



**II. FISCAL IMPACT ANALYSIS**

**A. Five Year Summary of Fiscal Impact:**

FISCAL YEARS	2011	2012	2013	2014	2015
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
Operating Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
<b>NET FISCAL IMPACT</b>	<u>~ 0 ~ * See below</u>	_____	_____	_____	_____
<b># ADDITIONAL FTE POSITIONS (Cumulative)</b>	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes \_\_\_\_\_ No \_\_\_\_\_

Budget Account No.: Fund \_\_\_\_\_ Department \_\_\_\_\_ Unit \_\_\_\_\_ Object \_\_\_\_\_

Reporting Category \_\_\_\_\_

**B. Recommended Sources of Funds/Summary of Fiscal Impact:**

The parking discount program will reduce parking revenues to the Airport by approximately \$125,000 per 90 day discount period. Group travel discounts will be highly variable but will likely range from \$100 to \$1,000 per trip. No ad valorem or General Fund money is affected.

C. Departmental Fiscal Review: CM Simmer

**III. REVIEW COMMENTS**

**A. OFMB Fiscal and/or Contract Dev. and Control Comments:**

\* Fiscal impact is indeterminable at this time.

[Signature] 8/10/11  
OFMB VA 8/19/11 A 8/1/11

[Signature] 8/15/11  
Contract Dev. and Control 8-15-11 P. Wheeler

**B. Legal Sufficiency:**

Anne Adelant 8/17/11  
Assistant County Attorney

**C. Other Department Review:**

\_\_\_\_\_  
Department Director

**Background and Justification:** This program incentivizes customers to utilize PBIA by lowering their total cost of travel. The County has an existing Airline Incentive Agreement Program (established in 2002) which provides discounts to airlines. The objective of both programs is to increase non-stop flights to new markets which benefits passengers, promotes business, increases airline competition at PBIA, and increases overall revenues to airport concessions and the County. The Department of Airports, with the CVB, works to attract and retain non-stop air service to new markets such as Denver, Las Vegas, California, Tallahassee, and the Caribbean, and increase service to key areas such as the northeast and Canada. Promoting local outbound traffic creates increased demand and may encourage airlines to add more air service.

## RESOLUTION NO.

### RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA; APPROVING A PARKING DISCOUNT PROGRAM FOR PROMOTIONAL FLIGHTS; AUTHORIZING THE COUNTY ADMINISTRATOR OR HIS DESIGNEE TO DETERMINE PROMOTIONAL FLIGHT ELIGIBILITY, PROMOTIONAL PERIOD, AND GROUP TRAVEL DISCOUNTS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Palm Beach County, by and through its Department of Airports ("Department"), owns and operates Palm Beach International Airport ("Airport"); and

WHEREAS, the Board of County Commissioners desires to market and promote air transportation service at the Airport by adopting a Parking Discount Program; and

WHEREAS, the Parking Discount Program will provide for a reduction in public parking fees for eligible customers, within a specified Promotional Period, with the objective of reducing the traveler's cost to travel and incentivizing the traveler to use the Airport; and

WHEREAS, the Board of County Commissioners desires to authorize the County Administrator or his designee to deem certain flights as Promotional Flights, determine the Promotional Period, and establish the level of parking discounts for Group Travel on behalf of the Board of County Commissioners.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, that:

1. The foregoing recitals are true and correct and are expressly incorporated herein by reference and made a part hereof.
2. The County Administrator or his designee is hereby authorized to deem an Airport flight as an eligible Promotional Flight and establish a Promotional Period, not to exceed 90 days, under parameters set forth herein. "Promotional Flight" shall mean a specific Airport flight where parking discounts are applicable as designated by the County Administrator or his designee in accordance with the parameters set forth in this Resolution. "Promotional Period" shall mean the duration when parking discounts may be used or redeemed by the customer, as determined by the County Administrator or his designee in accordance with the parameters set forth in this Resolution,
3. The designation of a Promotional Flight shall be applicable to two categories: New Air Service and Group Travel. A New Air Service Promotional Flight is defined as: (1) a new non-stop flight to a destination not currently served on a non-stop basis or (2) a flight where seasonal service to a particular destination is to be materially extended beyond the historical seasonal timeframe and when no other air service company is providing service to that destination. A Group Travel Promotional Flight is defined as: a group of individuals, including but not limited to, school trips, athletic groups or clubs, on one trip to any destination which is pre-approved by the County Administrator or his designee prior to travel.
4. The parking discount for a New Air Service Promotional Flight shall be: (1) valid only for parking fees at the Airport public parking facilities; (2) a maximum value of twenty dollars (\$20) for one parking operation per ticket purchased with no future credit given to the customer for any unused value; (3) applicable only for customers presenting a valid driver license to a parking cashier upon exit of the Airport parking facilities; (4) only usable for the parking incurred for the Promotional Flight; and (5) applicable only for customers submitting flight documentation matching the Promotional Flight, which may include a flight itinerary or boarding pass, to a parking cashier upon exit of the Airport parking facilities.
5. The parking discount for a Group Travel Promotional Flight shall be determined by the County Administrator or his designee after consideration of various factors including the nature and economic impact of the group. Customers wishing to receive parking discounts for a Group Travel Promotional Flight must be pre-approved by the County Administrator or his designee. Discounts may include, but are not limited to, discounted parking, free parking, or free parking for parents dropping off or picking up students or children from PBIA. The Promotional Period for

Group Travel will be limited to the duration of the specific travel dates for the Group Travel, notwithstanding the provisions of paragraph 2 above.

6. It is the intention of the Board of County Commissioners that this delegation of authority is strictly limited to the parameters set forth herein, however, the County Administrator or his designee is hereby authorized to execute and modify Departmental Policies and Procedures to administer, control, and account for the Parking Discount Program within the parameters set forth in this Resolution. The County Administrator's designee under this Resolution includes the Director of the Palm Beach County Department of Airports.

7. If any section, sentence, clause, phrase, or word of this Resolution is held invalid or unconstitutional by a Court of competent jurisdiction, then said holding shall in no way affect the validity of the remaining portions of this Resolution.

8. This Resolution shall be effective immediately upon adoption.

The foregoing Resolution was offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_, and upon being put to a vote, the vote was as follows:

- COMMISSIONER KAREN T. MARCUS, CHAIR -
- COMMISSIONER SHELLEY VANA, VICE CHAIR -
- COMMISSIONER PAULETTE BURDICK -
- COMMISSIONER STEVEN L. ABRAMS -
- COMMISSIONER BURT AARONSON -
- COMMISSIONER JESS R. SANTAMARIA -
- COMMISSIONER PRISCILLA A. TAYLOR -

Then the Chair thereupon declared this Resolution duly passed and adopted this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

**PALM BEACH COUNTY, FLORIDA, BY ITS BOARD OF COUNTY COMMISSIONERS**

Sharon R. Bock, Clerk & Comptroller

By: \_\_\_\_\_  
Deputy Clerk

**APPROVED AS TO FORM AND LEGAL SUFFICIENCY**

By: \_\_\_\_\_  
County Attorney