

Discover Palm Beach, Inc.

FY 2016 Budget

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DISCOVER THE PALM BEACHES

The Official Tourism Marketing Corporation
for Palm Beach County

Mission

Increase visitation and contribute to the overall economic development in 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.

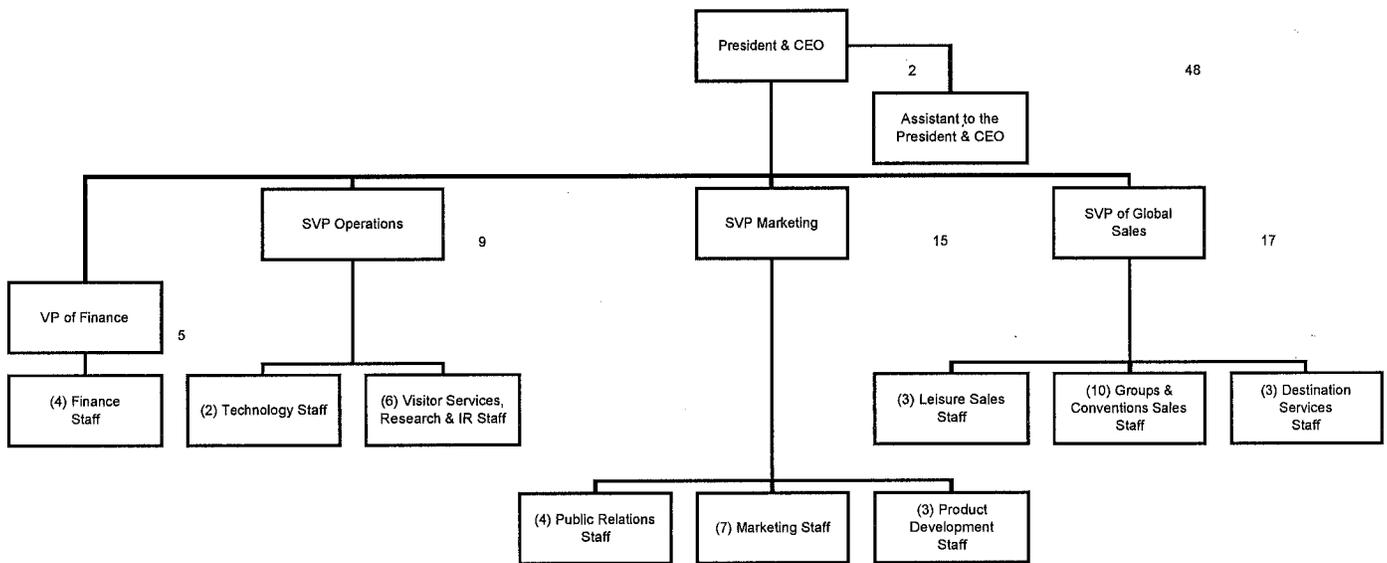
DTPB receives 48.32 percent of the 2nd, 3rd, 5th and 6th Cent of the Palm Beach County bed tax to fund its program. Currently DTPB employs 43 staff members to implement a comprehensive marketing strategy covering a wide array of initiatives in sales, marketing and community engagement. The overall budget for fiscal year 2016 is approximately \$15 million.

DTPB 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 The Palm Beaches
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Palm Beach County Convention and Visitors Bureau

FY 2016 Organizational Chart



Discover Palm Beach County	Palm Beach County, FL
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FY 2016 OBJECTIVES	
1	Consumer and Travel Industry database increases to 300,000 records
2	Maximize advertising placement and frequency to generate 875,000 inquiries
3	Generate 1,100,000 unique visitors to the DPBC website
4	Book 115,000 room nights (Hotels Non-Convention Center)
5	Actual Room Nights- 50,000 receiving Incentive (Hotels Non-CC)
6	Book 19,000 room nights for Convention Center
7	Actual Room Nights- 8,000 for Convention Center
8	Generate 90 participants in Destination and Site reviews
9	Achieve free press coverage with an advertising equivalent dollar value of \$10,000,000
10	Collaborate on 5 DPBC/Convention Center Joint Activities
11	Generate 200,000 Social Engagements which is a more relevant key performance indicator and replaces Press Releases

PERFORMANCE MEASUREMENTS		Actual FY14	Estimated FY15	Projected FY16	Category	Obj.
Discover						
Performance Measure Description						
Consumer & Travel Industry Data Base		256,162	260,000	300,000	Workload	1
Advertising Inquiries		784,513	800,000	875,000	Workload	2
Unique Visitors to Web Site		1,030,440	1,050,000	1,100,000	Workload	3
Booked Room Nights (Hotels Non-Convention Ctr.)		109,603	102,000	115,000	Workload	4
Actual Room Nights Receiving Incentive (Hotels Non-CC)		NA	NA	50,000	Workload	5
Booked Room Nights - Convention Center		8,110	13,000	19,000	Workload	6
Actual Room Nights - Convention Center				8,000	Workload	7
Press Releases		48	44	-		
Destination Review & Site Participation		90	80	90	Workload	8
Advertising Equivalent Value of Press Coverage		\$ 7,511,809	\$40,000,000*	\$ 10,000,000	Workload	9
DPBC/Convention Center Joint Activities		5	5	5	Workload	10
Social Engagement		NA	NA	200,000	Workload	11

* - \$33,000,000 due to title sponsorship of NBC/ Golf Channel "Big Break" with support from VISIT FLORIDA

DATA DICTIONARY:

Consumer & Travel Industry Database Increase Represents number of contacts in the DTPB electronic database as of a certain date. Includes: consumers, meeting planners, travel agents, tour/receptive operators, partners, members, vendors.
Advertising Inquiries Represents the number of inquiries received by DTPB from all customer groups. Includes reader responses, website requests, email sign ups plus 50% of unique visitors to DTPB website. Includes distribution of print materials at distribution centers and other channels (mail, events, hotels).
Unique Visitors to Web Site Represents the number of unique visitors (new users) to the DTPB website and micro-sites.
Advertising Equivalent Value of Press Coverage Includes a total of all "earned media" in North America and select international markets as a result of editorial across all media channels (i.e. print, online, broadcast, etc). Represents the dollar equivalent of this "earned media" as monitored, analyzed and reported through BurrellesLuce; a widely-used professional media monitoring and reporting providers in the industry.
Social Engagement (NEW) Is defined by the actions from DTPB fans/followers through sharing, commenting, retweeting, pinning, liking and viewing content on DTPB's social media channels

**TOURIST DEVELOPMENT COUNCIL FY 2016
PROPOSED BUDGET**

	11.05%	10.87%	7.00%	5.00%	5.00%	21.43%	13.13%
	ACTUAL	ACTUAL	FORECAST	Adopted BUDGET	Modified BUDGET	FORECAST	Proposed BUDGET
DISCOVER CATEGORY A - FUND 1454	2013	2014	2014	2015	2015	2015	2016
BALANCE FORWARD	\$ 2,736,722	\$ 2,655,322	\$ 2,655,322	\$ 3,212,790	\$ 3,816,155	\$ 3,816,155	\$ 3,325,495
BED TAX REVENUES	\$ 9,396,393	\$ 10,441,146	\$ 10,069,056	\$ 10,583,163	\$ 10,583,163	\$ 12,898,208	\$ 14,718,758
INTEREST INCOME	\$ (13,772)	\$ 46,002	\$ -	\$ -	\$ -	\$ 55,897	\$ 60,344
INTER DEPARTMENTAL INCOME	\$ 253,402	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OTHER MISC. INCOME	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TRANSFER IN- 1ST CENT	\$ -	\$ 1,300,000	\$ 1,300,000	\$ -	\$ -	\$ -	\$ -
STATUTORY HOLDBACK RETURN PYF	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
STATUTORY HOLDBACK	\$ -	\$ -	\$ -	\$ (529,158)	\$ (529,158)	\$ -	\$ (738,954)
TOTAL AVAILABLE FUNDS	\$ 12,372,745	\$ 14,442,470	\$ 14,024,378	\$ 13,266,795	\$ 13,870,160	\$ 16,770,260	\$ 17,365,643
DISCOVER CONTRACT	\$ 8,954,668	\$ 9,293,370	\$ 9,143,486	\$ 10,663,006	\$ 12,163,006	\$ 12,163,006	\$ 14,518,024
COUNTY DIRECT COST	\$ 355,128	\$ 304,961	\$ 371,431	\$ 381,259	\$ 381,259	\$ 381,259	\$ 381,976
MARKETING STIMULUS CAMPAIGN	\$ 6,818	\$ 721,480	\$ 806,818	\$ 500,000	\$ 500,000	\$ 324,900	\$ 175,100
TRANSFERS OUT-SPECIAL PROJECTS	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL OPERATING EXPENSES	\$ 9,316,614	\$ 10,319,811	\$ 10,321,735	\$ 11,544,265	\$ 13,044,265	\$ 12,869,165	\$ 15,075,100
DISCOVER RESERVE	\$ 2,655,322	\$ 3,816,155	\$ 3,212,790	\$ 1,149,900	\$ 253,266	\$ 3,325,495	\$ 1,696,038
TDC 1% CUMMULATIVE RESERVE	\$ (887,967)	\$ (996,333)	\$ (996,083)	\$ (1,117,252)	\$ (1,132,252)	\$ (1,130,780)	\$ (1,287,476)
DISCOVER RESERVE NET OF TDC RESERVE	\$ 1,767,355	\$ 2,819,823	\$ 2,216,707	\$ 32,648	\$ (878,987)	\$ 2,194,715	\$ 408,562
OVERALL EXPENSE BUDGET (1)	\$ 11,971,936	\$ 14,135,966	\$ 13,534,525	\$ 12,694,165	\$ 13,297,531	\$ 16,194,660	\$ 16,771,138

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

Discover Palm Beach County

FY 2016 Budget

	Actual FY 2013	Actual FY 2014	Budget FY 2015	Modified Budget* FY 2015	Forecast FY 2015	Budget FY 2016	FY 2016 Budget vs. Modified FY 15 Budget	% Inc (Dec) FY 2016 Budget vs. Modified FY 15 Budget	FY 2016 Budget vs. FY 15 Forecast	% Inc (Dec) FY 2016 Budget vs. FY 15 Forecast
Personnel Expense										
Wages & Salaries	2,489,822	2,707,176	2,956,262	2,956,262	2,956,262	3,287,215	330,953	11.19%	330,953	11.19%
Payroll Taxes	203,126	210,422	240,821	240,821	240,821	267,651	26,830	11.14%	26,830	11.14%
Employee Benefits	687,577	706,468	874,674	874,674	874,674	949,203	74,528	8.52%	74,528	8.52%
Total Personnel Expenses	3,380,525	3,624,066	4,071,757	4,071,757	4,071,757	4,504,069	432,311	10.62%	432,311	10.62%
Marketing & Promotion Expense										
Travel & Entertainment	159,743	154,326	169,967	169,967	169,967	192,652	22,685	13.35%	22,685	13.35%
Trade Show Participation	213,031	193,418	181,021	181,021	181,021	263,286	82,265	45.44%	82,265	45.44%
Destination Reviews	159,296	240,027	148,925	148,925	148,925	216,100	67,175	45.11%	67,175	45.11%
Sales Missions / Media Missions	248,153	162,468	182,175	182,175	182,175	285,306	103,131	56.61%	103,131	56.61%
Event Hosting within PBC	223,434	302,165	293,150	338,150	338,150	364,549	26,399	7.81%	26,399	7.81%
Advertising, Traditional / Online Media	3,320,820	2,938,841	3,185,000	4,590,000	4,590,000	5,599,883	1,009,883	22.00%	1,009,883	22.00%
Contracted Marketing Services	375,972	817,983	903,396	953,396	953,396	1,276,845	323,449	33.93%	323,449	33.93%
Tourism Sponsorships / Grants	43,350	120,868	125,000	125,000	125,000	132,000	7,000	5.60%	7,000	5.60%
Advertising, Website (CVB)	171,571	124,050	239,804	239,804	239,804	298,725	58,921	24.57%	58,921	24.57%
Advertising, Printed marketing Collateral	147,002	93,164	295,000	295,000	295,000	300,000	5,000	1.69%	5,000	1.69%
Promotional Items	5,336	1,990	1,000	1,000	1,000	1,000	-	0.00%	-	0.00%
Research	72,691	35,697	100,600	100,600	100,600	157,050	56,450	56.11%	56,450	56.11%
Fulfillment	30,641	37,643	131,213	131,213	131,213	208,068	76,855	58.57%	76,855	58.57%
Other Promotional Activities	-	-	3,000	3,000	3,000	3,000	-	0.00%	-	0.00%
Total Marketing & Promotion Expense	5,171,041	5,222,640	5,959,251	7,459,251	7,459,251	9,298,464	1,839,213	24.66%	1,839,213	24.66%
Administrative & General Operations										
Dues & Subscriptions	60,360	68,425	50,663	50,663	50,663	55,267	4,603	9.09%	4,603	9.09%
Data Processing / Computer	31,466	36,800	88,808	88,808	88,808	95,660	6,852	7.72%	6,852	7.72%
Office Equipment & Fixtures, Computer Hardware	34,526	33,206	40,734	40,734	40,734	57,650	16,917	41.53%	16,917	41.53%
Professional Seminars & Conferences	34,370	28,739	69,045	69,045	69,045	91,983	22,938	33.22%	22,938	33.22%
Insurance	29,847	48,098	49,550	49,550	49,550	54,032	4,482	9.05%	4,482	9.05%
Professional Services	75,120	74,253	127,195	127,195	127,195	138,000	10,805	8.49%	10,805	8.49%
Office Supplies	19,793	20,649	32,720	32,720	32,720	35,770	3,050	9.32%	3,050	9.32%
Non- Collateral Printing / Photocopying	24,580	29,430	45,750	45,750	45,750	49,705	3,955	8.64%	3,955	8.64%
Rent / Utilities	2,573	2,280	4,000	4,000	4,000	5,000	1,000	25.00%	1,000	25.00%
Telecommunications	57,128	50,812	81,368	81,368	81,368	87,629	6,261	7.69%	6,261	7.69%
Postage	24,790	46,707	24,815	24,815	24,815	26,619	1,804	7.27%	1,804	7.27%
Bank Fees	6,206	3,842	8,300	8,300	8,300	8,800	500	6.02%	500	6.02%
Miscellaneous	2,341	3,423	9,050	9,050	9,050	9,376	326	3.60%	326	3.60%
Total Administrative & General Operations	403,102	446,664	631,998	631,998	631,998	715,491	83,494	13.21%	83,494	13.21%
Total Discover Other Contractual Services	8,954,668	9,293,370	10,663,006	12,163,006	12,163,006	14,518,024	2,355,018	19.36%	2,355,018	19.36%
Marketing Stimulus Campaign										
Tourism Stimulus Campaign	6,818.00	721,480	300,000	300,000	300,000	-	(300,000)	0.00%	(300,000)	-100.00%
Convention Center Incentives	-	-	200,000	200,000	24,900	175,100	(24,900)	0.00%	150,200	603.21%
Total Marketing Stimulus Campaign	6,818	721,480	500,000	500,000	324,900	175,100	(324,900)	0.00%	(149,800)	-46.11%
County Direct										
Rent	291,920	291,920	291,920	291,920	291,920	291,920	-	0.00%	-	0.00%
Coop Advertising	45,000	-	75,000	75,000	75,000	75,000	-	0.00%	-	0.00%
IG Fee	18,208	13,041	14,339	14,339	14,339	15,056	717	5.00%	717	5.00%
Total County Direct	355,128	304,961	381,259	381,259	381,259	381,976	717	0.19%	717	0.19%
Total Expense-Discover	9,316,614	10,319,811	11,544,265	13,044,265	12,869,165	15,075,100	2,030,835	15.57%	2,205,935	17.14%
Reserves	2,655,322	3,816,155	1,149,900	253,266	3,325,495	1,696,038	1,442,772	569.67%	(1,629,457)	-49.00%
Discover Overall Expense Budget	11,971,936	14,135,966	12,694,165	13,297,531	16,194,660	16,771,138	3,473,607	26.12%	576,478	3.56%

*Contract amendment in progress

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

Staff (1)	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	39 Actual FY 2015
Wages & Salaries	\$ 2,554,230	\$ 2,451,929	\$ 2,048,968	\$ 2,350,503	\$ 2,559,820	\$ 2,489,822	\$ 2,707,176	\$ 2,838,222
Benefits/Taxes	837,250	722,929	688,314	860,438	814,762	890,703	916,890	971,758
Total Personnel Expenses	3,391,480	3,174,858	2,737,282	3,210,941	3,374,582	3,380,525	3,624,066	3,809,980
Marketing & Promotion Expense								
Travel & Entertainment	118,261	118,340	99,837	128,139	220,694	159,743	154,326	167,950
Trade Show Participation	239,199	214,620	160,467	157,808	312,942	213,031	193,418	177,010
Destination Reviews	66,131	110,008	126,349	60,045	132,656	159,296	240,027	218,219
Sales Missions / Media Missions	69,033	101,945	98,514	127,002	176,096	248,153	162,468	243,864
Event Hosting within PBC	40,919	32,052	98,377	80,175	95,925	223,434	302,165	350,205
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	4,621,434
Contracted Marketing Services	606,142	591,384	245,476	274,570	427,277	375,972	817,983	758,718
Tourism Sponsorships / Grants	98,905	147,341	94,576	75,827	116,310	43,350	120,868	142,022
Advertising, Website (CVB)	110,504	160,122	64,489	79,617	140,651	171,571	124,050	142,844
Advertising, Printed marketing Collateral	139,298	196,044	107,474	140,004	83,541	147,002	93,164	197,905
Promotional Items	35,050	18,870	45,202	18,337	44,934	5,336	1,990	2,155
Research	91,143	106,735	130,275	38,026	28,178	72,691	35,697	82,431
Fulfillment	27,769	59,554	62,686	30,836	112,666	30,641	37,643	105,340
Other Promotional Activities	3,929	3,737	-	551	-	-	-	1,993
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	7,212,090
Administrative & General Operations								
Dues & Subscriptions	44,480	65,857	72,009	51,452	82,756	60,360	68,425	54,764
Data Processing / Computer	51,582	56,690	23,186	38,377	12,881	31,466	36,800	44,688
Office Equipment & Fixtures, Computer Hardware	77,125	25,310	8,874	91,573	119,261	34,526	33,206	17,731
Professional Seminars & Conferences	10,022	11,354	17,766	46,581	31,025	34,370	28,739	47,539
Insurance	35,069	39,551	38,543	33,147	44,328	29,847	48,098	37,852
Interest	-	-	634	-	-	-	-	-
Professional Services	186,631	99,455	125,409	77,904	103,216	75,120	74,253	88,834
Office Supplies	23,069	14,677	27,003	19,684	23,362	19,793	20,649	31,723
Non- Collateral Printing / Photocopying	37,515	30,187	28,557	30,057	24,303	24,580	29,430	32,939
Rent / Utilities	2,874	4,657	1,519	2,146	3,609	2,573	2,280	2,371
Telecommunications	82,696	69,663	50,734	49,638	53,403	57,128	50,812	46,896
Postage	62,764	41,863	24,781	54,054	54,546	24,790	46,707	12,893
Repair & Improvements	935	630	930	-	-	-	-	-
Bank Fees	13,612	7,795	11,067	6,426	5,704	6,206	3,842	4,086
Miscellaneous	647	2,634	5,012	10,887	6,163	2,341	3,423	4,354
Total Administrative & General Operations	629,021	470,323	436,025	511,926	564,557	403,102	446,664	426,670
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	11,448,740
Stimulus Funding								
Stimulus Eco-Tourism	-	-	246,700	-	-	-	200,000	-
Other Contractual Svcs. - Conv. Ctr. Incentives	-	-	-	-	-	-	-	25,900
Stimulus Marketing/Advertising CVB contract	-	227,862	1,523,703	178,995	41,509	6,818	521,480	300,000
Total Stimulus	-	227,862	1,770,403	178,995	41,509	6,818	721,480	325,900
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	291,920
Coop Advertising	29,780	21,000	15,000	39,923	-	45,000	-	-
IG Fee	-	-	-	7,763	13,075	18,208	13,041	16,784
Total County Direct	513,482	519,684	527,818	448,725	315,650	355,128	304,961	308,704
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	12,083,344
CVB - Reserves	4,079,811	5,322,204	4,129,984	3,953,912	2,736,721	2,655,321	3,816,157	4,687,673
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	16,771,017

(1) Staff not actual from 2008 to 2014. The number represents organizational positions

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

<u>FUND1454-TOURISM PROMOTION</u>	2015 ACTUAL
BALANCE FORWARD	\$ 3,816,155
BED TAXES	\$ 13,418,121
INTERDEPARTMENTAL INCOME	129,092
INTEREST INCOME	62,224
OTHER INCOME	32
TRANSFER IN STIMULUS- 1ST CENT Fd-1458	-
TOTAL REVENUES	<u>\$ 13,609,469</u>
 TOTAL AVAILABLE FUNDS	 \$ 17,425,624
 TDC ADMIN	 \$ 783,956
OTHER CONTRACTUAL SERV. DISCOVER	11,448,740
OTHER CONTRACTUAL SERV. DISCOVER- STIMULUS	300,000
ADVERTISING-STIMULUS-ECO-TOURISM	-
OTHER CONTRACTUAL SERV. CONV. CTR. INCENT.-STIM.	25,900
RENT- OFFICE SPACE - CVB	291,920
TAX COLLECTOR COMMISSION - TDC	201,272
AIR SERVICE DEVELOPMENT	129,182
INSPECTOR GENERAL FEE	16,784
LESS OPERATING EXPENSE - CHARGE OFFS (TDC)	(459,803)
TOTAL EXPENDITURES	<u>\$ 12,737,951</u>
 RESERVES	 <u><u>\$ 4,687,673</u></u>