



TDC MEETING DIRECTOR'S REPORT



- We will discuss again the proposal to increase the tourist development tax by one percent. I have met with the hotel community on this issue and there seems to be positive support for this addition. The Coastal Advisory Committee (CAC), the Naples Daily News and the Chambers are in support of this issue.
- I reviewed our proposed budget for 2006 with the County Commission and they had no questions. I indicated to them that we would be discussing the 4th percent with the hotel industry and the TDC and if we received positive recommendations, we would bring the issue to them in July. We discussed the low amount of the Emergency Advertising Account and the importance of having a dedicated source of funding to replenish it to \$1.5 million.
- Tourist tax collections reported in May for April collections were \$997,580, a slight decrease from 2004 due to an early Easter season. We are still 11% over for the fiscal year (October-April) and 6.5% over projection for the same period with a surplus of \$512,688.

JUNE 2005



**GREATER NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU
TOURIST TAX COLLECTIONS HISTORY**

The following chart represents the monthly tourist tax report as it is received from the Collier County Tax Collector's office. Each month's report reflects the PREVIOUS month's actual collections. Therefore, the February report indicates money collected in January, etc.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
1999	\$640,480	\$1,267,608	\$1,306,337	\$1,371,476	\$784,828	\$488,060	\$364,769	\$433,174	\$345,034	\$308,085	\$429,607	\$512,722	\$8,252,180
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455	\$451,648	\$414,920	\$364,720	\$340,269	\$402,161	\$567,687	\$8,731,799
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759	\$410,521	\$484,722	\$361,650	\$217,367	\$318,386	\$453,326	\$8,856,028
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400	\$364,389	\$370,036	\$395,650	\$271,002	\$375,384	\$491,145	\$8,343,306
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456	\$398,901	\$426,851	\$408,007	\$340,101	\$377,056	\$585,332	\$8,535,397
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052	\$452,253	\$521,027	\$580,653	\$374,394	\$534,965	\$567,158	\$9,894,253
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580								\$6,911,171
Projected	\$700,000	\$1,250,000	\$1,750,000	\$1,700,000	\$1,100,000	\$600,000	\$500,000	\$450,000	\$450,000	\$400,000	\$400,000	\$600,000	\$9,900,000