

Working for Everyone in The Palm Beaches

Tourism Works for Florida

- Tourism is Florida's No. 1 industry, supporting 2 million jobs
- With visitors paying Tourist Development/Bed Taxes, every Florida household saves \$1,840 in taxes
- Allows Florida to be state income tax free
- Helps pay for community services such as public safety, education, infrastructure, environmental programs



Working for Everyone in The Palm Beaches

Value of Local Tourism Promotion Organization



Discover The Palm Beaches Works for You

Working for Everyone in The Palm Beaches

Funding Local Tourism Promotion by Tourist Development/Bed Taxes

These taxes are not paid by local residents, visitors pay them

Majority of funds support tourism marketing



Provide for beach restoration, cultural programs, tourism infrastructure

Changes to future funding would hurt those working in tourism

These Taxes Provide Opportunities for Economic Well-Being

Working for Everyone in The Palm Beaches

Representing and Investing in Our Community

Welcome everyone to our destination

Safeguard our brand

Sell PBC and its cities to leisure and business travelers



We are transformative,
apply high standards,
bring new ideas

Work together
with our sister TDC
agencies to improve
quality of life

Connect with
businesses and
residents everywhere
in our community

We Market. We Sell. We Connect.



Working for Everyone in The Palm Beaches

Discover The Palm Beaches Oversight and Budget Review

**All expenses audited by Tourist
Development Council and PBC Clerk**

**Allowable expenses work on a
reimbursement basis from PBC**



THE PALM BEACHES

FLORIDA

**In accordance with PBC schedule,
line-item is presented for approval**

**Expenses presented in detail both
monthly and annual for review**

We Are Good Managers of TDT/Bed Taxes, With Strong Supervision

#ThePalmBeaches



ThePalmBeaches.com



Working for Everyone in The Palm Beaches

Advocacy Vision

**Ensure our presence at
decision-making tables**

**Educate about what we do,
more than just marketing**



**Showcase our destination experiences
to local policymakers**

**Promote an aspiring image of
well-being and prosperity**

Win the Crowd!

#ThePalmBeaches



ThePalmBeaches.com