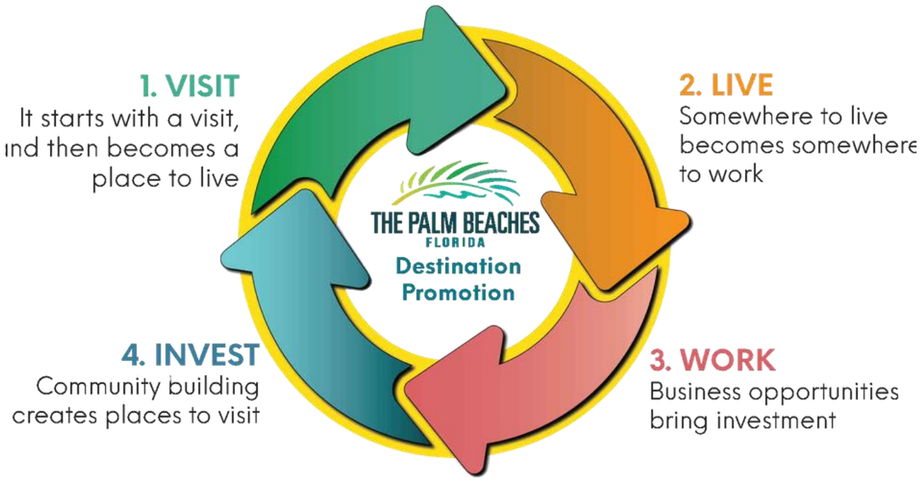
DTPB & TOURISM: TURNING VISITS INTO VITALITY

The Palm Beaches, America's First Resort Destination, has evolved into a thriving hub for business, tech, and innovation, growth often sparked by a single visit. To fulfill our core mission — **to promote and grow demand for tourism in Palm Beach County** — hospitality infrastructure must be equipped to meet rising demand.



URGENT NEED: HOSPITALITY WORKFORCE GAP

Growth in tourism is outpacing hospitality infrastructure. Immediate, intervention is needed to strengthen the hospitality talent pipeline so that we can:

- Meet increasing visitor demand
- Maintain the high-level brand promise The Palm Beaches is known for, and
- Sustain tourism as a core economic engine for the entire region

The Palm Beaches PATH Foundation

Discover The Palm Beaches (DTPB) is uniquely positioned to unite industry, education, employers, and community partners around coordinated solutions — and move with the speed and scale this moment demands.

The Palm Beaches PATH Foundation will serve as the catalytic philanthropic arm enabling us to move from plan to impact.

OUR FOCUS:

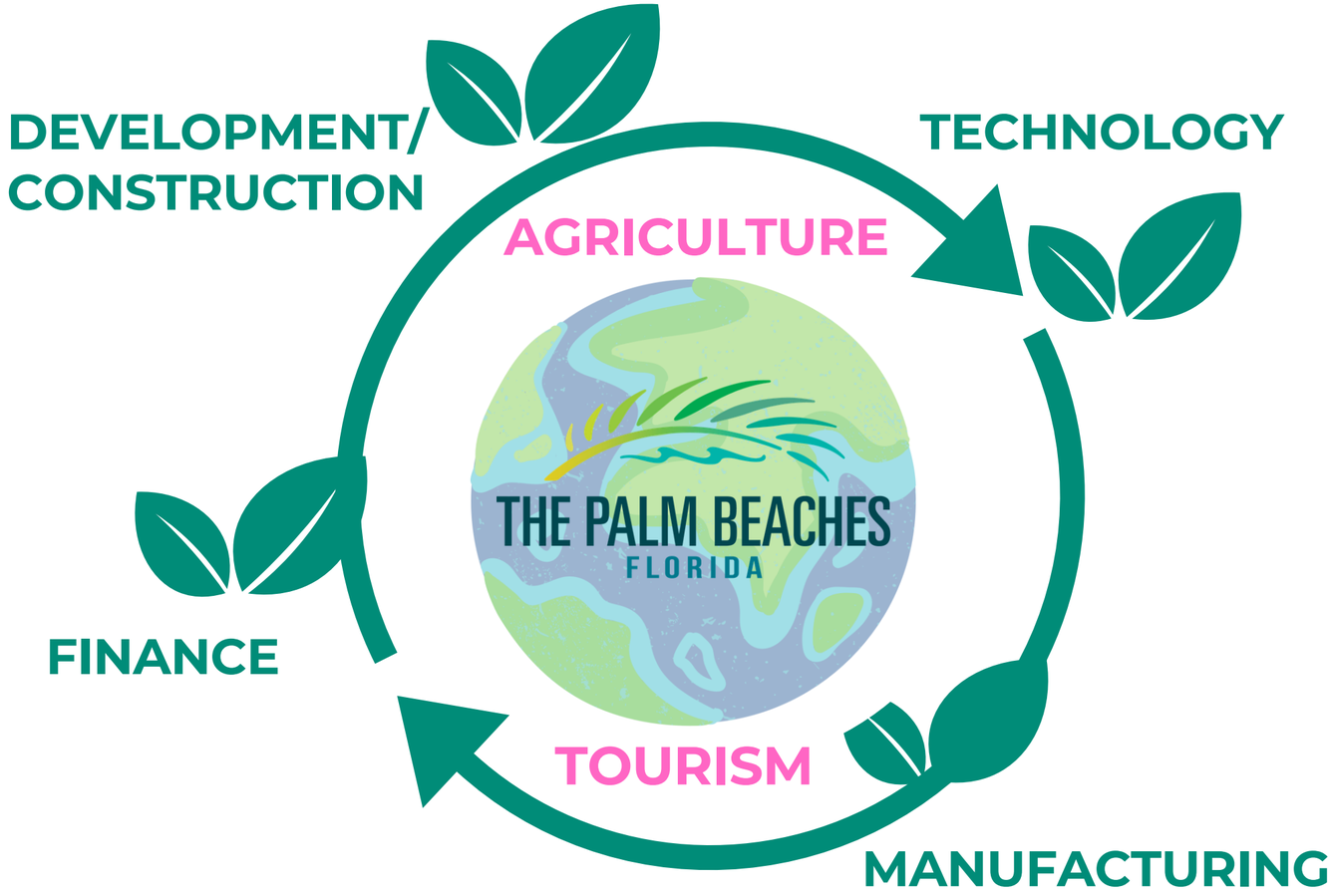
- Build a strong, skilled tourism workforce through career pathways and development programs
- Support local small businesses connected to the tourism ecosystem
- Ensure long-term vitality of The Palm Beaches through strategic, sustainable growth.



AN ECONOMIC ECOSYSTEM

Palm Beach County has thrived as a result of interconnectivity between industries--**an ecosystem-**-whose success contributes to the economic health and vitality of the region. When one part of the ecosystem thrives, the ripple effects are felt throughout.

Tourism is at the core of this ecosystem-- **a vital economic engine for the entire region,** sustaining our appeal as a place to live, invest, and do business.



CATALYZING WORKFORCE GROWTH

Strengthening Palm Beach County's hospitality workforce through education, opportunity, and community. The Foundation goals will be sustained by the following high-impact initiatives:

1

build the hospitality pipeline

Investments in educational initiatives to promote careers in the Hospitality industry to meet growing demand.

2

support students + new Graduates

Support for Hospitality students and first-year employees as they establish their place in this growing and rewarding industry.

3

community Engagement

Strengthen and engage the broader community in our work to preserve the vitality of Tourism in Palm Beach County.

4 Support **strategic potential capital investments** that arise as a result of the Tourism Master Plan.

I. Build the Hospitality Pipeline

Strategic investments and targeted solutions to build stronger pathways into the industry.

Investments in Educational Programs: Stipends to help strengthen Hospitality and Tourism secondary and post-secondary school programs-- awarded to schools in alignment with the student scholarships detailed on the next slide.

Career Fairs + Skills Training: Expand career fairs to promote careers in hospitality and recruit for open positions. Workshops for job seekers and new employees within the hospitality industry. Examples include mock interviewing, resume writing, and creating a LinkedIn profile.

Hospitality Career Portal: Establish a centralized database of available job opportunities, with integrated connections to mentors, internships, skills training, and job coaching.



2. Support for Students & New Graduates

clear pathways and upward mobility for individuals. A strong, skilled hospitality talent pipeline for the region.

Student Scholarships: Funding allocated directly or through partnerships to support enrollment in Florida's Hospitality + Culinary programs . Schools from which students are selected are eligible for stipends detailed on previous slide.
Scholarship + Grants Program Manager: a F/T position to oversee allocation of grants + scholarships, identify potential new recipients, and audit progress of existing recipients.
Discover Foundation Hospitality Scholarship Gala: Annual recognition for scholars, partners, and donors.

Career Placement & Grants for Hospitality Program Graduates: Partnerships w/ lead employers to recruit top talent from Florida's university systems' hospitality and tourism programs. Partnerships to offer recruitment incentives for high-level graduates.

Relocation Assistance for Skilled Hospitality Employees: Partnerships with leading employers to offer relocation grants for skilled, experienced hospitality employees.



3. Community Engagement

Meaningful, mutually rewarding partnerships with others who share our purpose and passion to safeguard Palm Beach's economic health and cultural vitality.

Executive Director- DTPB Foundation: A F/T professional who will engage the community in support of DTPB's mission and corresponding philanthropy-fueled initiatives.

Small Business Grants: Accelerate growth and foster innovation in PBC's tourism industry, empowering local entrepreneurs to shape the future of our tourism experience and keep our destination vibrant and competitive.

Advocacy: Resources to elevate Hospitality to a program of strategic emphasis in Florida, resulting in more state funding to support enrollment in Hospitality programs (*travel, collateral, materials, and other needs relative to pursuing this initiative).*

Culinary Partnerships: Resources to explore capital infrastructure projects to expand opportunities for culinary programs, and resources to support apprenticeships with area Chefs.

