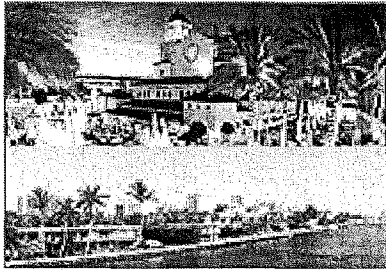


Discover Palm Beach, Inc.

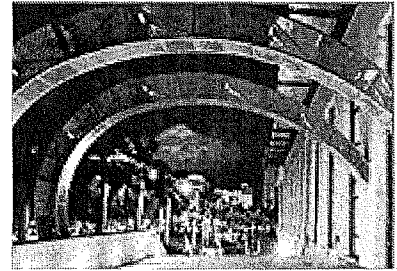
FY 2015 Budget

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



DISCOVER PALM BEACH COUNTY

The Official Tourism
Marketing Organization



DISCOVER PALM BEACH COUNTY

Mission

To enhance economic activity through increased travel visitation to Palm Beach County

Vision

To be the premier global destination for visitors

Discover Palm Beach County, Inc., dba Discover The Palm Beaches (DTPB) (formerly known as the Palm Beach County Convention and Visitors Bureau), services as the official source of travel planning to visitors around the US and internationally. The corporation was formed in 1983 as a private, not-for-profit (501c6) entity contracted by Palm Beach County to promote, and market, Palm Beach County as a tourist destination. Its offices are located at 1555 Palm Beach Lakes Boulevard, Suite 800, West Palm Beach, Florida.

DTPB is governed by a 22-member Board of Directors, which consists of seven members appointed by the Palm Beach County Board of Commissioners; ten elected at-large by the board; and five ex-officio members.

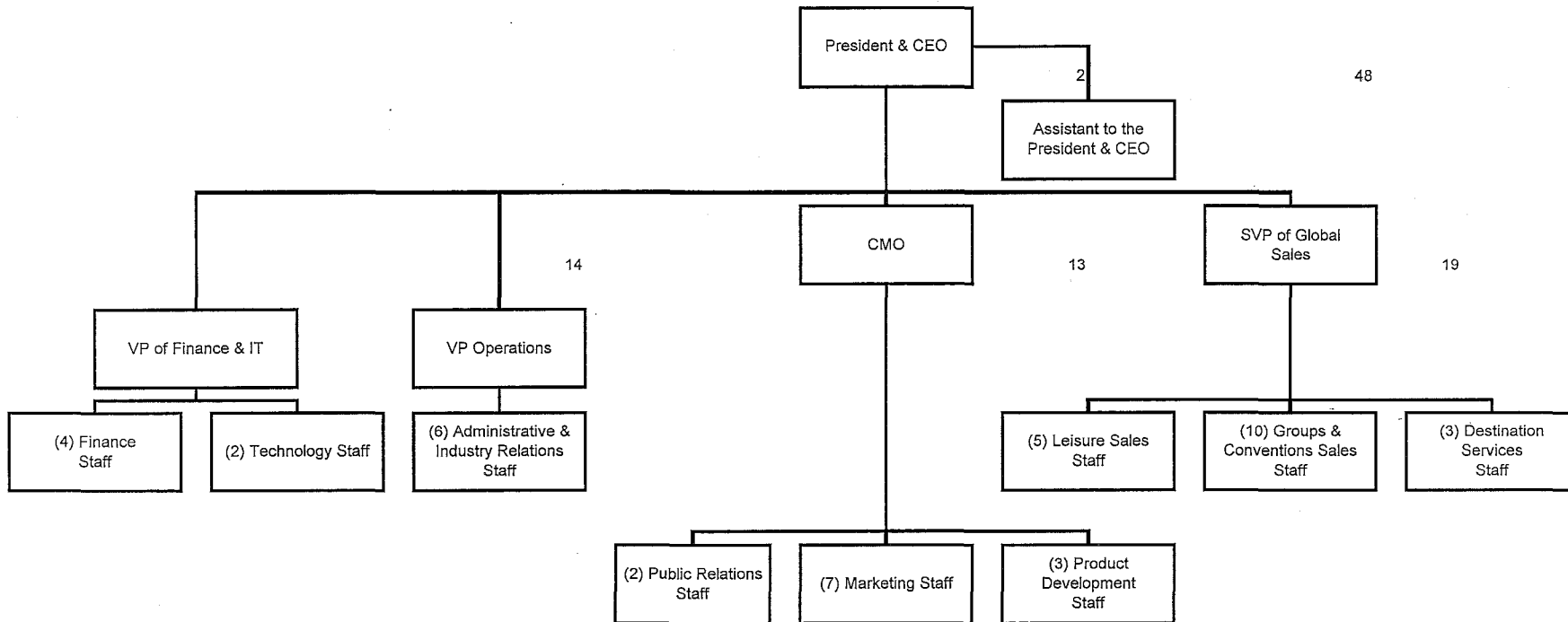
DTPB receives 52.47 percent of the 2nd, 3rd and 5th cent of the Palm Beach County bed tax to fund its program. Currently DPBC employs 48 staff members to implement a comprehensive marketing strategy covering a wide array of initiatives in sales, marketing and community engagement. The overall budget for fiscal year 2014 is approximately \$10 million.

DPBC was awarded accreditation in 2009 by the Destination Marketing Association International (DMAI) and performs its contractual duties to the Board of County Commissioners under the umbrella of the Palm Beach County Tourist Development Council.

Discover Palm Beach County
1555 Palm Beach Lakes Blvd., Suite 800
West Palm Beach, FL 33401
877.722.7821 Fax 561.233.3009
www.palmbeachfl.com

Palm Beach County Convention and Visitors Bureau

FY 2015 Organizational Chart



FY 2015 OBJECTIVES

- 1 Consumer and Travel Industry database increases to 275,000 records
- 2 Maximize advertising placement and frequency to generate 650,000 inquiries
- 3 Generate 850,000 unique visitors to the DPBC website
- 4 Book 87,000 room nights for the hotel group sales effort
- 5 Issue 44 high-value press releases related to the destination
- 6 Generate 80 participants in Destination and Site reviews
- 7 Achieve free press coverage with an advertising equivalent dollar value of \$8,000,000
- 8 Book 15,200 room nights for events using the Convention Center
- 9 Collaborate on 4 DPBC/Convention Center Joint Activities

<u>PERFORMANCE MEASUREMENTS</u>	<u>Actual</u>	<u>Estimated</u>	<u>Projected</u>	<u>Category</u>	<u>Obj.</u>
Discover	FY13	FY14	FY15		
Performance Measure Description					
Consumer & Travel Industry Data Base	239,532	245,000	275,000	Workload	1
Advertising Inquiries (1)	695,063	600,000	650,000	Workload	2
Unique Visitors to Web Site (2)	991,914	800,000	850,000	Workload	3
Booked Room Nights - Hotel Lead Program	85,846	81,000	87,000	Workload	4
Press Releases	38	40	44	Workload	5
Destination Review & Site Participation (3)	168	75	80	Workload	6
Advertising Equivalent Value of Press Coverage (4)	\$ 15,508,226	\$ 5,000,000	\$ 8,000,000	Workload	7
Booked Room Nights - Convention Center	4,287	7,500	15,200 *	Workload	8
DPBC/Convention Center Joint Activities (5)	6	4	4	Workload	9

* - Recommend this goal be reassessed based upon on a firm construction time line and opening date.

- (1) Database Cleansing for email address database from FY13 to FY 14 lowered base
- (2) Mix Impact of enhanced search engine optimization and increase in social media channels
- (3) FY13 reflects increased number of Leisure Destination Reviews participants domestic and international
- (4) Change FY13 to FY14 reflect media review volume associated with October 2012 Debate at Lynn University
- (5) FY13 to FY14 additional tradeshow shared in FY13 between Discover and Global Sales- PBC Conv. Ctr.

**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
	2012	2013	2013	2014	2014	2014	2015
DISCOVER							
CATEGORY A - FUND 1454							
BALANCE FORWARD	\$ 3,953,912	\$ 2,736,722	\$ 2,736,721	\$ 2,101,473	\$ 2,655,322	\$ 2,655,322	\$ 3,212,790
BED TAX REVENUES	\$ 8,440,123	\$ 9,396,393	\$ 9,218,911	\$ 9,596,190	\$ 9,596,190	\$ 10,069,056	\$ 10,583,163
OTC SETTLEMENT TAXES	\$ 408,361	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
INTEREST INCOME	\$ 115,849	\$ (13,772)	\$ 60,132	\$ 58,835	\$ 58,835	\$ -	\$ -
INTER DEPARTMENTAL INCOME	\$ 194,395	\$ 253,402	\$ 252,000	\$ 252,000	\$ 2,000	\$ -	\$ -
OTHER MISC. INCOME	\$ 3,284	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TRANSFER IN- 1ST CENT	\$ -	\$ -	\$ -	\$ -	\$ 1,300,000	\$ 1,300,000	\$ -
STATUTORY HOLDBACK RETURN PYF	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
STATUTORY HOLDBACK	\$ -	\$ -	\$ -	\$ (495,351)	\$ (482,851)	\$ -	\$ (529,158)
TOTAL AVAILABLE FUNDS	\$ 13,115,924	\$ 12,372,745	\$ 12,267,764	\$ 11,513,147	\$ 13,129,496	\$ 14,024,378	\$ 13,266,795
DISCOVER CONTRACT	\$ 9,477,162	\$ 8,954,668	\$ 9,327,311	\$ 9,593,741	\$ 9,336,923	\$ 9,143,486	\$ 10,663,006
COUNTY DIRECT COST	\$ 315,650	\$ 355,128	\$ 388,656	\$ 381,259	\$ 381,259	\$ 371,431	\$ 381,259
MARKETING STIMULUS CAMPAIGN	\$ 41,509	\$ 6,818	\$ -	\$ -	\$ 1,306,818	\$ 806,818	\$ 500,000
TRANSFERS OUT-SPECIAL PROJECTS	\$ 15,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL OPERATING EXPENSES	\$ 9,849,321	\$ 9,316,614	\$ 9,715,967	\$ 9,975,000	\$ 11,025,000	\$ 10,321,735	\$ 11,544,265
DISCOVER RESERVE	\$ 2,736,722	\$ 2,655,322	\$ 2,101,473	\$ 1,051,157	\$ 1,605,006	\$ 3,212,790	\$ 1,149,900
TDC 1% CUMMULATIVE RESERVE	\$ (790,793)	\$ (887,967)	\$ (892,456)	\$ (997,076)	\$ (1,007,576)	\$ (996,083)	\$ (1,117,252)
DISCOVER RESERVE NET OF TDC RESERVE	\$ 1,945,929	\$ 1,767,355	\$ 1,209,017	\$ 54,081	\$ 597,430	\$ 2,216,707	\$ 32,648
		\$ -	\$ -	\$ -			\$ -
OVERALL EXPENSE BUDGET (1)	\$ 12,586,043	\$ 11,971,936	\$ 11,817,440	\$ 11,026,157	\$ 12,630,006	\$ 13,534,525	\$ 12,694,165

(1) See TDC page on Fund 1454. Discover Overall Expense Budget plus TDC Operating Expenses

Discover Palm Beach County

FY 2015 Program Budget

	Actual FY 2012	Actual FY 2013	Adopted Budget FY 2014	Amended Budget FY 2014	Forecast FY 2014	Budget FY 2015
Personnel Expense						
Wages & Salaries	2,559,820	2,489,822	2,924,000	2,851,900	2,823,381	2,956,262
Payroll Taxes	200,415	203,126	234,387	228,636	226,350	240,821
Employee Benefits	614,347	687,577	856,454	840,157	731,756	874,674
Total Personnel Expenses	3,374,582	3,380,525	4,014,840	3,920,694	3,781,487	4,071,757
Marketing & Promotion Expense						
Travel & Entertainment	220,694	159,743	197,378	163,278	161,645	169,967
Trade Show Participation	312,942	213,031	201,883	177,065	175,227	181,021
Destination Reviews	132,656	159,296	147,000	147,000	145,530	148,925
Sales Missions / Media Missions	176,096	248,153	237,990	207,790	205,712	182,175
Event Hosting within PBC	95,925	223,434	285,000	279,000	276,210	293,150
Advertising, Traditional / Online Media	3,646,154	3,320,820	2,664,864	2,632,303	2,605,980	3,185,000
Contracted Marketing Services	427,277	375,972	753,676	753,676	746,139	903,396
Tourism Sponsorships / Grants	116,310	43,350	95,000	95,000	94,050	125,000
Advertising, Website (CVB)	140,651	171,571	76,096	76,096	75,335	239,804
Advertising, Printed marketing Collateral	83,541	147,002	160,000	160,000	158,400	295,000
Promotional Items	44,934	5,336	9,000	5,000	4,950	1,000
Research	28,178	72,691	46,100	46,100	45,639	100,600
Fulfillment	112,666	30,641	115,003	115,003	113,853	131,213
Other Promotional Activities	-	-	-	-	-	3,000
Total Marketing & Promotion Expense	5,538,023	5,171,041	4,988,991	4,857,311	4,808,670	5,959,251
Administrative & General Operations						
Dues & Subscriptions	82,756	60,360	66,736	41,286	40,873	50,663
Data Processing / Computer	12,881	31,466	72,670	72,670	71,943	88,808
Office Equipment & Fixtures, Computer Hardware	119,261	34,526	25,100	25,100	24,849	40,734
Professional Seminars & Conferences	31,025	34,370	43,689	43,689	43,252	69,045
Insurance	44,328	29,847	44,315	43,538	43,103	49,550
Professional Services	103,214	75,120	121,102	119,342	118,148	127,195
Office Supplies	23,362	19,793	43,550	43,450	43,016	32,720
Non- Colateral Printing / Photocopying	24,303	24,580	32,789	32,539	32,213	45,750
Rent / Utilities	3,609	2,573	4,000	4,000	3,960	4,000
Telecommunications	53,403	57,128	85,960	83,860	83,021	81,368
Postage	54,546	24,790	24,390	23,890	23,651	24,815
Bank Fees	5,704	6,206	8,410	8,355	8,271	8,300
Miscellaneous	6,163	2,341	17,200	17,200	17,028	9,050
Total Administrative & General Operations	564,557	403,102	589,910	558,918	553,329	631,998
Total Discover Contract	9,477,162	8,954,668	9,593,741	9,336,923	9,143,486	10,663,006
Marketing Stimulus/Investment Plan						
Other Contractual Services	41,509	6,818	-	906,818	606,818	300,000
Advertising- Eco-Tourism	-	-	-	200,000	200,000	-
Convention Center Incentives	-	-	-	200,000	-	200,000
Total Marketing Stimulus/Investment Plan	41,509	6,818	-	1,306,818	806,818	500,000
County Direct						
Other Contractual Services	3,000	-	-	-	-	-
Telecommunication	7,655	-	-	-	-	-
Rent	291,920	291,920	291,920	291,920	291,920	291,920
Coop Advertising	-	45,000	75,000	75,000	66,408	75,000
IG Fee	13,075	18,208	14,339	14,339	13,103	14,339
Total County Direct	315,650	355,128	381,259	381,259	371,431	381,259
Transfers Out - Special Projects	15,000	-	-	-	-	-
Total Discover Expense	9,849,321	9,316,614	9,975,000	11,025,000	10,321,735	11,544,265
Discover - Reserves	2,736,722	2,655,321	1,051,157	1,605,006	3,212,790	1,149,960
Total Discover Palm Beach Available Funds	12,586,043	11,971,935	11,026,157	12,630,006	13,534,525	12,694,165

PALM BEACH COUNTY
 Tourist Development Council
 Discover's History of Expenses
 FY2008 to Present

Staff	50 Actual FY 2008	48 Actual FY 2009	49 Actual FY 2010	49 Actual FY 2011	49 Actual FY 2012	49 Actual FY 2013	48 Actual FY 2014
Wages & Salaries	\$ 2,554,230	\$ 2,451,929	\$ 2,048,968	\$ 2,350,503	\$ 2,559,820	\$ 2,489,822	\$ 2,707,176
Benefits/Taxes	837,250	722,929	688,314	860,438	814,762	890,703	916,890
Total Personnel Expenses	3,391,480	3,174,858	2,737,282	3,210,941	3,374,582	3,380,525	3,624,066
Marketing & Promotion Expense							
Travel & Entertainment	118,261	118,340	99,837	128,139	220,694	159,743	154,326
Trade Show Participation	239,199	214,620	160,467	157,808	312,942	213,031	193,418
Destination Reviews	66,131	110,008	126,349	60,045	132,656	159,296	240,027
Sales Missions / Media Missions	69,033	101,945	98,514	127,002	176,096	248,153	162,468
Event Hosting within PBC	40,919	32,052	98,377	80,175	95,925	223,434	302,165
Advertising, Traditional / Online Media	1,966,344	1,419,854	1,251,459	2,277,754	3,646,153	3,320,820	2,938,841
Contracted Marketing Services	606,142	591,384	245,476	274,570	427,277	375,972	817,983
Tourism Sponsorships / Grants	98,905	147,341	94,576	75,827	116,310	43,350	120,868
Advertising, Website (CVB)	110,504	160,122	64,489	79,617	140,651	171,571	124,050
Advertising, Printed marketing Collateral	139,298	196,044	107,474	140,004	83,541	147,002	93,164
Promotional Items	35,050	18,870	45,202	18,337	44,934	5,336	1,990
Research	91,143	106,735	130,275	38,026	28,178	72,691	35,697
Fulfillment	27,769	59,554	62,686	30,836	112,666	30,641	37,643
Other Promotional Activities	3,929	3,737	-	551	-	-	-
Total Marketing & Promotion Expense	3,612,627	3,280,606	2,585,182	3,488,691	5,538,023	5,171,041	5,222,640
Administrative & General Operations							
Dues & Subscriptions	44,480	65,857	72,009	51,452	82,756	60,360	68,425
Data Processing / Computer	51,582	56,690	23,186	38,377	12,881	31,466	36,800
Office Equipment & Fixtures, Computer Hardware	77,125	25,310	8,874	91,573	119,261	34,526	33,206
Professional Seminars & Conferences	10,022	11,354	17,766	46,581	31,025	34,370	28,739
Insurance	35,069	39,551	38,543	33,147	44,328	29,847	48,098
Interest	-	-	634	-	-	-	-
Professional Services	186,631	99,455	125,409	77,904	103,216	75,120	74,253
Office Supplies	23,069	14,677	27,003	19,684	23,362	19,793	20,649
Non- Collateral Printing / Photocopying	37,515	30,187	28,557	30,057	24,303	24,580	29,430
Rent / Utilities	2,874	4,657	1,519	2,146	3,609	2,573	2,280
Telecommunications	82,696	69,663	50,734	49,638	53,403	57,128	50,812
Postage	62,764	41,863	24,781	54,054	54,546	24,790	46,707
Repair & Improvements	935	630	930	-	-	-	-
Bank Fees	13,612	7,795	11,067	6,426	5,704	6,206	3,842
Miscellaneous	647	2,634	5,012	10,887	6,163	2,341	3,423
Total Administrative & General Operations	629,021	470,323	436,025	511,926	564,557	403,102	446,664
Total CVB Other Contractual Services	7,633,128	6,925,786	5,758,489	7,211,558	9,477,162	8,954,668	9,293,370
Stimulus Funding							
Stimulus Eco-Tourism	-	-	246,700	-	-	-	200,000
Stimulus Marketing/Advertising CVB contract	-	227,862	1,523,703	178,995	41,509	6,818	521,480
Total Stimulus	-	227,862	1,770,403	178,995	41,509	6,818	721,480
County Direct							
Other Contractual Services	-	-	-	-	3,000	-	-
Moving Expenses	-	-	-	1,739	-	-	-
Telecommunication	34,616	31,580	27,079	24,541	7,655	-	-
Rent	449,086	467,104	485,739	374,759	291,920	291,920	291,920
Coop Advertising	29,780	21,000	15,000	39,923	-	45,000	-
IG Fee	-	-	-	7,763	13,075	18,208	13,041
Total County Direct	513,482	519,684	527,818	448,725	315,650	355,128	304,961
Transfer - Out	653,800	-	50,000	-	15,000	-	-
Total Expenditures/Transfers Out	8,800,410	7,673,333	8,106,710	7,839,278	9,849,321	9,316,614	10,319,811
CVB - Reserves	4,079,811	5,322,204	4,129,984	3,953,912	2,736,721	2,655,321	3,816,157
Total Convention & Visitors Bureau	\$ 12,880,221	\$ 12,995,537	\$ 12,236,694	\$ 11,793,190	\$ 12,586,042	11,971,935	14,135,968

**PALM BEACH COUNTY
 TOURIST DEVELOPMENT COUNCIL
 TOURISM PROMOTION
 RESERVES**

<u>FUND1454-TOURISM PROMOTION</u>	2014 <u>ACTUAL</u>
BALANCE FORWARD	\$ 2,655,322
BED TAXES	\$ 10,441,146
INTERDEPARTMENTAL INCOME	210,246
INTEREST INCOME	45,659
INTEREST INCOME - BED TAX	345
TRANSFER IN STIMULUS- 1ST CENT Fd-1458	1,300,000
TOTAL REVENUES	<u>\$ 11,997,397</u>
TOTAL AVAILABLE FUNDS	\$ 14,652,719
TDC ADMIN	\$ 743,781
OTHER CONTRACTUAL SERV. DISCOVER	9,293,370
OTHER CONTRACTUAL SERV. DISCOVER- STIMULUS	521,480
ADVERTISING-STIMULUS-ECO-TOURISM	200,000
OTHER CONTRACTUAL SERV. CONV. CTR. INCENT.-STIM.	-
RENT- OFFICE SPACE - CVB	291,920
TAX COLLECTOR COMMISSION - TDC	156,617
LOCAL CO-OP	-
INSPECTOR GENERAL FEE	13,040
LESS OPERATING EXPENSE - CHARGE OFFS (TDC)	(383,647)
TOTAL EXPENDITURES	<u>\$ 10,836,562</u>
RESERVES	<u><u>\$ 3,816,157</u></u>