



Item No. 17d

AGENDA ITEM REQUEST FORM

Town Manager

Connie Hoffmann *CH*

Department Submitting Request

Dept Head

REGULAR
COMMISSION MTG
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

ROUNDTABLE/
SPECIAL MEETING
Meeting Dates / TIME

DEADLINE TO
Town Clerk
7 Days Prior (noon)

- July 12, 2011
- July 26, 2011 SPECIAL BUDGET 5:30 PM
- July 26, 2011
- Aug 23, 2011
- Sept 12, 2011 1st PUBLIC HEARING
- Sept 13, 2011
- Sept 26, 2011 2nd PUBLIC HEARING
- Sept 27, 2011

- July 01 (5:00 pm)
- July 15 (5:00 pm)
- July 15 (5:00 pm)
- Aug 12 (5:00 pm)
- Sept 01 (5:00 pm)
- Sept 02 (5:00 pm)
- Sept 15 (5:00 pm)
- Sept 16 (5:00 pm)

- Insert Date/Time

- Presentation
- Resolution
- Reports
- Quasi Judicial
- Consent
- Old Business
- Ordinance
- New Business

FY2011 DESIGNATED HIGH PRIORITY ITEM
PRIORITY TOPIC:

SUBJECT TITLE: CHAMBER OF COMMERCE REQUEST FOR FUNDING FOR FY 2012

EXPLANATION:

Current Year Funding

In FY 2011, the Town Commission agreed to provide funding in the amount of \$46,159 to the Chamber of Commerce - \$35,000 for the operation of the Welcome Center and \$11,159 for advertising. Of the \$11,159 in advertising monies, the Chamber has only billed us for \$2,340 so far this fiscal year.

In addition, the Commission authorized a contribution of \$2,500 to the Chamber's Christmas by the Sea event.

Funding Request for FY 2012

The Chamber has submitted a request for funding in the amount of \$38,861 for the Welcome Center payroll cost. They indicate this amount would be sufficient to operate the Welcome Center seven (7) days a week from September through May, and six (6) days a week in the summer months. The Welcome Center would be open for eight (8) hours each day.

When asked to explain the requested increase in funding for the Welcome Center, the Chamber's representative indicated that the Chamber's Executive Director had sometimes filled in at the Welcome Center in the past, but they were now staffing the Welcome Center for adequate coverage and the \$38,861 represents their actual payroll costs for the Welcome Center.

The Chamber confirmed that they are neither requesting funding in FY 2012 for advertising, nor a contribution for Christmas by the Sea. Therefore, the Town's funding of the Chamber and their programs would be reduced from \$48,659 in the current year to \$38,861 next year if the Commission approves the Chamber's request. Once Commission direction is provided, we'll bring back an agreement with the Chamber to the Commission for formal approval.



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Costs of Providing the Chamber with a Building

Since the Commission always asks this question, please be advised that the Town's out-of-pocket costs for utilities, maintenance and grounds maintenance at the Town building from which the Chamber operates will be approximately \$25,000 next year. These costs are down from prior years because we do not anticipate any costly building repairs next year.

EXPECTED OUTCOME: Commission direction on the amount of funding for the Chamber to place in the FY 2012 budget.

**EXHIBITS: Letter dated June 9, 2011 from Chamber of Commerce President
Chamber's Calendar Year 2011 P&L Statement**

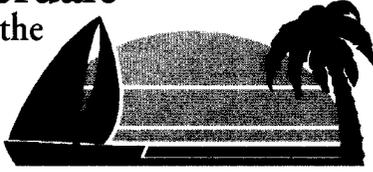
Reviewed by Town Attorney

Yes No

Town Manager Initials

CH

Lauderdale
by the
Sea



Chamber of Commerce
and Welcome Center

4201 Ocean Drive (A1A)
Lauderdale-By-The-Sea, FL 33308
Phone: (954) 776-1000 Fax: (954) 776-6203
E-Mail: lbts@bellsouth.net

June 9, 2011

Mayor Roseann Minnet
Town of Lauderdale-By-The-Sea
4501 Ocean Drive
Lauderdale-By-The-Sea, FL 33308

Dear Mayor Minnet:

On behalf of our Board of Directors, we sincerely appreciate the support we have received from the Town in the past, and are formally requesting the funding to continue for 2012 in the amount of Thirty-eight Thousand, Eight Hundred and Sixty-one Dollars, (\$38,861), for the Welcome Center staff payroll cost.

These figures are based on being open 6 days/week in June, July & August and 7 days/week in September through May.

June – August:

12 weeks - 6 days - 8 hours = 576 hours.

September - May: 40 weeks - 7 days - 8 hours = 2,240 hours.

Totaling 2,816 hours @ \$12.00/hour = \$33,792.00 + 15% payroll taxes & benefits, (\$5,069) = \$38,861. Other costs incurred with the operation of the Welcome Center will be paid from Chamber Funds as has been done in the past.

We are committed to promoting Lauderdale-By-The-Sea and will continue to print and distribute the Visitors Guide, which is distributed at the Welcome Center, through many member businesses and mailed to those requesting the information; and maintain a web site promoting the businesses and Lauderdale-By-The-Sea as a vacation destination.

Please call me if you have any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Brigitte Doria'.

Brigitte Doria
President, LBTS Chamber of Commerce

Cc: Vice Mayor Stuart Dodd
Commissioner Chris Vincent
Town Manager Connie Hoffmann
Commissioner Birute Ann Clotney
Commissioner Scot Sasser
Chamber Board of Directors

9:59 AM
 07/06/11
 Accrual Basis

LBTS Chamber of Commerce
Profit & Loss
 January through December 2010

	<u>Jan - Dec 10</u>
Income	
Bank Fee Income	50.00
400 · Sales/Merchandise	4,433.86
402 · Art & Craft Show Income	4,000.00
403 · Chamber Socials	434.00
404 · Office Supplies	18.01
405 · Bus Ticket Sales Income	11,397.80
409 · Donations (Cash) Income	1,310.38
410 · Town of LBTS Subsidy	28,000.00
411 · Fourth of July Income	2,959.32
413 · Interest Income	235.73
415 · Membership Income	53,517.00
417 · News Letter Ad Income	200.00
419 · Donation CVB	10,000.00
421 · Taste of the Bch Income	18,409.00
423 · Xmas Party Sales Income	1,120.00
424 · Visitor Guide Income	49,185.00
425 · Wall Advertising Income	1,690.00
426 · Website Income	8,948.00
431 · Fall Fish Fry	1,739.00
451 · Photo Contest Income	110.00
470 · DVD Electronic Board	1,900.00
480 · Christmas by the Sea	6,800.00
482 · icontact Income	575.00
483 · Telephone	47.97
490 · Certificate of Origin	175.00
Total Income	207,255.07
Expense	
New Member Refund	145.00
600 · Sales/Merchandise Expense	8,880.00
602 · Art & Craft Show Expense	47.70
603 · Chamber Socials Expense	39.23
605 · Bus Ticket Expense	11,372.00
611 · Fourth of July Expenses	3,409.32
614 · Shirts for Staff	93.12
616 · Misc Petty Cash Expenses	475.50
617 · News Letter Expenses	60.00
621 · Taste of the Beach	11,247.06
623 · Xmas Party Expenses	892.80
624 · Visitor Guide Expenses	42,033.50
626 · Website for Chamber Expense	2,300.00
627 · Computer Tech Services	326.48
631 · Fall Fish Fry Expense	1,780.67
680 · Christmas by the Sea Expense	13,978.38
682 · icontact Expense	349.17
700 · Advertising Expenses	530.00
704 · Bank Fees & Credit Card Charges	3,105.78
712 · Donations from Chamber	25.00
716 · Dues & Memberships	196.50
718 · Equipment Rental Exp	1,119.38
722 · Gifts/Public Relations	150.00
730 · Insurance	3,201.42
740 · Legal & Professional Fees	1,519.90
745 · Luncheons//Meetings	168.72
750 · Maintenance & Repairs	259.56
760 · Office Supplies & Expense	3,641.24
765 · Payroll	75,495.42
766 · Payroll Tax Expense	6,012.04
772 · Postage	7,130.39
775 · Printing	1,454.25
783 · Telephone Expense	2,564.17
800 · Corporate Taxes	3,888.97
Total Expense	207,892.67
Net Income	-637.60