

PALM BEACH COUNTY
Film & Television Commission

FY 2016 Budget

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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.

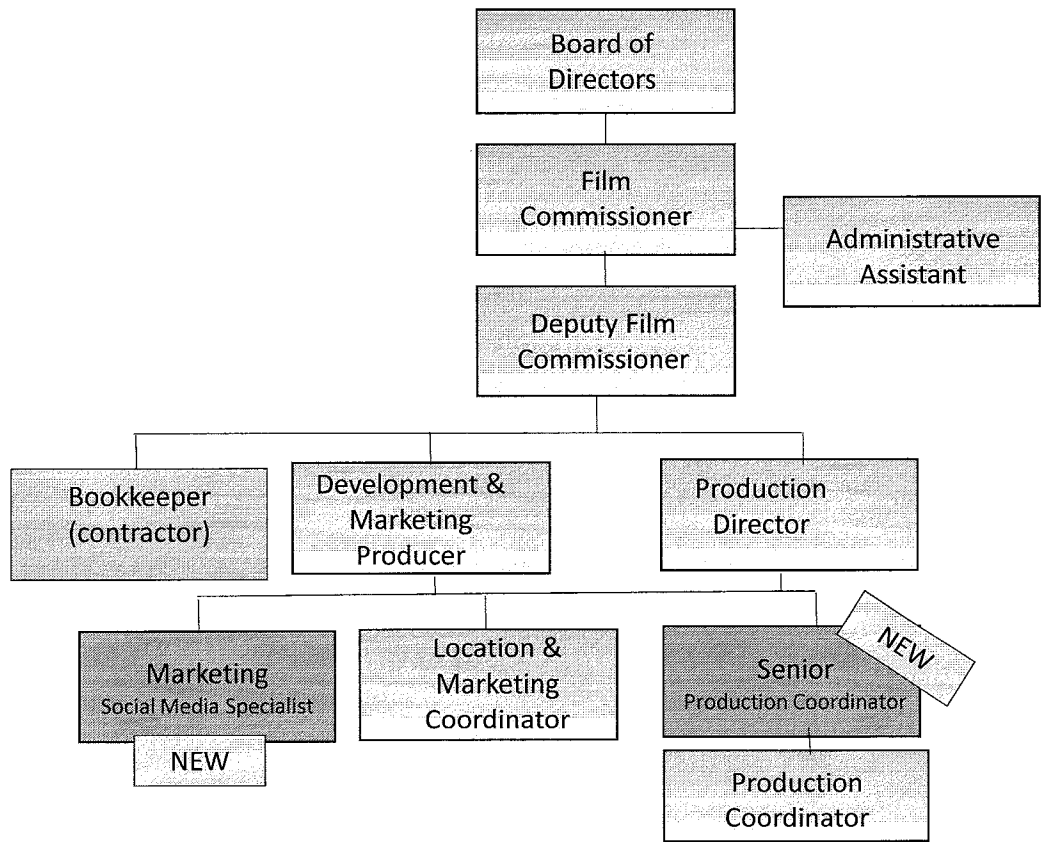
The Palm Beach County Film & Television Commission (FTC) began operations in 1989 as a County Department. In 1996 the organization privatized as a non-for-profit (501 c6) organization under contract with the Palm Beach County Board of County Commissioners. The FTC is governed by a Board of Directors made-up of local and national production professionals, members-at-large, and agency representatives. The FTC receives 4.31 percent of the 2nd, 3rd, 5th and 6th 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 9 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 ORGANIZATIONAL CHART



Film & Television Commission

FY 2016 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 Develop content marketing programs. Projects within this category include in-development, in-production and/or aired.
- 8 Generate unique visitors to the website.

<u>PERFORMANCE MEASUREMENTS</u>	<u>Actual FY 2014</u>	<u>Estimated FY 2015</u>	<u>Projected FY 2016</u>	<u>Category</u>	<u>Obj</u>
1. Production Revenue (in the millions)	\$146.07	\$141.00	\$155.00	Demand	1
2. Hotel Room Nights	10,436	12,500	13,125	Demand	2
3. Permits Issued	328	280	330	Demand	3
4. Non-Permitted Productions	128	110	121	Demand	4
5. Total Leads	201	185	204	Output	5
6. Lead Responses	199	185	204	Output	6
7. Develop Content Marketing Programs	3	5	8	Output	7
8. Website Unique Visitors	23,013	22,000	24,200	Demand	8

**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	Modified	FORECAST	Proposed
FILM & TELEVISION COMM. CATEGORY D - FUND 1451	2013	2014	2014	BUDGET	BUDGET	2015	BUDGET
BALANCE FORWARD	\$ 317,822	\$ 410,933	\$ 410,933	\$ 580,276	\$ 697,286	\$ 697,286	\$ 704,007
BED TAX REVENUES	\$ 701,999	\$ 780,051	\$ 752,253	\$ 790,661	\$ 790,661	\$ 1,088,373	\$ 1,312,869
INTEREST INCOME	\$ (1,548)	\$ 5,824	\$ -	\$ -	\$ -	\$ 7,635	\$ 8,624
TRANSFERS IN: STIMULUS (CVB)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TRANSFERS IN: 1ST CENT	\$ -	\$ 175,000	\$ 175,000	\$ -	\$ -	\$ -	\$ -
STATUTORY HOLDBACK RETURN PYF	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
STATUTORY HOLDBACK	\$ -	\$ -	\$ -	\$ (39,533)	\$ (39,533)	\$ -	\$ (66,075)
TOTAL AVAILABLE FUNDS	\$ 1,018,273	\$ 1,371,808	\$ 1,338,186	\$ 1,331,404	\$ 1,448,414	\$ 1,793,294	\$ 1,959,425
FILM COMMISSION CONTRACT	\$ 531,309	\$ 593,920	\$ 675,553	\$ 820,250	\$ 820,250	\$ 820,250	\$ 1,206,501
COUNTY DIRECT COST	\$ 46,095	\$ 45,816	\$ 45,760	\$ 46,045	\$ 46,045	\$ 46,045	\$ 46,150
MARKETING STIMULUS CAMPAIGN	\$ -	\$ -	\$ -	\$ 175,000	\$ 175,000	\$ 175,000	\$ -
TDC CHARGE-OFF ADMIN.	\$ 19,406	\$ 23,085	\$ 25,313	\$ 30,921	\$ 30,921	\$ 31,666	\$ 33,335
COLLECTION FEES	\$ 10,530	\$ 11,701	\$ 11,284	\$ 11,860	\$ 23,860	\$ 16,326	\$ 19,693
TRANSFERS OUT- SPECIAL PROJECTS	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL OPERATING EXPENSES	\$ 607,340	\$ 674,522	\$ 757,910	\$ 1,084,076	\$ 1,096,076	\$ 1,089,287	\$ 1,305,679
FILM RESERVE	\$ 410,933	\$ 697,286	\$ 580,276	\$ 247,328	\$ 352,338	\$ 704,007	\$ 653,746
TDC 1% CUMMULATIVE RESERVE	\$ (60,730)	\$ (67,475)	\$ (68,309)	\$ (79,150)	\$ (79,270)	\$ (78,368)	\$ (91,425)
FILM RESERVE NET OF TDC RESERVE	\$ 350,203	\$ 629,811	\$ 511,967	\$ 168,179	\$ 273,068	\$ 625,639	\$ 562,321
		\$ -	\$ -	\$ -		\$ -	\$ -
OVERALL EXPENSE BUDGET	\$ 1,018,273	\$ 1,371,808	\$ 1,338,186	\$ 1,331,404	\$ 1,448,414	\$ 1,793,294	\$ 1,959,425

PALM BEACH COUNTY

Tourist Development Council
Film Television Commission
FY 2016 Program Budget

	FY 13 Actual	FY 14 Actual	FY 15 Budget	FY 15 Modified Budget	FY 15 Forecast	FY 16 Budget	FY16 Budget vs Modified FY15 Budget	% Inc. (Dec) FY16 Budget vs. Modified FY15 Budget	FY16 Budget vs FY15 Forecast	% Inc. (Dec) FY16 Budget vs. FY15 Forecast
Personnel										
Wages & Salaries	319,477	371,240	425,561	425,561	425,561	499,815	74,254	17.45%	74,254	17.45%
Employee Benefits	61,787	76,323	100,571	100,571	100,571	103,992	3,421	3.40%	3,421	3.40%
Payroll Taxes	24,978	27,703	31,872	31,872	31,872	37,194	5,322	16.70%	5,322	16.70%
Bookkeeping/Contract Labor	22,562	4,106	1,500	1,500	1,500	25,000	23,500	1566.67%	23,500	1566.67%
Total Personnel	428,804	479,373	559,504	559,504	559,504	666,000	106,496	19.03%	106,496	19.03%
Marketing & Promotion										
Fulfillment	(189)	510	2,000	2,000	2,000	2,000	0	0.00%	0	0.00%
Printing & Binding Outside	1,241	1,753	4,000	4,000	4,000	5,000	1,000	25.00%	1,000	25.00%
Sales & Promotion	10,748	18,233	15,000	15,000	15,000	20,000	5,000	33.33%	5,000	33.33%
Consumer Trade Shows	3,641	10,635	7,000	7,000	7,000	12,000	5,000	71.43%	5,000	71.43%
Fam Tour	0	0	2,000	2,000	2,000	2,000	0	0.00%	0	0.00%
Promotional Items	5,425	100	6,000	6,000	6,000	7,000	1,000	16.67%	1,000	16.67%
Advertising	6,906	5,170	15,000	15,000	15,000	38,500	23,500	156.67%	23,500	156.67%
Collateral	756	275	2,000	2,000	2,000	3,500	1,500	75.00%	1,500	75.00%
Public Relations/Website/Social Media	12,335	12,875	10,000	10,000	10,000	20,000	10,000	100.00%	10,000	100.00%
Development & Sponsorships	0	0	125,000	125,000	125,000	350,000	225,000	180.00%	225,000	180.00%
Total Marketing & Promotion	40,863	49,550	188,000	188,000	188,000	460,000	272,000	144.68%	272,000	144.68%
General & Administrative										
Legal	0	0	500	500	500	3,000	2,500	500.00%	2,500	500.00%
Insurance	5,403	5,921	8,000	8,000	8,000	9,000	1,000	12.50%	1,000	12.50%
Audit & Tax	8,727	9,000	10,000	10,000	10,000	12,000	2,000	20.00%	2,000	20.00%
Other Administration Expense	16,695	16,962	17,746	17,746	17,746	4,001	-13,745	-77.45%	-13,745	-77.45%
Communication Services	6,104	3,939	7,000	7,000	7,000	7,000	0	0.00%	0	0.00%
Network Expense	6,035	4,325	9,000	9,000	9,000	10,000	1,000	11.11%	1,000	11.11%
Office Supplies	2,483	2,133	2,000	2,000	2,000	2,500	500	25.00%	500	25.00%
Office Furniture & Equipment	1,537	18	3,000	3,000	3,000	3,500	500	16.67%	500	16.67%
DP Software & Accessories	93	322	1,000	1,000	1,000	1,500	500	50.00%	500	50.00%
Books Publications & Subscriptions	757	204	500	500	500	500	0	0.00%	0	0.00%
Dues & Memberships	5,170	16,089	6,000	6,000	6,000	18,000	12,000	200.00%	12,000	200.00%
Machinery & Equipment	6,524	3,634	5,000	5,000	5,000	6,000	1,000	20.00%	1,000	20.00%
Travel & Per Diem	2,114	2,450	3,000	3,000	3,000	3,500	500	16.67%	500	16.67%
Total General & Administrative	61,642	64,997	72,746	72,746	72,746	80,501	7,755	10.66%	7,755	10.66%
Total Film & Television Commission Contract	531,309	593,920	820,250	820,250	820,250	1,206,501	386,251	47.09%	386,251	47.09%
Marketing Stimulus/Investment Plan										
Other Contractual Services	0	0	175,000	175,000	175,000	0	-175,000	-100.00%	-175,000	-100.00%
Total Marketing Stimulus/Investment Plan	0	0	175,000	175,000	175,000	0	-175,000	-100.00%	-175,000	-100.00%
County Direct										
TDC Charge-Off	19,406	23,085	30,921	30,921	31,666	33,335	2,414	7.81%	1,669	5.27%
Communication Services	48	60	0	0	0	0	0	0.00%	0	0.00%
Communication/Suncom	0	0	0	0	0	0	0	0.00%	0	0.00%
Rent	45,026	45,026	45,025	45,025	45,025	45,025	0	0.00%	0	0.00%
Tax Collector Commissions	10,530	11,701	11,860	23,860	16,326	19,693	-4,167	-17.46%	3,367	20.62%
Inspector General Fee	1,021	730	1,020	1,020	1,020	1,125	105	10.29%	105	10.29%
Total County Direct	76,031	80,602	88,826	100,826	94,037	99,178	-1,648	-1.63%	5,141	5.47%
Transfer Out- Special Projects	0	0	0	0	0	0	0	0.00%	0	0.00%
Total Film & Television Commission Expense	607,340	674,522	1,084,076	1,096,076	1,089,287	1,305,679	209,603	19.12%	216,392	19.87%
Total Film & Television Commission Reserve	410,933	697,286	247,328	352,338	704,007	653,746	301,408	85.55%	-50,261	-7.14%
Total Film & Television Commission Available Funds	1,018,273	1,371,808	1,331,404	1,448,414	1,793,294	1,959,425	511,011	35.28%	166,131	9.26%

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	8 Actual FY2015
Personnel									
Wages & Salaries	315,415	320,720	277,608	244,278	276,327	271,699	319,477	371,240	418,419
Employee Benefits	68,864	73,747	68,568	62,698	67,633	50,763	61,787	76,323	77,132
Payroll Taxes	24,555	23,644	20,328	19,235	19,095	19,863	24,978	27,703	31,286
Contract Labor	0	0	0	0	0	31,391	22,562	4,106	5,680
Total Personnel	408,834	418,111	366,504	326,211	363,055	373,716	428,804	479,372	532,517
Marketing & Promotion									
Fulfillment	9,683	4,712	647	1,455	1,101	523	(189)	510	553
Printing & Binding Outside	16,832	7,710	5,479	0	5,259	3,924	1,241	1,753	5,824
Sales & Promotion	35,231	34,860	1,284	2,055	12,330	7,595	10,748	18,233	15,948
Consumer Trade Shows	10,213	2,644	1,548	0	3,412	4,144	3,641	10,635	6,449
Fam Tour	1,474	496	0	0	0	0	0	0	0
Promotional Items	9,717	1,482	61	0	0	0	5,425	100	3,729
Advertising	23,083	40,837	4,158	0	12,264	14,665	6,906	5,170	15,380
Collateral	21,287	2,178	447	0	222	7,382	756	275	319
Public Relations/Website	0	0	0	0	0	965	12,335	12,875	5,423
Development & Sponsorships	0	0	0	0	0	0	0	0	11,025
Total Marketing & Promotion	127,520	94,919	13,624	3,510	34,588	39,198	40,863	49,551	64,650
General & Administrative									
Legal	1,063	0	0	0	0	0	0	0	0
Insurance	7,533	6,499	5,979	5,046	9,670	4,722	5,403	5,921	5,799
Audit & Tax	8,250	9,750	10,500	11,000	7,500	7,600	8,727	9,000	9,000
Other Administration Expense	18,200	17,608	17,983	17,957	15,696	15,809	16,695	16,962	17,468
Communication Services	5,529	3,893	3,321	4,153	3,315	8,536	6,104	3,939	3,456
Network Expense	10,875	3,375	0	0	0	7,800	6,035	4,325	0
Office Supplies	3,396	3,089	1,053	1,629	1,289	3,007	2,483	2,133	3,449
Office Furniture & Equipment	375	863	0	0	0	448	1,537	18	1,796
DP Software & Accessories	199	199	339	0	249	1,734	93	322	2,389
Books Publications & Subscriptions	1,181	1,004	794	183	158	283	757	204	289
Dues & Memberships	2,533	1,258	1,705	2,519	780	1,230	5,170	16,089	15,555
Machinery & Equipment	4,295	4,732	1,699	3,778	6,080	11,255	6,524	3,634	1,887
Travel & Per Diem	2,883	3,303	1,244	1,704	1,990	2,085	2,114	2,450	2,940
Total General & Administrative	66,312	55,573	44,617	47,969	46,727	64,509	61,642	64,997	64,028
Total Film & Television Commission Contract	602,666	568,603	424,745	377,690	444,370	477,423	531,309	593,920	661,195
Marketing Stimulus/Investment Plan									
Other Contractual Services	0	0	0	98,633	0	0	0	0	96,935
Total Marketing Stimulus/Investment Plan	0	0	0	98,633	0	0	0	0	96,935
County Direct									
TDC Indirect Cost	35,939	40,663	40,356	36,426	17,853	16,332	19,406	23,085	32,554
Communication Services	3,440	1,271	1,254	4,150	4,215	1,664	0	0	0
Communication/Suncom	166	50	53	41	52	60	48	61	0
Rent	51,464	53,520	55,668	57,889	57,672	45,026	45,026	45,025	45,026
Tax Collector Commissions	9,767	9,574	7,645	7,953	8,751	9,458	10,530	11,701	16,938
Inspector General Fee	0	0	0	0	536	946	1,021	730	941
Total County Direct	100,776	105,078	104,976	106,459	89,079	73,486	76,031	80,602	95,459
Transfer Out- Special Projects	0	0	0	0	0	15,000	0	0	0
Total Expenditures/Transfers Out	703,442	673,681	529,721	582,782	533,449	565,909	607,340	674,522	853,589
Reserves	125,138	91,958	74,310	159,589	216,492	317,822	410,933	697,286	982,611
Total Film & Television Commission	828,580	765,639	604,031	742,371	749,941	883,731	1,018,273	1,371,808	1,836,200

PALM BEACH COUNTY
 TOURIST DEVELOPMENT COUNCIL
 FILM TELEVISION COMMISSION
 RESERVES

<u>FUND 1451- FILM & TV COMMISSION</u>	<u>2015 ACTUAL</u>
BALANCE FORWARD	\$ 697,286
BED TAXES	\$ 1,129,226
INTEREST INCOME	9,688
INTEREST INCOME - BED TAX	-
TOTAL REVENUES	<u>\$ 1,138,914</u>
TOTAL AVAILABLE FUNDS	\$ 1,836,200
TDC INDIRECT	\$ 32,554
OTHER CONTRACTUAL SERVICES	661,195
RENT-OFFICE SPACE	45,026
TAX COLL. COMMISSION	16,938
INSPECTOR GENERAL FEE	941
OTHER CONTRACTUAL SERVICES- TOURISM STIMULUS	96,935
TOTAL EXPENDITURES	<u><u>\$ 853,589</u></u>
RESERVES	<u><u>\$ 982,611</u></u>