Agenda Item #: 3DD-1

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: Au Department	igust 20, 2024	[X]	Consent Ordinance	[]	Regular Public Hearing
Submitted By:	TOURIST DE	<u>VELOI</u>	PMENT COUNCIL		
Submitted For:	TOURIST D	EVEL	OPMENT COUNCIL		

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: Second Amendment (Amendment) to the Agreement (R2022-1024) with the Discover Palm Beach County, Inc. (Discover), for the provision of services under the County's Tourist Development Plan for a total amount of \$35,391,922 during the period of October 1, 2024, through September 30, 2025.

Summary: The Amendment updates for Fiscal Year 2025, Exhibit "A" – Annual Budget (for an amount not to exceed \$27,528,655 in contractual services, \$327,045 in County Direct, \$575,000 in Special Event Marketing Boca Bowl/PGA Tour, and \$6,961,222 in reserves, for a total of \$35,391,922), Exhibit "E" – Procurement Policy, Exhibit "H" – Performance Measures, Exhibit "K" – Organizational Chart, Exhibit "L" – Insurance, and Exhibit "M" – Diversity Schedule. The Amendment has been approved by the Tourist Development Council Board. **Countywide (YBH)**

Background and Justification: Under the current Agreement, as amended, Discover develops and implements an Annual Marketing Plan to promote tourism, for which the County provides funding through bed tax dollars. All expenditures by Discover under the Agreement must be made in accordance with the Annual Budget, which is attached as Exhibit "A"to the Agreement, from funds appropriated annually by the County. The Agreement is for five years, through September 30, 2027, and the Amendment updates the Agreement's Annual Budget for Fiscal Year 2025. The Amendment adopts new Exhibits "A" (Annual Budget), Exhibit "E" (Procurement Policy), Exhibit "H" (Performance Measures), Exhibit "K" (Organizational Chart), Exhibit "L" (Insurance), and Exhibit "M" (Diversity Schedule). All other terms of the Agreement remain the same.

Attachment: 1. Second Amendment with Exhibits A, E, H, K, L, and M (2)	
Recommended by: Department Director	
Approved By: County Administrator Date: 7/22/21/	

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2025	2026	2027	2028	2029
Capital Expenditures					
Operating Costs	\$35,391,922	TBD	TBD	TBD	TBD
External Revenues					
Program Income (County)					
In-Kind Match (County)					
NET FISCAL IMPACT	\$35,391,922	TBD	TBD	TBD	TBD
# ADDITIONAL FTE POSITIONS (Cumulative)					

Is this	Item using State funds? Yes X No Yes No X his item include the use of federal funds? Yes No X
***	t Account No.: Fund 1454 Dept 710 U nit Object
В.	Recommended Sources of Funds/Summary of Fiscal Impact: Local Option Bed Tax.
C.	Department Fiscal Review:
	III. REVIEW COMMENTS
A.	OFMB Fiscal and/or Contract Administration Comments:
Jr. CB 7/	Tat The laws Mude Mall 1/17/24 Contract Dev/and Control
В.	Approved as to form and Legal Sufficiency:
	Assistant County Attorney
C.	Approved as to Terms and Conditions:
	Department Director
	This summary is not to be used as a basis for payment.

Attachment 1

SECOND AMENDMENT TO THE AGREEMENT BETWEEN PALM BEACH COUNTY ON BEHALF OF THE TOURIST DEVELOPMENT COUNCIL AND DISCOVER PALM BEACH COUNTY, INC.

THIS SECOND AMENDMENT (Amendment) is made and entered into this

day of August, 2024, to the Agreement dated September 13, 2022 (Agreement)
(R2022-1024), by and between Palm Beach County, a political subdivision of the State of
Florida, by and through its Board of County Commissioners (COUNTY), and Discover Palm
Beach County, Inc. (DISCOVER) (collectively, Parties).

WITNESSETH:

WHEREAS, the COUNTY and DISCOVER entered into the five-year Agreement, as amended on September 19, 2023 (R2023-1353), whereby DISCOVER develops and implements an Annual Marketing Plan for attracting tourism in Palm Beach County; and

WHEREAS, the Agreement requires an amendment to provide for certain revised Exhibits; and

WHEREAS, the Parties have agreed that this Amendment is in the best interest of DISCOVER and the COUNTY's Tourism promotion program.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the Parties agree, as follows:

- 1. The above recitations are true and correct and incorporated herein.
- 2. Exhibits "A, "E', "H", "K", "L", and "M" of the Agreement, as amended, are hereby deleted in their entirety and replaced with Exhibit "A" (Annual Budget), Exhibit "E" (Procurement Policy), Exhibit "H" (Performance Measures), Exhibit "K" (Organizational Chart), Exhibit "L" (Insurance), and Exhibit "M" (Diversity Schedule) all attached hereto and made a part hereof.
- 3. This Amendment shall become effective when executed by the Parties hereto.
- 4. All other terms and conditions of the Agreement, dated September 13, 2022, as amended, shall remain in full force and effect.

REMAINDER OF PAGE LEFT BLANK INTENTIONALLY

Attachment 1

State of the state

IN WITNESS WHEREOF, the Parties hereto have executed this Second Amendment on the day and year first written above.

ATTEST:	PALM BEACH COUNTY, a political
	subdivision of the State of Florida, by and through its
JOSEPH ABRUZZO CLERK & COMPTROLLER	Board of County Commissioners
CEERR & COM INCLEER	
	ng delekaran di Matazaran en di Kabasaran di
By:	By:
Deputy Clerk	Maria Sachs, Mayor
A TITLE CIT.	egeneration of district of a control of
ATTEST:	DISCOVER PALM BEACH COUNTY,
12	INC.
By: I framelfff	By:
Jason Emmett, Chair	Milton Segarra, President and CEO
	en e
Approved as to Terms	Approved as to Form and
and Conditions	Legal Sufficiency
2()	UJB/L
Emanuel Perry	Yelizaveta B. Herman,
TDC Executive Director	Assistant County Attorney

PALM BEACH COUNTY Discover The Palm Beaches Exhibit "A"

Discover the Palm Beaches FY25 Contract	· · · · · · · · · · · · · · · · · · ·	Actual FY 2022		Actual FY 2023		Adopted Budget FY 2024		Viodified Budget FY 2024		Forecast FY 2024		Budget FY 2025
Total Discover Contract	\$1	3,276,302	\$ 1	14,216,503	\$ 2	27,212,286	\$ 2	27,212,286	\$ 2	27,212,286	\$ 2	7,528,655
Marketing Stimulus	\$	6,466,400	\$ 3	11,999,000	\$	-	\$	-	\$	•	\$	-
County Direct	\$	186,396	\$	224,230	\$	311,471	\$	311,471	\$	311,471	\$	327,045
Special Events Marketing Boca Bowl/PGA Tour	\$	62,500	\$	-	\$	72,500	\$	72,500	\$	72,500	\$	575,000
Beach Payback	\$	-	\$	966,400	\$	-	\$		\$	-	\$	-
Special Projects Payback	\$	-	\$	966,400	\$	-	\$	*	\$	-	\$	**
Total Discover Expenses	\$ 19,991,598		\$ 28,372,533		\$ 2	\$ 27,596,257		7,596,257	\$ 27,596,257		\$ 28,430,700	
Reserves	\$ 1	.3,509,516	\$ 1	L1,763,693	\$	6,446,721	\$	8,404,000	\$	9,958,424	\$	6,961,222
Total Discover Expense Budget	\$ 3	3,501,114	\$ 4	10,136,226	\$ 3	34,042,978	\$ 3	6,000,257	\$ 3	7,554,681	\$ 3	5,391,922

Exhibit "A" continued

Wages & Salaries 4,440,504 Payroll Taxes 329,599 Employee Benefits 1,417,368 Total Personnel Expenses 6,187,471 Marketing & Promotion Expense 1 Travel & Entertainment 20,006 Trade Show Participation 998,929 Destination Reviews 718,808 Sales Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491 Promotional Items 7,679	4,883,000 388,970 1,447,040 6,719,010 47,500 1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	4,883,000 388,970 1,447,040 6,719,010 47,500 1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500 215,188	4,803,000 378,960 1,447,040 6,629,000 37,500 1,177,000 775,000 336,000 515,000 922,000 8,375,000 1,672,500	5,100,000 400,000 1,500,000 7,000,000 27,500 1,177,000 775,000 336,000 515,000 922,000	217,000 11,030 52,960 280,990 (20,000) (39,500) (32,000)	4.4% 2.8% 3.7% 4.2% -42.1% 0.0% -4.8% -8.7%	297,000 21,040 52,960 371,000 (10,000)	6.2% 5.6% 3.7% 5.6% -26.7% 0.0%
Payroll Taxes 329,599 Employee Benefits 1,417,368 Total Personnel Expenses 6,187,471 Marketing & Promotion Expense 20,006 Trade Show Participation 998,929 Destination Reviews 718,808 Seles Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	388,970 1,447,040 6,719,010 47,500 1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	388,970 1,447,040 6,719,010 47,500 1,177,000 814,500 368,000 672,000 8,811,089 1,872,500	378,960 1,447,040 6,629,000 37,500 1,177,000 775,000 336,000 515,000 922,000 8,375,000	400,000 1,500,000 7,000,000 27,500 1,177,000 775,000 336,000 515,000	11,030 52,960 280,990 (20,000) - (39,500)	2.8% 3.7% 4.2% -42.1% 0.0% -4.8%	21,040 52,960 371,000 (10,000)	5.6% 3.7% 5.6%
Employee Benefits 1,417,368 Total Personnel Expenses 6,187,471 Marketing & Promotion Expense 20,006 Travel & Entertainment 20,006 Trade Show Participation 998,929 Destination Reviews 718,808 Sales Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	1,447,040 6,719,010 47,500 1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	1,447,040 6,719,010 47,500 1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500	1,447,040 6,629,000 37,500 1,177,000 775,000 336,000 515,000 922,000 8,375,000	7,000,000 27,500 1,177,000 775,000 336,000 515,000	52,960 280,990 (20,000) - (39,500)	3.7% 4.2% -42.1% 0.0% -4.8%	52,960 371,000 (10,000)	3.7% 5.6% -26.7%
Marketing & Promotion Expense Travel & Entertainment 20,006 Trade Show Participation 998,929 Destination Reviews 718,808 Sales Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	47,500 1,177,000 814,500 368,000 515,000 672,000 8,611,089 1,872,500 215,188 4,900,000 198,000	47,500 1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500	37,500 1,177,000 775,000 336,000 515,000 922,000 8,375,000	27,500 1,177,000 775,000 336,000 516,000	(20,000) - (39,500)	-42.1% 0.0% -4.8%	(10,000)	-26.7%
Travel & Entertainment 20,006 Trade Show Participation 998,929 Destination Reviews 718,808 Sales Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500	1,177,000 775,000 336,000 515,000 922,000 8,375,000	1,177,000 775,000 336,000 515,000	(39,500)	0.0% -4.8%		
Trade Show Participation 998,929 Destination Reviews 718,808 Sales Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	1,177,000 814,500 368,000 515,000 672,000 8,811,089 1,872,500	1,177,000 775,000 336,000 515,000 922,000 8,375,000	1,177,000 775,000 336,000 515,000	(39,500)	0.0% -4.8%		
Destination Reviews 718,808 Sales Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	814,500 368,000 515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	814,500 368,000 515,000 672,000 8,811,089 1,872,500	1,177,000 775,000 336,000 515,000 922,000 8,375,000	1,177,000 775,000 336,000 515,000	(39,500)	0.0% -4.8%		
Sales Missions / Media Missions 319,176 Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	368,000 515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	368,000 515,000 672,000 8,811,089 1,872,500	336,000 515,000 922,000 8,375,000	336,000 515,000		-4.8%	-	5,575
Sales Industry Partnerships 557,540 Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	515,000 672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	515,000 672,000 8,811,089 1,872,500	515,000 922,000 8,375,000	515,000				0.0%
Event Hosting within PBC 682,108 Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	672,000 8,811,089 1,872,500 215,188 4,900,000 198,000	672,000 8,811,089 1,872,500	922,000 8,375,000				_	0.0%
Brand Marketing 9,076,117 Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	8,811,089 1,872,500 215,188 4,900,000 198,000	8,811,089 1,872,500	8,375,000	922,000		0.0%	_	0.0%
Contracted Marketing Services 1,168,003 Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	1,872,500 215,188 4,900,000 198,000	1,872,500			250,000	37.2%	_	0.0%
Tourism Sponsorships / Grants 235,697 Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	215,188 4,900,000 198,000		1 670 500	8,875,000	63,912	0.7%	500,000	6.0%
Digital Marketing/Website 5,345,122 Printed Marketing Collateral 191,491	4,900,000 198,000	215,188	1,9/2,900	1,732,500	(140,000)	-7.5%	60,000	3.6%
Printed Marketing Collateral 191,491	198,000		715,000	215,000	(188)	-0.1%	(500,000)	-69.9%
		4,900,000	4,950,000	4,900,000	-	0.0%	(50,000)	-1.0%
Promotional Items 7.679		198,000	198,000	198,000	-	0.0%	-	0.0%
	7,000	7,000	7,000	7,000	-	0.0%	-	0.0%
Research 163,787	215,000	215,000	215,000	215,000	-	0.0%		0.0%
Fulfillment 60,058	45,000	45,000	45,000	45,000	-	0.0%	-	0.0%
Other Promotional Activities (6,914)	<u> </u>	•	1,037	1,500	1,500	0.0%	463	44.6%
Total Marketing & Promotion Expense 19,537,606	19,857,776	19,857,776	19,941,036	19,941,500	83,724	0.4%	464	0.0%
Administrative & General Operations								
Dues & Subscriptions 126,733	153,750	153,750	153,750	152,500	(1,250)	-0.8%	(1,250)	-0.8%
Data Processing / Computer 65,874	70,500	70,500	75,500	75,500	5,000	7.1%	(1,200)	0.0%
Office Equipment, Computer Hardware 25,918	40,000	40,000	82,000	47,000	7,000	17.5%	(35,000)	-42.7%
Professional Seminars & Conferences 65,701	128,250	128,250	88,500	88,500	(39,750)	-31.0%	(00,000)	0.0%
Insurance 44,913	48,500	48,500	49,500	49,500	1,000	2.1%	_	0.0%
Professional Services 46,874	104,500	104,500	104,500	84,500	(20,000)	-19.1%	(20,000)	-19.1%
Office Supplies 16,901	20,500	20,500	20,500	20,500	-	0.0%	(==,===,	0.0%
Non- Collateral Printing / Photocopying 19,228	13,000	13,000	14,500	19,250	6,250	48.1%	4,750	32.8%
Rent (Storage) / Utilities 11,680	15,500	15,500	15,500	8,500	(7,000)	-45.2%	(7,000)	-45.2%
Telecommunications 23,055	9,000	9,000	9,000	9,000	-	0,0%	(-,,	0.0%
Postage 11,365	15,000	15,000	10,000	15,000		0.0%	5,000	50.0%
Bank Fees 10,574	15,000	15,000	15,000	15,000		0.0%	-,	0.0%
Miscellaneous 1,803	2,000	2,000	4,000	2,405	405	20.3%	(1,595)	-39.9%
<u>Total Administrative & General Operations</u> 470,621	635,500	635,500	642,250	587,155	(48,345)	-7.6%	(55,095)	-8.6%
Total CVB Other Contractual Services 26,195,698 County Direct	27,212,286	27,212,286	27,212,286	27,528,655	316,369	1.2%	316,369	1.2%
Network Services 15,225	22,563	22,563	22,563	23,692	1,129	5.0%	1,129	5.0%
Rent (Office) 145,735	160,860	160,860	160,860	168,903	8,043	5.0%	8,043	5.0%
Coop Advertising 43,793	82,688	82,688	82,688	86,822	4,135	5.0%	4,135	5.0%
Special Events Marketing -Cognizant -	72,500	72,500	72,500	575,000	502,500	693,1%	502,500	693.1%
IG Fee19,477	45,360	45,360	45,360	47,628	2,268	5.0%	2,268	5.0%
Total County Direct 224,230	383,971	383,971	383,971	902,045	518,074	57.4%	159,741	71.2%
Total Expense 26,419,928	27,596,257	27,596,257	27,596,257	28,430,700	834,443	3.0%	834,443	3.0%
<u>DTPB - Reserves</u> 11,763,693	6,446,721	8,404,000	9,958,424	6,961,222	(1,442,778)	-17.2%	(2,997,202)	-30.1%
Overall Expense Budget 38,183,621	34,042,978	36,000,257	37,554,681	35,391,922	(608,335)	-1.7%	(2,162,759)	-5,8%

EXHIBIT "E"

PROCUREMENT POLICY

Contracts entered into by Discover in accordance with this Agreement shall be subject to the following guidelines and requirements. It shall be the responsibility of Discover's President & CEO to educate staff who make purchases as to the Discover's obligations under this Agreement. Failure to follow these guidelines may result in non-reimbursement of Discover's Operating Expenses.

I. General

- a. <u>Fully Budgeted.</u> Discover shall only procure goods or services that are fully budgeted and appropriated as per the Board of County Commissioners' annual approved budget.
- b. Awards to Bidders and Proposers. Awards will be made to the lowest responsive, responsible bidder, or responsive, responsible proposer, whose bid or proposal is determined to be the most advantageous to Discover in its performance of its duties in accordance with the terms of this Agreement.
- c. Evaluation Criteria. Evaluation of bids, offers and proposals shall be based upon the criteria established by Discover in the solicitation and any other relevant information obtained through the evaluation process. Proposal criteria may include but need not be limited to price. Discussions or negotiations with the most qualified vendor based upon its offer may be conducted for the purpose of obtaining a contract which is in Discover's best interests in the performance of its duties, obligations and functions as provided in this Agreement.
- d. <u>Vendor List</u>. Discover will maintain a vendor list of those providers of goods or services who desire to be placed on the list. Such list shall include small business enterprises certified by the COUNTY. Discover will solicit bids, quotes, or proposals from responsible prospective suppliers, vendors or contractors obtained from Discover's or the COUNTY's vendor list, publications, catalogues, suggestions from the TDC or its staff, previous suppliers, and the like.
- e. <u>Dollar Limits</u>. All purchasing procedures and dollar limits will be determined by the initial term of the contract multiplied by the annual contracted dollar amount and no contract will exceed five (5) years in duration. No contract or purchase shall be subdivided to avoid the purchasing guidelines and dollar level limit requirements provided for in this Agreement.
- f. Written Contracts/Purchase Orders. All contracts and purchase orders, including those for professional or consulting services, shall be evidenced by a written agreement which shall specify the services to be performed and/or the goods to be received, the time period during which such services will be performed, the amount and form or method of compensation (e.g.,

retainer, expense reimbursement, direct cost, hourly or fixed fee, etc.), the method of cancellation or termination, remedies for non-performance, ownership of the product, and contain other standard contract language.

II. Approval Authority

- a. Approval authority of purchases or contracts for goods or services is subject to compliance with the procurement requirements set forth in Section III herein.
- b. <u>Up to \$50,000</u>. Discover holds approval authority and may execute contracts for all purchases up to \$50,000.
- c. <u>Between \$50,000 and up to \$100,000.</u> Discover shall obtain the approval of the Executive Director of the TDC prior to executing contracts or proceeding with purchases.
- d. Over \$100,000. Discover shall obtain approval from the Executive Director of the TDC and the TDC Board prior to executing contracts or proceeding with purchases. Following approval by the TDC Board and execution of the associated contract by Discover, Discover will provide the TDC Director a copy of same for submission to the Palm Beach County Clerk of the Circuit Court & Comptroller (Clerk). Per its standing procedure, the Clerk will assign a record number ("R Number") to the contract in order to allow for reimbursements to be processed in compliance with the provisions of this Agreement.
 - i. Advertising/Marketing Purchases. Considering that, per the County's standard procedures for the annual budget approval cycle, Discover's budget is submitted for the approval of the Executive Director of the TDC and the TDC Board prior to being submitted for approval by the Board of County Commissioners (Board), Sole Source purchases for advertising media and marketing/sales partnership agreements that are specifically detailed in Discover's approved Marketing Plan and budget, shall be deemed authorized by the TDC Board and the Board upon approval of the County's annual budget.
 - 1. Should Discover seek approval of a Sole Source purchase for advertising media or marketing/sales partnership agreements, either of which is in excess of the amount approved by the Board in the County's annual budget, Discover shall submit the additional funding request to the Executive Director of the TDC and the TDC Board. Upon approval by the TDC Board, the Executive Director of the TDC will place the request on the agenda for action by the Board. The determination of the Board of County Commissioners shall be final. If Discover's request is approved by the Board, Discover may proceed to execute the associated contract, in compliance with the Agreement.

III. Procurement Processes

- a. <u>Less than \$5,000</u>. In order to purchase goods and services of less than \$5,000, Discover may obtain oral quotes. A competitive process, that takes into consideration small/minority/women-owned business enterprises and Local Preference, is encouraged but not required when making these purchases.
- b. Between \$5,001 and up to \$50,000. To purchase goods or services between \$5,001 and up to \$50,000 Discover must obtain a minimum of three (3) written quotes for each item or group of items needed. To solicit quotes, Discover will develop a Request for Quotes (RFQ) detailing the specifications of the good or services to be procured. RFQ will be mailed, faxed, or emailed to prospective bidders, as identified by Discover. Should Discover be unable to obtain the required minimum of three (3) written quotes, it shall provide adequate justification to the satisfaction of the Executive Director of the TDC as to the need to proceed with the purchase.
- c. Between \$50,001 and up to \$100,000. To purchase goods and services between \$50,001 and up to \$100,000 Discover must obtain a minimum of three (3) written proposals/bids thorough an Invitation to Bid (IFB) or Request for Submittal (RFS). Advertisements for IFB/RFS will be posted on Discover's website under a public page and published no less than one time in a trade publication, or other appropriate vehicle distributed in Palm Beach County or the locale where the service will be provided, as appropriate. Discover may elect to conduct direct outreach by emailing or mailing prospective bidders/respondents a copy of the IFB/RFS. Should Discover be unable to obtain the required minimum of three (3) written proposals/bids, it shall provide adequate justification to the satisfaction of the Executive Director of the TDC as to the need to proceed with the purchase.
- d. Exceeding \$100,001. To purchase goods or services over \$100,000 Discover shall:
 - i. Draft a request for proposals (RFP) or invitation for bids (IFB) detailing the specifications of the good or services to be procured.
 - ii. The draft RFP or IFB shall be submitted to the Executive Director of the TDC.
 - iii. The Executive Director of the TDC will review and must approve the RFP/IFB to ensure that it meets the applicable requirements of this Agreement.
 - iv. Discover will not proceed to advertise the RFP/IFB prior to obtaining approval by the Executive Director of the TDC.
 - v. Discover will advertise the RFP/IFB on Discover's website on a public page and publish it no less than one time in a trade publication, or other appropriate vehicle distributed in Palm Beach County or the locale where the service will be provided.

- vi. Discover may elect to conduct direct outreach by emailing or mailing prospective bidders/respondents a copy of the RFP/IFB.
- vii. Responses will be evaluated by a Selection Committee. The Selection Committee members will be: (1) Discover President & CEO, (2) TDC Executive Director, (3) Discover Chair or designee, (4) TDC Board member, (5) Discover Staff member, and (6) County Administrator or Designee.
- viii. Once the Selection Committee for a specific procurement has been chosen, the Committee may convene to evaluate the responses received and make a recommendation provided a majority of members are present.
- ix. The Committee's recommendation will be referred for further action to Discover's Executive Committee or Discover's Board, as dictated by the its By-Laws.
- x. Following a recommendation of approval by Discover's Executive Committee or Board, its recommendation will be placed on the agenda for the next scheduled meeting of the TDC Board. If Discover's Executive Committee or Board does not recommend approval, or the TDC Board does not approve a recommended contract, then the matter will be referred back to the Selection Committee, which may select the second choice, cancel, or readvertise the RFP/IFB.
- xi. Upon approval by the TDC Board, Discover is authorized to proceed with execution of the associated contract.
- e. <u>Sole Sources.</u> A sole source designation means there is only one (1) good or service that meets the need of Discover, and that good or service is available through only one (1) source as determined by a reasonably thorough analysis of the marketplace.
 - i. Discover may purchase or contract for goods and services without competitive solicitation only if it has provided to the Executive Director of the TDC evidence in writing demonstrating that the proposed purchase or contract meets the definition of sole source herein. The evidence must be independent from the vendor.
 - ii. The request for, and approval of, a proposed Sole Source purchase must be made prior to contract execution.
 - iii. The purchase of services with key industry associations for advertising media and/or marketing/sales partnerships, are authorized to be procured as sole source purchases, based on the unique characteristics that each key industry association has, including, but not limited to, readers, broadcast's audience, and media reach.
- f. Government/Cooperative Price Agreements. Discover may procure goods and services hereunder from vendors who provide pricing that is equal to or better (less) than existing price agreements with the State of Florida, Palm

Beach County, the municipalities of Palm Beach County, the Palm Beach County School Board and other TDC agencies or Florida tourism agencies or bureaus, provided that:

- i. such governmental entity, agency or bureau utilized a competitive process;
- ii. Discover accepts the same terms and conditions specified in the originating contract; and
- iii. the contractor extends the same terms and conditions of the contract to the Discover.

IV. Emergency Purchases

- a. <u>Definition</u>. An emergency purchase is a procurement made in response to a need for goods or services when the delay associated with complying in the requirements of Section III herein would be detrimental to the interests, health, safety or welfare of Discover. Purchases made under the provisions of a State of Emergency issued for the County or the entire State of Florida will constitute an Emergency Purchase.
 - i. Discover may purchase or contract for goods and services only if it has provided written justification to, and obtained approval of, the Executive Director of the TDC as to the conditions warranting the emergency purchase.
 - ii. When proceeding under an emergency purchase, Discover may purchase goods or services through direct negotiations with the vendor, and without obtaining oral quotations, written quotations, or written bids or proposals.

Exhibit "H" Performance Measures

DISCOVER THE PALM BEACHES

Palm Beach County, FL

FY 2025 OBJECTIVES

Marketing

- 1 Consumer and Travel Industry database increases to 470,000 records
 2 Generate 4,200,000 in Website Users
- 3 Generate 7,500,000 Social Engagements
- 4 Generate 1,200,000,000 Advertising Impressions a universal performance measurement in advertising 5 Generate 250,000,000 Earned Media Impressions a universal performance measurement in PR Sales
- 6 Book 175,000 DTPB only room nights (Hotel Meetings Leads)
 7 Generate 52,500 Group Level Booked Room Nights Convention Center Shared
- 8 Generate 40,000 Group Level Actual FY Room Nights for Convention Center Shared
- 9 Generate 95 participants in Destination Reviews
- 10 Generate 105 Destination Site participants

	Actual	Actual	Actual	Actual	Goal	Proposed
PERFORMANCE MEASUREMENTS	FY20	FY21	FY22	FY23	FY24	FY25
<u>Marketing</u>						
Consumer & Travel Industry Data Base	401,911	405,353	419,118	432,707	420,000	470,000
Owned Views Digital Footprint	16,262,152	19,384,883	15,291,492	19,488,910	Discontinued	Discontinued
Website Users		N	few FY 2024 Met	rie	4,000,000	4,200,000
Social Engagement	1,899,202	6,069,010	14,885,913	26,960,967	10,000,000	7,500,000
Advertising Impressions	335,048,514	915,833,831	1,402,602,058	3,817,866,608	1,000,000,000	1,200,000,000
Earned Media Impressions	257,442,997	519,345,123	253,318,230	323,713,683	255,000,000	250,000,000
Sales		ů.				
DTPB Only Booked Room Nights (Hotel Meetings Leads)	104,125	81,381	130,562	200,967	121,000	175,000
Group Level Booked Room Nights Convention Center Sha	37,920	43,115	44,697	50,161	50,000	52,500
Group Level Actual FY Room Nights for Convention Cent	25,029	18,857	33,195	39,087	40,000	40,000
Generate participants in Destination Reviews	5 6	98	94	98	90	95
Destination Site Participations	80	76	101	129	100	105

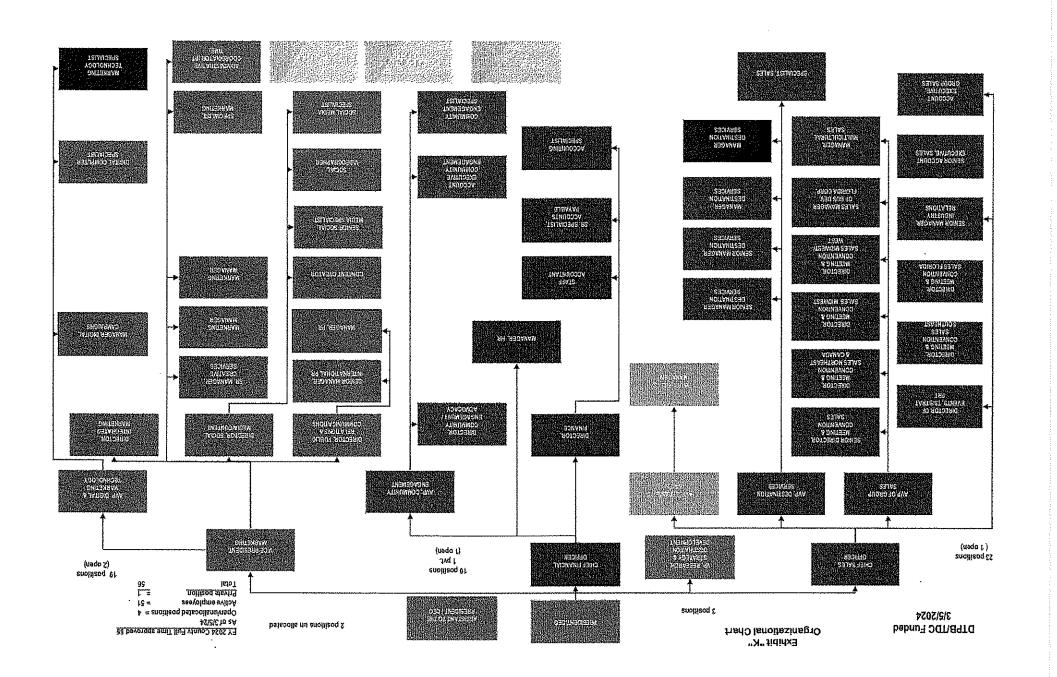


Exhibit "L" Insurance

DISCPAL-01

URIBEA

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 3/1/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

	CER				CONTACT Annie UI	- (d)-con (co-brol) backed birthis (l) bir	PAX FAX							
bacc	ince Office of America oa Town Center				PHONE (A/G, No, Ext): (561) 2	(561) 776-0670								
:00 I Dite	Jniversity Blvd, Suite 200 er, FL 33458				Appress: Annie.Uribe@ioausa.com									
	.,				INSURER(S) AFFORDING COVERAGE									
	**	·+->			INSURER A : Southern-Owners Insurance Company									
SURI	Discover Palm Beach County	y, In	c. db	a Discover The Palm	INSURER B : Auto-Owners Insurance Company									
	Beaches 2195 Southern Blvd				INSURER C: Continental Casualty Company									
	Suite 400				INSURER D:									
	West Palm Beach, FL 33406				INSURER E:									
וענ	RAGES CERT	TIFIC	ATE	NUMBER:	1 HOUSELLES 1		REVISION NUMBER:	<u>d</u>						
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ACORD

The ACORD name and logo are registered marks of ACORD

55373 (5-17)

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

BLANKET ADDITIONAL INSURED

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

- A. Under SECTION II WHO IS AN INSURED is amended. The following provision is added. A person or organization is an Additional Insured, only with respect to liability caused, in whole or in part, by "your work" for that Additional Insured by or for you:
 - 1. If required in a written contract or agreement; or
 - If required by an oral contract or agreement only if a Certificate of Insurance was issued prior to the loss indicating that the person or organization was an Additional Insured.
- B. SECTION III LIMITS OF INSURANCE is amended. The following provision is added. The limits of liability for the Additional Insured are those specified in the written contract or agreement between the insured and the owner, lessee or contractor or those specified in the Certificate of Insurance, if an oral contract or agreement, not to exceed the limits provided in this policy. These limits are inclusive of and not in addition to the limits of insurance shown in the Declarations.

 C. SECTION IV COMMERCIAL GENERAL
- C. SECTION IV COMMERCIAL GENERAL LIABILITY CONDITIONS is amended.
 - The following condition is added to 4. Other Insurance.
 - This insurance is primary for the Additional Insured, but only with respect to liability caused,

- in whole or in part, by "your work" for that Additional Insured by or for you. Other insurance available to the Additional Insured will apply as excess insurance and not contribute as primary insurance to the insurance provided by this endorsement.
- The following condition is added.
 Other Additional Insured Coverage Issued By

If this policy provides coverage for the same loss to any Additional Insured specifically shown as an Additional Insured in another endorsement to this policy, our maximum limit of insurance under this endorsement and any other endorsement shall not exceed the limit of insurance in the written contract or agreement between the insured and the owner, lessee or contractor, or the limits provided in this policy, whichever is less. Our maximum limit of insurance arising out of an "occurrence", shall not exceed the limit of insurance shown in the Declarations, regardless of the number of insureds or Additional Insureds.

All other policy terms and conditions apply.

Exhibit "M" Diversity Schedule

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