661
OTC SETTLEMENT TAXES	\$ 30,508	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
INTEREST INCOME	\$ 6,174	\$ (1,548)	\$ 4,870	\$ 5,366	\$ 5,366	\$ -	\$ -
TRANSFERS IN: STIMULUS (CVB)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TRANSFERS IN: 1ST CENT	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ 175,000	\$ -
STATUTORY HOLDBACK RETURN PYF	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
STATUTORY HOLDBACK	\$ -	\$ -	\$ -	\$ (36,115)	\$ (36,115)	\$ -	\$ (39,533)
TOTAL AVAILABLE FUNDS	\$ 883,731	\$ 1,018,273	\$ 1,011,432	\$ 1,074,599	\$ 1,272,109	\$ 1,338,186	\$ 1,331,404
FILM COMMISSION CONTRACT	\$ 477,424	\$ 531,309	\$ 543,336	\$ 675,553	\$ 675,553	\$ 675,553	\$ 820,250
COUNTY DIRECT COST	\$ 47,696	\$ 46,095	\$ 46,030	\$ 46,045	\$ 46,045	\$ 45,760	\$ 46,045
MARKETING STIMULUS CAMPAIGN	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ -	\$ 175,000
TDC CHARGE-OFF ADMIN.	\$ 16,331	\$ 19,406	\$ 23,312	\$ 25,629	\$ 25,629	\$ 25,313	\$ 30,921
COLLECTION FEES	\$ 9,458	\$ 10,530	\$ 10,331	\$ 10,754	\$ 10,754	\$ 11,284	\$ 11,860
TRANSFERS OUT- SPECIAL PROJECTS	\$ 15,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL OPERATING EXPENSES	\$ 565,909	\$ 607,340	\$ 623,009	\$ 757,981	\$ 932,981	\$ 757,910	\$ 1,084,076
FILM RESERVE	\$ 317,822	\$ 410,933	\$ 388,423	\$ 316,618	\$ 339,128	\$ 580,276	\$ 247,328
TDC 1% CUMMULATIVE RESERVE	\$ (54,657)	\$ (60,730)	\$ (60,887)	\$ (68,467)	\$ (70,217)	\$ (68,309)	\$ (79,150)
FILM RESERVE NET OF TDC RESERVE	\$ 263,165	\$ 350,202	\$ 327,536	\$ 248,151	\$ 268,911	\$ 511,966	\$ 168,178
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OVERALL EXPENSE BUDGET	\$ 883,731	\$ 1,018,273	\$ 1,011,432	\$ 1,074,599	\$ 1,272,109	\$ 1,338,186	\$ 1,331,404

Palm Beach County Film And Television Commission
FY 2015 Program Budget

	FY 12 Actual	FY 13 Actual	FY 14 Budget	FY 14 Amended Budget	FY 14 Forecast	FY 15 Budget
Personnel						
Wages & Salaries	271,699	319,477	402,216	402,216	402,216	425,561
Employee Benefits	50,763	61,787	87,195	87,195	87,195	100,571
Payroll Taxes	19,863	24,978	30,384	30,384	30,384	31,872
Contract Labor	31,391	22,562	1,500	1,500	1,500	1,500
Total Personnel	373,716	428,804	521,295	521,295	521,295	559,504
Marketing & Promotion						
Fulfillment	523	(189)	2,000	2,000	2,000	2,000
Printing & Binding Outside	3,924	1,241	4,000	4,000	4,000	4,000
Sales & Promotion	7,595	10,748	20,000	20,000	20,000	15,000
Consumer Trade Shows	4,144	3,641	7,000	7,000	7,000	7,000
Fam Tour	0	0	2,000	2,000	2,000	2,000
Promotional Items	0	5,425	4,000	4,000	4,000	6,000
Advertising	14,665	6,906	20,000	20,000	20,000	15,000
Collateral	7,382	756	2,000	2,000	2,000	2,000
Public Relations/Website	965	12,335	20,000	20,000	20,000	10,000
Development & Sponsorships	0	0	0	0	0	125,000
Total Marketing & Promotion	39,198	40,863	81,000	81,000	81,000	188,000
General & Administrative						
Legal	0	0	500	500	500	500
Insurance	4,722	5,403	8,000	8,000	8,000	8,000
Audit & Tax	7,600	8,727	10,000	10,000	10,000	10,000
Other Administration Expense	15,809	16,695	18,258	18,258	18,258	17,746
Communication Services	8,536	6,104	9,500	9,500	9,500	7,000
Network Expense	7,800	6,035	9,000	9,000	9,000	9,000
Office Supplies	3,007	2,483	2,000	2,000	2,000	2,000
Office Furniture & Equipment	448	1,537	4,000	4,000	4,000	3,000
DP Software & Accessories	1,734	93	1,000	1,000	1,000	1,000
Books Publications & Subscriptions	283	757	500	500	500	500
Dues & Memberships	1,230	5,170	2,500	2,500	2,500	6,000
Machinery & Equipment	11,255	6,524	5,000	5,000	5,000	5,000
Travel & Per Diem	2,085	2,114	3,000	3,000	3,000	3,000
Total General & Administrative	64,509	61,642	73,258	73,258	73,258	72,746
Total Film & Television Commission Contract	477,423	531,309	675,553	675,553	675,553	820,250
Marketing Stimulus/Investment Plan						
Other Contractual Services	0	0	0	175,000	0	175,000
Total Marketing Stimulus/Investment Plan	0	0	0	175,000	0	175,000
County Direct						
TDC Charge-Off	16,332	19,406	25,629	25,629	25,313	30,921
Communication Services	1,664	0	0	0	0	0
Communication/Suncom	60	48	0	0	0	0
Rent	45,026	45,026	45,025	45,025	45,025	45,025
Tax Collector Commissions	9,458	10,530	10,754	10,754	11,284	11,860
Inspector General Fee	946	1,021	1,020	1,020	735	1,020
Total County Direct	73,486	76,031	82,428	82,428	82,357	88,826
Transfer Out- Special Projects	15,000	0	0	0	0	0
Total Film & Television Commission Expense	565,909	607,340	757,981	932,981	757,910	1,084,076
Total Film & Television Commission Reserve	317,823	410,933	316,618	339,128	580,276	247,328
Total Film & Television Commission Available Funds	883,732	1,018,273	1,074,599	1,272,109	1,338,186	1,331,404

PALM BEACH COUNTY

Film Television Commission

History of Expenses FY2007 to Present

Staff	7 Actual FY2007	7 Actual FY2008	7 Actual FY2009	4 Actual FY2010	4 Actual FY2011	4 Actual FY2012	4 Actual FY2013	8 Actual FY2014
Personnel								
Wages & Salaries	315,415	320,720	277,608	244,278	276,327	271,699	319,477	371,240
Employee Benefits	68,864	73,747	68,568	62,698	67,633	50,763	61,787	76,323
Payroll Taxes	24,555	23,644	20,328	19,235	19,095	19,863	24,978	27,703
Contract Labor	0	0	0	0	0	31,391	22,562	4,106
Total Personnel	408,834	418,111	366,504	326,211	363,055	373,716	428,804	479,372
Marketing & Promotion								
Fulfillment	9,683	4,712	647	1,455	1,101	523	(189)	510
Printing & Binding Outside	16,832	7,710	5,479	0	5,259	3,924	1,241	1,753
Sales & Promotion	35,231	34,860	1,284	2,055	12,330	7,595	10,748	18,233
Consumer Trade Shows	10,213	2,644	1,548	0	3,412	4,144	3,641	10,635
Fam Tour	1,474	496	0	0	0	0	0	0
Promotional Items	9,717	1,482	61	0	0	0	5,425	100
Advertising	23,083	40,837	4,158	0	12,264	14,665	6,906	5,170
Collateral	21,287	2,178	447	0	222	7,382	756	275
Public Relations/Website	0	0	0	0	0	965	12,335	12,875
Development & Sponsorships	0	0	0	0	0	0	0	0
Total Marketing & Promotion	127,520	94,919	13,624	3,510	34,588	39,198	40,863	49,551
General & Administrative								
Legal	1,063	0	0	0	0	0	0	0
Insurance	7,533	6,499	5,979	5,046	9,670	4,722	5,403	5,921
Audit & Tax	8,250	9,750	10,500	11,000	7,500	7,600	8,727	9,000
Other Administration Expense	18,200	17,608	17,983	17,957	15,696	15,809	16,695	16,962
Communication Services	5,529	3,893	3,321	4,153	3,315	8,536	6,104	3,939
Network Expense	10,875	3,375	0	0	0	7,800	6,035	4,325
Office Supplies	3,396	3,089	1,053	1,629	1,289	3,007	2,483	2,133
Office Furniture & Equipment	375	863	0	0	0	448	1,537	18
DP Software & Accessories	199	199	339	0	249	1,734	93	322
Books Publications & Subscriptions	1,181	1,004	794	183	158	283	757	204
Dues & Memberships	2,533	1,258	1,705	2,519	780	1,230	5,170	16,089
Machinery & Equipment	4,295	4,732	1,699	3,778	6,080	11,255	6,524	3,634
Travel & Per Diem	2,883	3,303	1,244	1,704	1,990	2,085	2,114	2,450
Total General & Administrative	66,312	55,573	44,617	47,969	46,727	64,509	61,642	64,997
Total Film & Television Commission Contract	602,666	568,603	424,745	377,690	444,370	477,423	531,309	593,920
Marketing Stimulus/Investment Plan								
Other Contractual Services	0	0	0	98,633	0	0	0	0
Total Marketing Stimulus/Investment Plan	0	0	0	98,633	0	0	0	0
County Direct								
TDC Indirect Cost	35,939	40,663	40,356	36,426	17,853	16,332	19,406	23,085
Communication Services	3,440	1,271	1,254	4,150	4,215	1,664	0	0
Communication/Suncom	166	50	53	41	52	60	48	61
Rent	51,464	53,520	55,668	57,889	57,672	45,026	45,026	45,025
Tax Collector Commissions	9,767	9,574	7,645	7,953	8,751	9,458	10,530	11,701
Inspector General Fee	0	0	0	0	536	946	1,021	730
Total County Direct	100,776	105,078	104,976	106,459	89,079	73,486	76,031	80,602
Transfer Out- Special Projects	0	0	0	0	0	15,000	0	0
Total Expenditures/Transfers Out	703,442	673,681	529,721	582,782	533,449	565,909	607,340	674,522
Reserves	125,138	91,958	74,310	159,589	216,492	317,822	410,933	697,286
Total Film & Television Commission	828,580	765,639	604,031	742,371	749,941	883,731	1,018,273	1,371,808

**PALM BEACH COUNTY
TOURIST DEVELOPMENT COUNCIL
FILM TELEVISION COMMISSION
RESERVES**

<u>FUND 1451- FILM & TV COMMISSION</u>	<u>2014 ACTUAL</u>
BALANCE FORWARD	\$ 410,933
BED TAXES	\$ 780,051
INTEREST INCOME	5,824
INTEREST INCOME - BED TAX	-
TRANSFER IN STIMULUS- 1ST CENT Fd-1458	175,000
TOTAL REVENUES	<u>\$ 960,875</u>
TOTAL AVAILABLE FUNDS	\$ 1,371,808
TDC INDIRECT	\$ 23,085
OTHER CONTRACTUAL SERVICES	593,920
COMM/SUNCOM-TOLL	61
RENT-OFFICE SPACE	45,025
TAX COLL. COMMISSION	11,701
INSPECTOR GENERAL FEE	730
OTHER CONTRACTUAL SERVICES- TOURISM STIMULUS	-
TRANSFER OUT-SPECIAL PROJECTS-UDC	-
TOTAL EXPENDITURES	<u><u>\$ 674,522</u></u>
RESERVES	<u><u>\$ 697,286</u></u>