

## **TDC EXECUTIVE SUMMARY**

### **Review and discuss current allocations of the Collier County Tourist Development Council**

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**OBJECTIVE:** Review and discuss the current TDT allocations

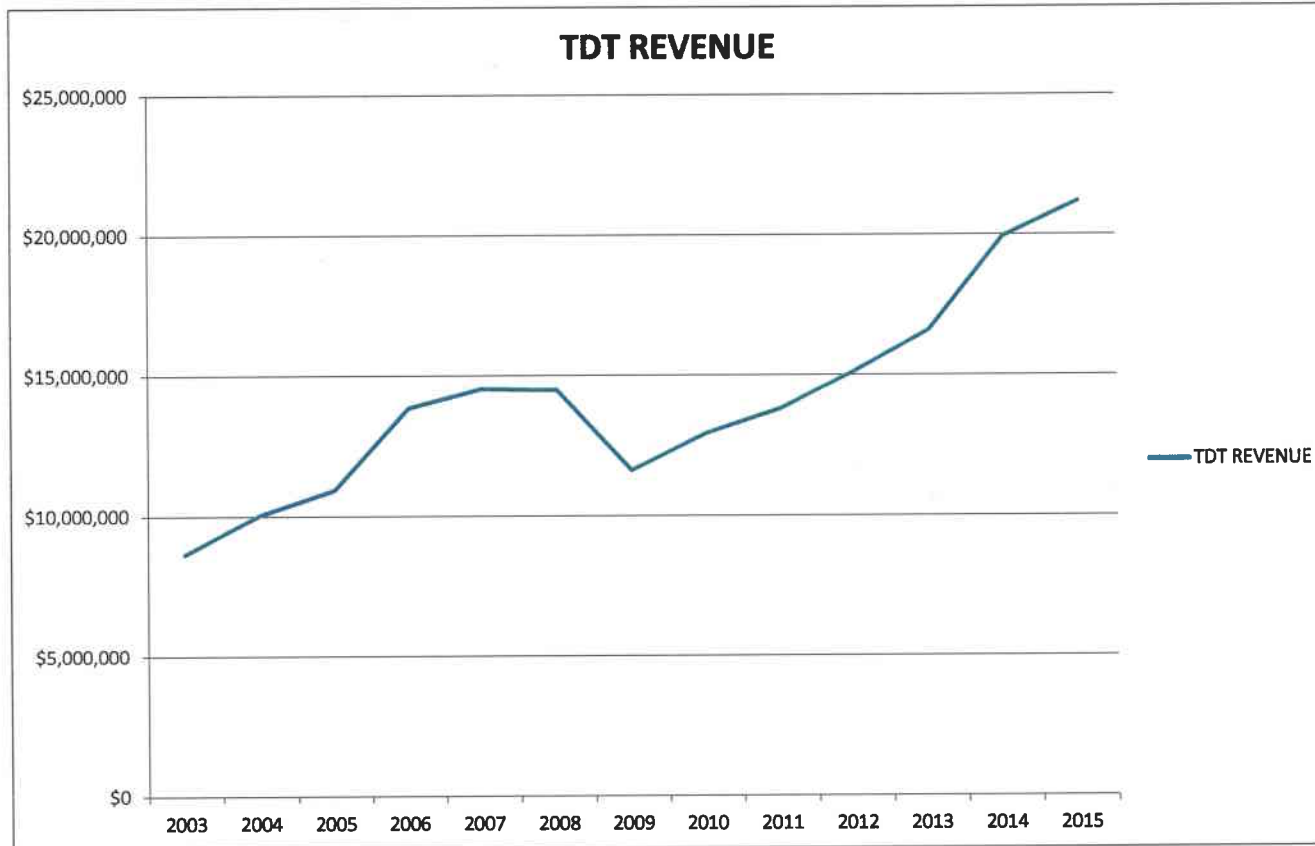
**CONSIDERATIONS:** At the May 28, 2015 TDC meeting, there was discussion to review at a future meeting the current allocations of the tourist development tax (TDT). Staff has prepared several exhibits and other background information for further review and discussion.

- Where we started in 2003 and Progression to 2015
  - Graphs showing each year for TDT Revenue, # visitors, visitor spending, jobs and tax savings to Collier households
- Tourist Tax History 1992-2013
- Tax Distribution History
  - 2012-2015 TDT Allocations- Revenue and Percentages
- Background Information:
  - Collier County current Ordinance 2013-30 showing TDT allocations and percentage allocations for Categories, A, B, C-1, C-2 and D.
  - TDT Revenue Growth 2012- 2014 for competing Florida Counties
  - Comparison Chart of TDT Taxes describing eligible Counties, uses, methods of implementation
  - Comparative data from Florida Counties
    - Marketing Budgets, % of TDT for Marketing and lodging units, % of TDT implemented
    - TDT uses by county showing annual tax collections, percents to arts, marketing and administration, beaches and other uses
  - Destination Marketing results
    - April- June comparative statistics
    - Visitor Growth in comparative Florida destinations in commercial lodging, International, Domestic and Air Arrivals

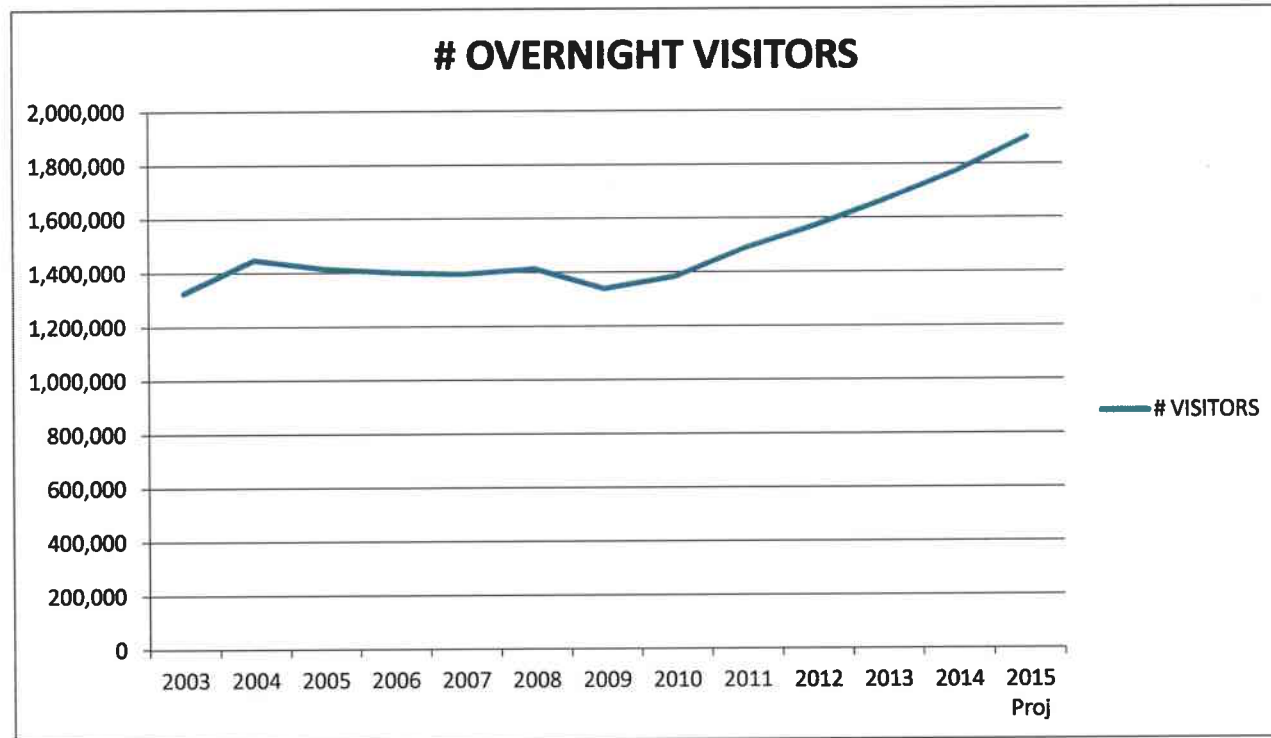
**RECOMMENDATION:** Review and discuss current allocations of the Collier County Tourist Development Tax and recommend any future action.

**SUBMITTED BY:** Jack Wert, Tourism Director

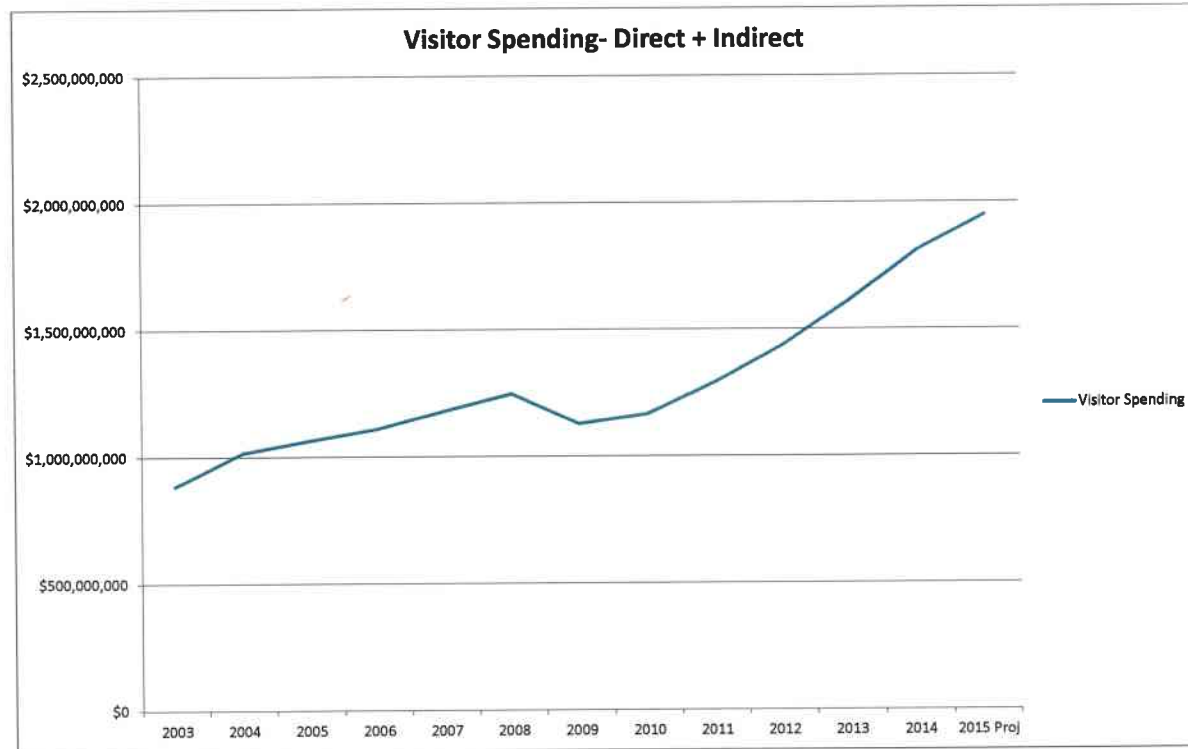
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>TDT REVENUE</b>	\$8,627,389	\$10,044,519	\$10,924,733	\$13,836,171	\$14,527,190	\$14,484,807	\$11,624,633	\$12,925,684	\$13,802,806	\$15,145,899	\$16,613,325	\$19,943,996	\$21,188,365



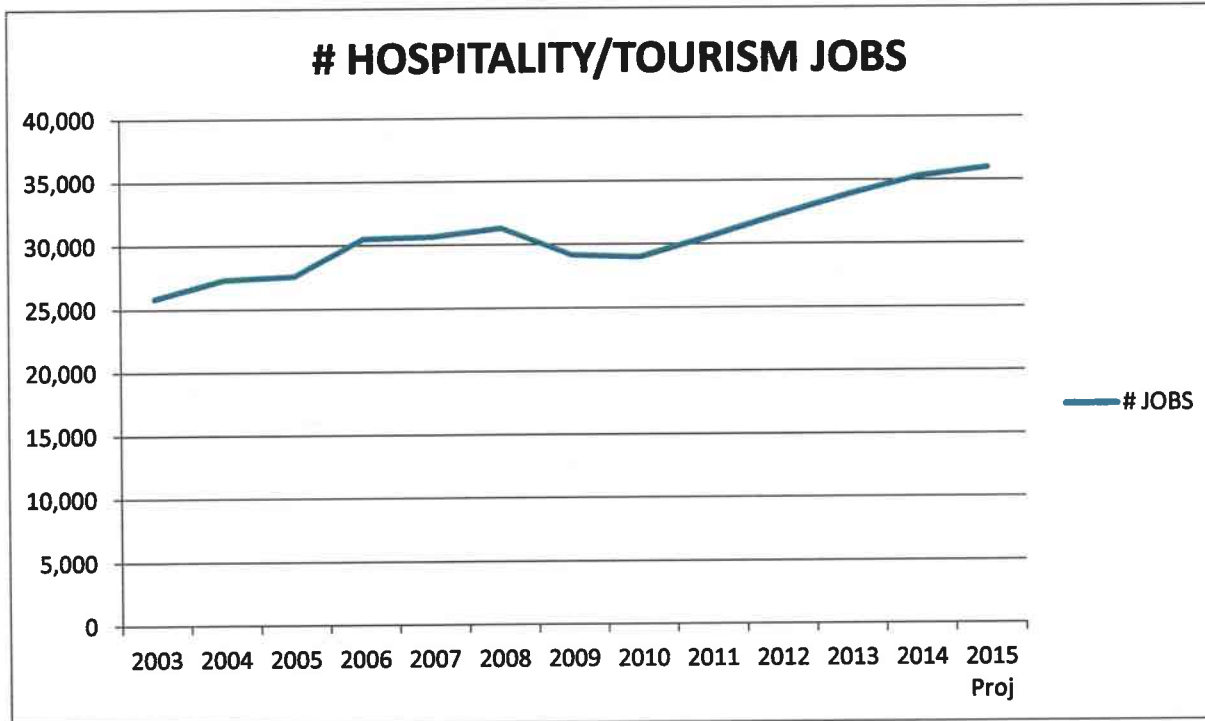
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 Proj
# VISITORS	1,324,654	1,447,519	1,415,775	1,401,711	1,393,820	1,413,760	1,338,800	1,383,500	1,489,100	1,573,000	1,668,200	1,773,900	1,900,000



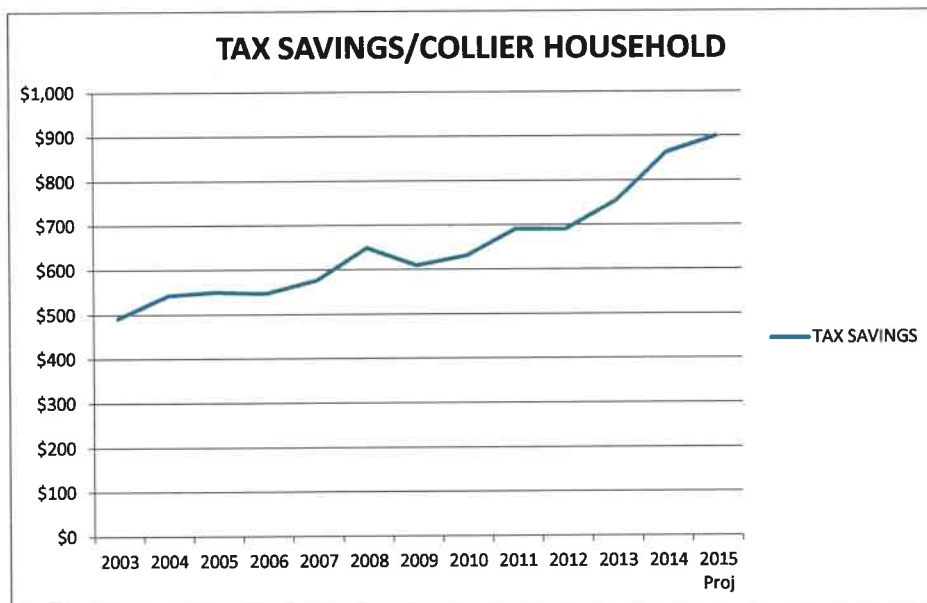
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 Proj
VISITOR SPEND Visitor Spending	\$885,038,654	\$1,015,725,716	\$1,063,633,566	\$1,109,825,041	\$1,179,622,326	\$1,247,058,340	\$1,127,916,007	\$1,166,078,894	\$1,289,990,388	\$1,435,074,518	\$1,611,514,101	\$1,811,223,922	\$1,950,000,000



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 Proj
# JOBS	25,851	27,325	27,580	30,500	30,650	31,300	29,189	29,015	30,600	32,300	33,900	35,300	36,000



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 Proj
TAX SAVINGS	\$491	\$542	\$550	\$547	\$576	\$649	\$609	\$631	\$691	\$690	\$754	\$863	\$900



**COLLIER COUNTY TOURIST DEVELOPMENT TAX HISTORY**

1992- Adoption of Ordinance # 92-60 after Voter Referendum establishing a 2% Tourist Development Tax (TDT)

Category A- Beach Renourishment, improvements, inland pass maintenance	60%
Category B- Advertising and Promotion	25%
Local projects that promote tourism	15%

1995- Adoption of Ordinance #95-46 by Super Majority Vote of BCC

Category A- Added 100% of the 3<sup>rd</sup> percent for Beach Renourishment, improvements, restoration and erosion control

1996- Adoption of Ordinance 96-54 adding Category C- By Super Majority Vote of BCC

Category A- Beach Projects	60%
Category B- Advertising, Promotion	25%
Local projects	8 %
Category C- County owned/operated museums operations	7%

1997- Adoption of Ordinance 97-21 by Super Majority vote of BCC to add guidelines for Category A and to add Category D for Fishing Piers-

Category A- Beach projects less fishing pier funding	60%
Category B- Advertising, Promotion, events	33%
Category C- County Museums	7%
Category D- Publically owned fishing piers-	Max \$200,000 per FY

1998- Adoption of Ordinance #98-95 by Super Majority Vote of the BCC to expand uses of Category C for non-county owned/operated museums

Category A- Beach & Inlet projects	60%
Category B- Advertising and Promotion and events	20%
Category C- Museums	
C-1- County Museums operations	13%
C-2 Non County museum grants	7%
Category D- Fishing Piers	Max \$200, 000 from Category A

1998- Adoption of Ordinance 98-111 by Super Majority vote of the BCC - Expanding use of the 3<sup>rd</sup> percent in Category A to include shoreline protection, enhancement, cleanup or restoration.

No changes to allocations

2001- Adoption of Ordinance # 2001-31 by Super Majority vote of the BCC to reallocate uses of TDT

Category A- Beach and inlet projects	50% of first 2% & 100% of 3 <sup>rd</sup> percent
Category B- Advertising, promotion, events	23.236% of the first 2 percent
Category C- Museums	26.764% of first 2% (C-1 19%; C-2 7.764%)
Category D- Fishing Piers	\$200,000 maximum from Category A

2003- Adoption of Ordinance # 2003-10 –expanding Category B uses to include Convention Bureaus

Category A- Beaches, Inlets, and Beach Park Facilities	50% of first 2% tax & 100% of 3 <sup>rd</sup> percent
Category B- Advertising, promotion, events, CVB	23.234% of first 2%
Category C-	26.764% of first 2% (C-1 19%; C-2 7.764%)
Category D-	\$200,000 maximum from Category A



2005- Adoption of Ordinance 2005-40 to add the 4<sup>th</sup> percent for advertising and promotion

Category A- Beach, inlet and beach parks	50% of first 2% plus 100% of 3 <sup>rd</sup> percent
Category B- Advertising, promotion, research, events, CVB	23% of first 2% & 100% of 4 <sup>th</sup> percent
Category C- Museums	26.764% (C-1 19%; C-2 7.764%)
Category D- Fishing Piers-	\$200,000 max from Category A

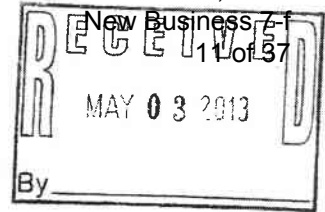
2013- Adoption of Ordinance 2013- 43 by Super Majority vote of the BCC- to reallocate TDT uses

Category A- Beach, inlet and beach parks	32.584% of first 2% & 100% of 3 <sup>rd</sup> percent
Category B- Advertising, promotion, events, CVB	43.438% of first two percent & 100% of 4 <sup>th</sup> %
Category C- Museums	23.978% of first 2% (C-1 19.214%; C-2 4.764%)
Category D-	\$200,000 max from Category A

**Tourist Development Tax Distribution History**

Tourist Development Tax Distribution			FY12 Tax Distribution		FY13 Tax Distribution (2)		FY14 Tax Distribution		FY15 Tax Distribution (4)	
Cat	Fund Description	Fund #	%	\$	%	\$	%	\$	%	\$
	<b>Use of Fund</b>									
A	Parks Beach Facilities Projects	183	16.50%	2,458,183	13.00%	2,103,511	4.48%	856,570	4.48%	930,977
A	Beach Renourishment (1)	195	33.50%	4,990,856	35.19%	5,695,173	36.82%	7,045,463	36.82%	7,657,470
	<b>Sub-Total Cat A</b>		<b>50.00%</b>	<b>7,449,038</b>	<b>48.19%</b>	<b>7,798,683</b>	<b>41.29%</b>	<b>7,902,034</b>	<b>41.29%</b>	<b>8,588,447</b>
B	Tourism Advertising & Promotion	184	25.00%	3,724,519	27.10%	4,385,721	35.10%	6,717,264	35.10%	7,300,762
B	Tourism Administration	194	11.62%	1,730,859	11.62%	1,880,185	11.62%	2,223,332	11.62%	2,416,463
	<b>Sub-Total Cat B</b>		<b>36.62%</b>	<b>5,455,378</b>	<b>38.72%</b>	<b>6,265,906</b>	<b>46.72%</b>	<b>8,940,596</b>	<b>46.72%</b>	<b>9,717,225</b>
C-1	County Museum Operations	198	11.00%	1,638,788	10.71%	1,733,300	9.61%	1,838,488	9.61%	1,998,189
C-2	Non-County Museum Mktg. Grants	193	2.38%	354,872	2.38%	385,488	2.38%	455,842	2.38%	495,439
	<b>Sub-Total Cat C</b>		<b>13.38%</b>	<b>1,993,661</b>	<b>13.09%</b>	<b>2,118,788</b>	<b>11.99%</b>	<b>2,294,330</b>	<b>11.99%</b>	<b>2,493,628</b>
	<b>Total (3)</b>		<b>100.00%</b>	<b>14,898,077</b>	<b>100.00%</b>	<b>16,183,377</b>	<b>100.00%</b>	<b>19,136,960</b>	<b>100.00%</b>	<b>20,799,300</b>

- (1) Cat. A Fund 195 distribution is inclusive of Category D for Fishing Piers
- (2) FY13 includes a partial year transition (March-Sept.) to the current distribution ratios
- (3) Source - Collier County Financial Accounting System
- (4) Current forecast



ORDINANCE NO. 2013 - 30

AN ORDINANCE OF THE BOARD OF COUNTY COMMISSIONERS OF COLLIER COUNTY, FLORIDA, AMENDING ORDINANCE NO. 92-60, AS AMENDED, ALSO CITED AS SECTION 126-83 OF THE COLLIER COUNTY CODE OF LAWS AND ORDINANCES, RELATING TO THE LEVY OF A 2% TOURIST DEVELOPMENT TAX, AN ADDITIONAL 1% TAX (3<sup>RD</sup> PERCENT), AND AN ADDITIONAL 1% TAX (4<sup>TH</sup> PERCENT) THROUGHOUT COLLIER COUNTY PURSUANT TO THE LOCAL OPTION TOURIST DEVELOPMENT ACT, SECTION 125.0104, FLORIDA STATUTES, AS AMENDED; BY AMENDING SECTION THREE, "USES OF TAX REVENUES," IN ORDER TO REALLOCATE CERTAIN TOURIST DEVELOPMENT TAX FUNDS AND ELIMINATE THOSE PROVISIONS THAT HAVE EXPIRED AND ARE OF NO FURTHER FORCE AND EFFECT; PROVIDING FOR CONFLICT AND SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE OF LAWS AND ORDINANCES; AND PROVIDING FOR AN EFFECTIVE DATE.

2013 APR 29 AM 11:12

FILED

WHEREAS, Section 125.0104, Florida Statutes, provides for the levy of a local option tourist development tax by any county; and

WHEREAS, on August 18, 1992, the Board of County Commissioners (Board) adopted Ordinance No. 92-60, which levied and imposed a 2% tourist and development tax throughout Collier County for the purposes permitted in Section 125.0104, Florida Statutes, as amended; and

WHEREAS, through its adoption of Ordinance No. 95-56 and Ordinance No. 2005-43, the Board levied an additional 3<sup>rd</sup> and 4<sup>th</sup> percent tourist development tax; and

WHEREAS, subsequent amendments to Ordinance No. 92-60, as amended, included Ordinance No. 2009-58, Ordinance No. 2010-44, and Ordinance No. 2012-08 which temporarily reallocated certain Tourist Development Tax funds; and

WHEREAS, the time periods established for these temporary reallocations of Tourist Development Tax funds have expired; and

WHEREAS, the Board, by an extraordinary vote, desires to amend the uses of tax revenue and the tourist development plan in order to redistribute certain Tourist Development Tax funds and eliminate expired provisions that are of no further force and effect; and

WHEREAS, the proposed amendments were presented to and approved by the Collier County Tourist Development Council.

Words Underlined are added; Words ~~Struck-Through~~ are deleted.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF COLLIER COUNTY, FLORIDA, that:

**SECTION ONE: AMENDMENT TO SECTION THREE OF ORDINANCE NO. 92-60, AS AMENDED.**

Section Three is hereby amended to read as follows:

**SECTION THREE - USES OF TAX REVENUES.**

(a) The tax revenues received pursuant to this division shall be used to fund the County Tourist Development Plan, which is hereby amended as follows:

*Tourist Development Plan*

The two percent tourist development tax was levied throughout Collier County beginning the first day of the second month following approval of this Ordinance by referendum. The tax district includes the entire geographic area of Collier County, Florida. The anticipated revenue for a two percent tourist development tax for all of Collier County over a 24-month period was \$7,000,000.00, less costs of administration.

The additional one percent tourist development tax (3rd percent) was levied throughout the county beginning the first day of January, 1996. A majority of the electors of Collier County voting in a straw referendum election approved the continuation of the additional one percent tourist development tax prior to June 30, 2000, therefore the additional one percent tourist development tax shall continue until terminated by an amendment to this Ordinance. The tax district shall include the entire geographic area of Collier County, Florida.

The additional tourist development tax (4th percent) shall be used to finance tourism promotion as provided herein. The tax district shall include the entire geographic area of Collier County, Florida.

(1) The categories of use of the two percent, one percent (3rd percent) and additional one percent (4th percent) tax revenues by specific project or special use are hereby listed in the order of priority:

**CATEGORY A** To finance beach park facilities or beach improvement, maintenance, renourishment, restoration and erosion control, including pass and inlet maintenance shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public access as these uses relate to the physical preservation of the beach, shoreline or inland lake or river.

Words Underlined are added; Words ~~Struck Through~~ are deleted.

*Percentage of Net Revenue*

~~50~~ 32.584 percent of the two percent tax and 100 percent of the one percent tax (3rd percent), reduced by the amount required for Category D.

*CATEGORY B*

To promote and advertise county tourism within the State of Florida, nationally and internationally, which encourages tourism to Collier County and to fund convention bureaus, tourist bureaus, tourist information centers and news bureaus as county agencies. If tax revenues are expended for an activity, service, venue or event, the activity, service, venue or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.

*Percentage of Net Revenue*

~~23.236~~ 43.438 percent of the two percent tax and 100 percent of the additional one percent tax (4th percent)

*CATEGORY C*

To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more County owned or operated museums or municipal owned museums that are owned and operated by not for profit organizations and open to the public.

*Percentage of Net Revenue*

~~26.764~~ 23.978 percent of the two percent tax. This amount may be amended upwardly or downwardly prospectively from the date of the budget amendment approval, provided that the amount of the aggregate allocation per fiscal year budget amendment does not exceed ~~26.764~~ percent of the two percent tax.

Sub-categories:

C(1): County owned or operated museums: ~~22.0~~ 19.214 percent

C(2): Municipal owned museums and museums owned and operated by not for profit organizations open to the public: 4.764 percent

*CATEGORY D*

To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more fishing piers which are publicly owned and operated.

Words Underlined are added; Words ~~Struck Through~~ are deleted.

*Percentage of Net Revenue*

Amount budgeted for this category by the Board of County Commissioners each fiscal year, but not to exceed \$200,000.00. This amount may be amended upwardly or downwardly prospectively from the date of the budget amendment approval, provided that the amount of the aggregate allocation per fiscal year does not exceed \$200,000.00.

It is the intent of this division that the above uses shall be funded separately, but simultaneously in the above percentages regardless of the actual amount of net revenues collected.

~~It is the intent of this division that the above uses shall be funded separately, but simultaneously in the above percentages regardless of the actual amount of net revenues collected.~~

(2) The additional one percent tax revenues (3rd percent) collected pursuant to Section TWO (F) shall be used to finance beach park facilities, beach improvement, maintenance, renourishment, restoration and erosion control including pass and inlet maintenance shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public access as these uses relate to the physical preservation of the beach, shoreline or inland lake or river.

(3) The additional one percent tax (4th percent) collected pursuant to Section TWO (G) shall be used entirely to finance tourism promotion including advertising, public relations, promotion, research and fulfillment. It is the intent of the Board of County Commissioners to maintain this new level of tourism promotion dollars in the future.

(4) The Disaster Recover Advertising Fund will ~~continue to be financed from the 23.236% of the 2% tax to~~ maintain a maximum level of ~~\$1 million~~ \$500,000.00. Should the fund fall below \$500,000.00, the fund shall be replenished up to a maximum of \$500,000.00 per fiscal year from the General Fund. ~~At the end of each fiscal year, any remaining funds in the 23.236% of the 2% tax after fulfillment of the above uses in the 23.236% of the 2% tax will be distributed to Category "B" (Marketing and Promotion). It is the intent of the Board of County Commissioners to maintain this new level of tourism promotion dollars in the future.~~

Words Underlined are added; Words ~~Struck-Through~~ are deleted.

(4) (5) Administrative costs.

- a. Tourism promotion administrative costs (Fund 194) shall not exceed 32% of the total amount collected each fiscal year for Category "B" revenue. This amount may be amended upwardly or downwardly each budget year provided that the amount of the budget does not exceed 32% of the total Category "B" revenue.
- b. Project Management (Fund 185), Indirect Overhead, and Program Administration in support of Fund 195 (Beaches) and Fund 183 (Beach Park Facilities) shall not exceed 15% of Category "A" revenues. ~~These charges to be split 75% to Fund 195 (Beaches) and 25% to Fund 183 (Beach Park Facilities).~~ This amount may be amended upwardly or downwardly each budget year provided that the amount of the budget does not exceed 15% of Category "A" revenues.

~~(5)~~ (6) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds in accordance with the provisions of Section 125.0104, Florida Statutes. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions and covenants as the governing board of Collier County shall provide. This paragraph shall be full and complete authority for accomplishing such purposes, but such authority shall be supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

~~(6)~~ (7) The event bonds are issued by Collier County for any of the purposes enumerated by the Tourist Development Plan, the amount of tourist development tax receipts used to pay debt service on such bonds may exceed the percentages provided for the purpose for which such bonds were issued; provided, however, the maximum annual debt service on such bonds, together with any other obligations of Collier County which were issued to finance improvements for the same purpose and which are secured by the tourist development tax, must not exceed the stated percentage of tourist development tax receipts provided in the Tourist Development Plan for such purposes, as calculated as of the date of sale of such bonds. For purposes of performing the calculations described in this paragraph, the amount of tourist development tax receipts shall be assumed to be the amount provided as such in Collier County's immediately preceding annual audit, plus, if the levy of such tax was imposed or increased subsequent to the beginning of the period which was audited, an amount equal to the estimate by the County Manager of the moneys the County would have received if the tax imposition or increase had been in effect during the entire audit period. At or prior to the issuance of bonds the County Manager shall provide a certificate as to the findings required in this paragraph, which certificate shall be conclusive as to all matters provided herein.

Words Underlined are added; Words ~~Struck Through~~ are deleted.

~~(7) The sum of \$1,000,000.00 annually allocated for Category "A" Beach Park Facilities Fund 183 shall be reallocated to Fund 184 to be used for destination marketing for a period of one year from enactment of this amendment, at which time this provision will expire and be of no further force or effect unless further extended by the Board of County Commissioners.~~

~~(8) The sum of \$500,000.00 annually allocated for Catastrophe Reserves from County Fund 195 shall be reallocated to Fund 184 to be used for destination marketing for a period of one year from enactment of this amendment, at which time this provision will expire and be of no further force or effect unless further extended by the Board.~~

~~(9) Five hundred thousand dollars (\$500,000.00) of the Two million dollars (\$2,000,000.00) that is annually allocated for Major Beach Renourishment Reserves from County Fund 195 shall be reallocated to Fund 184 to be used for destination marketing for a period of one year from enactment of this amendment, at which time this provision will expire and be of no further force or effect unless further extended by the Board.~~

~~(10) The sum of \$100,000.00 shall be reallocated from Fund 193 Municipal owned museums and Museums owned and operated by not for profit organizations open to the public, to Fund 198 County owned or operated Museums to be used for a one time payment pursuant to a Category C (2) agreement with Marco Island Historical Society prior to the museum becoming a County owned and operated C (1) museum. This provision will expire and be of no further force or effect upon payment to Marco Island Historical Society.~~

~~(11)~~ (8) The above and foregoing tourist development plan may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the Board of County Commissioners.

## **SECTION TWO: CONFLICT AND SEVERABILITY.**

In the event this Ordinance conflicts with any other ordinance of Collier County or other applicable law, the more restrictive shall apply. If any phrase or portion of the Ordinance is held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portion.

Words Underlined are added; Words ~~Struck Through~~ are deleted.



**SECTION THREE: INCLUSION IN THE CODE OF LAWS AND ORDINANCES.**

The provisions of this Ordinance shall become and be made a part of the Code of Laws and Ordinances of Collier County, Florida. The sections of the Ordinances may be renumbered or relettered to accomplish such, and the word "ordinance" may be changed to "section," "article," or any other appropriate word.

**SECTION FOUR: EFFECTIVE DATE.**

This Ordinance shall be effective upon filing with the Department of State.

PASSED AND DULY ADOPTED by a vote of a majority plus one of the Board of County Commissioners of Collier County, Florida, this 23<sup>rd</sup> day of April, 2013.

ATTEST:  
DWIGHT E. BROCK, CLERK

By: [Signature]  
Attest as to Chairman's  
signature only.

BOARD OF COUNTY COMMISSIONERS  
COLLIER COUNTY, FLORIDA

By: [Signature]  
GEORGIA A. HILLER, ESQ.,  
CHAIRWOMAN

Approved as to form  
and legal sufficiency:

[Signature]  
Colleen M. Greene  
Assistant County Attorney

This ordinance filed with the  
Secretary of State's Office the  
29<sup>th</sup> day of April, 2013  
and acknowledgement of that  
filing received this 3<sup>rd</sup> day  
of May, 2013  
By: [Signature]  
Deputy Clerk

Words Underlined are added; Words ~~Struck Through~~ are deleted.

STATE OF FLORIDA)

COUNTY OF COLLIER)

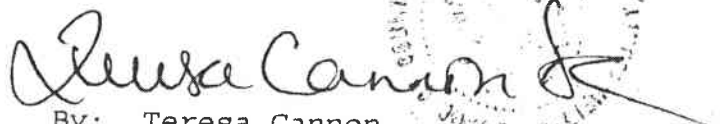
I, DWIGHT E. BROCK, Clerk of Courts in and for the Twentieth Judicial Circuit, Collier County, Florida, do hereby certify that the foregoing is a true and correct copy of:


**ORDINANCE 2013-30**

which was adopted by the Board of County Commissioners on the 23rd day of April, 2013, during Regular Session.

WITNESS my hand and the official seal of the Board of County Commissioners of Collier County, Florida, this 26th day of April, 2013.

DWIGHT E. BROCK  
Clerk of Courts and Clerk  
Ex-officio to Board of  
County Commissioners

  
By: Teresa Cannon,  
Deputy Clerk



Sec. 126-83. - Uses of tax revenues.

- (a) The tax revenues received pursuant to this division shall be used to fund the County Tourist Development Plan, which is hereby amended as follows:

Tourist Development Plan

The two percent tourist development tax was levied throughout Collier County beginning the first day of the second month following approval of this Ordinance by referendum. The tax district includes the entire geographic area of Collier County, Florida. The anticipated revenue for a two percent tourist development tax for all of Collier County over a 24-month period was \$7,000,000.00, less costs of administration.

The additional one percent tourist development tax (3rd percent) was levied throughout the county beginning the first day of January, 1996. A majority of the electors of Collier County voting in a straw referendum election approved the continuation of the additional one percent tourist development tax prior to June 30, 2000, therefore the additional one percent tourist development tax shall continue until terminated by an amendment to this Ordinance. The tax district shall include the entire geographic area of Collier County, Florida.

The additional tourist development tax (4th percent) shall be used to finance tourism promotion as provided herein. The tax district shall include the entire geographic area of Collier County, Florida.

- (1) The categories of use of the two percent, one percent (3rd percent) and additional one percent (4th percent) tax revenues by specific project or special use are hereby listed in the order of priority:

**CATEGORY A:** To finance beach park facilities or beach improvement, maintenance, renourishment, restoration and erosion control, including pass and inlet maintenance shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public access as these uses relate to the physical preservation of the beach, shoreline or inland lake or river.

Percentage of Net Revenue

32.584 percent of the two percent tax and 100 percent of the one percent tax (3rd percent), reduced by the amount required for Category D.

**CATEGORY B:** To promote and advertise county tourism within the State of Florida, nationally and internationally, which encourages tourism to Collier County and to fund convention bureaus, tourist bureaus, tourist information centers and news bureaus as county agencies. If tax revenues are expended for an activity, service, venue or event, the activity, service, venue or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.

Percentage of Net Revenue

43.438 percent of the two percent tax and 100 percent of the additional one percent tax (4th percent)

**CATEGORY C:** To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more County owned or operated museums or municipal owned museums that are owned and operated by not for profit organizations and open to the public.

Percentage of Net Revenue

23.978 percent of the two percent tax.

Sub-categories:

C(1): County owned or operated museums: 19.214 percent

C(2): Municipal owned museums and museums owned and operated by not for profit organizations open to the public: 4.764 percent

CATEGORY D: To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more fishing piers which are publicly owned and operated.

#### Percentage of Net Revenue

Amount budgeted for this category by the Board of County Commissioners each fiscal year, but not to exceed \$200,000.00. This amount may be amended upwardly or downwardly prospectively from the date of the budget amendment approval, provided that the amount of the aggregate allocation per fiscal year does not exceed \$200,000.00.

It is the intent of this division that the above uses shall be funded separately, but simultaneously in the above percentages regardless of the actual amount of net revenues collected.

- (2) The additional one percent tax revenues (3rd percent) collected pursuant to Section 126-82(f) shall be used to finance beach park facilities, beach improvement, maintenance, renourishment, restoration and erosion control including pass and inlet maintenance shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public access as these uses relate to the physical preservation of the beach, shoreline or inland lake or river.
- (3) The additional one percent tax (4th percent) collected pursuant to Section 126-82(g) shall be used entirely to finance tourism promotion including advertising, public relations, promotion, research and fulfillment. It is the intent of the Board of County Commissioners to maintain this new level of tourism promotion dollars in the future.
- (4) The Disaster Recover Advertising Fund will maintain a maximum level of \$500,000.00. Should the fund fall below \$500,000.00, the fund shall be replenished up to a maximum of \$500,000.00 per fiscal year from the General Fund.
- (5) Administrative costs.
  - a. Tourism promotion administrative costs (Fund 194) shall not exceed 32% of the total amount collected each fiscal year for Category "B" revenue. This amount may be amended upwardly or downwardly each budget year provided that the amount of the budget does not exceed 32% of the total Category "B" revenue.
  - b. Project Management (Fund 185), Indirect Overhead, and Program Administration in support of Fund 195 (Beaches) and Fund 183 (Beach Park Facilities) shall not exceed 15% of Category "A" revenues. This amount may be amended upwardly or downwardly each budget year provided that the amount of the budget does not exceed 15% of Category "A" revenues.
- (6) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds in accordance with the provisions of F.S. § 125.0104. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions and covenants as the governing board of Collier County shall provide. This paragraph shall be full and complete authority for accomplishing such purposes, but such authority shall be supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.
- (7) The event bonds are issued by Collier County for any of the purposes enumerated by the Tourist Development Plan, the amount of tourist development tax receipts used to pay debt service on such bonds may exceed the percentages provided for the purpose for which such bonds were issued; provided, however, the maximum annual debt service on such bonds, together with any other obligations of Collier County which were issued to finance

improvements for the same purpose and which are secured by the tourist development tax, must not exceed the stated percentage of tourist development tax receipts provided in the Tourist Development Plan for such purposes, as calculated as of the date of sale of such bonds. For purposes of performing the calculations described in this paragraph, the amount of tourist development tax receipts shall be assumed to be the amount provided as such in Collier County's immediately preceding annual audit, plus, if the levy of such tax was imposed or increased subsequent to the beginning of the period which was audited, an amount equal to the estimate by the County Manager of the moneys the County would have received if the tax imposition or increase had been in effect during the entire audit period. At or prior to the issuance of bonds the County Manager shall provide a certificate as to the findings required in this paragraph, which certificate shall be conclusive as to all matters provided herein.

- (8) Notwithstanding anything to contrary herein, the Board of County Commissioners may reallocate funds between the above-defined Categories (A—D) with an affirmative vote of a majority plus one additional member of the Board of County Commissioners.
- (9) The above and foregoing tourist development plan may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the Board of County Commissioners.

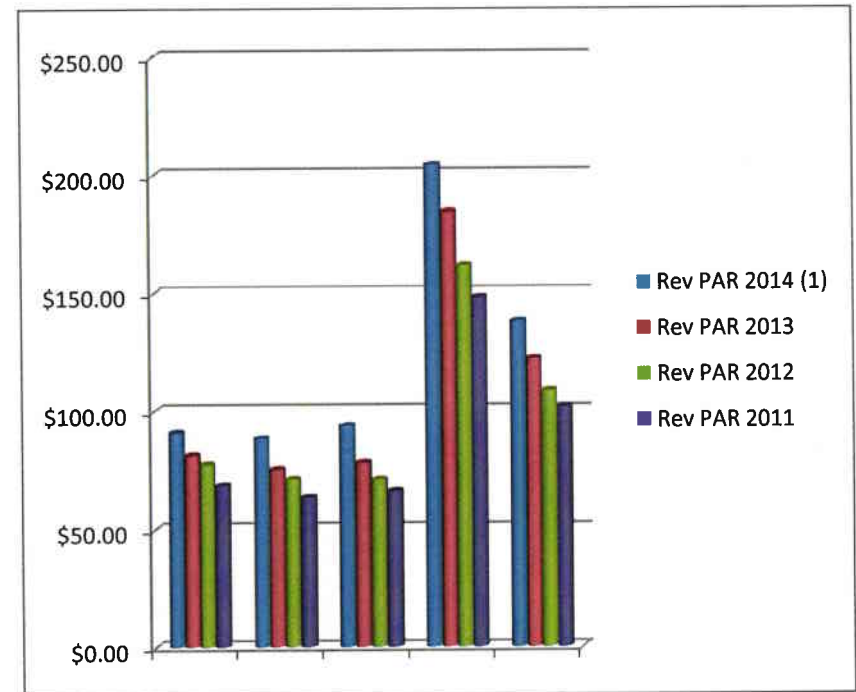
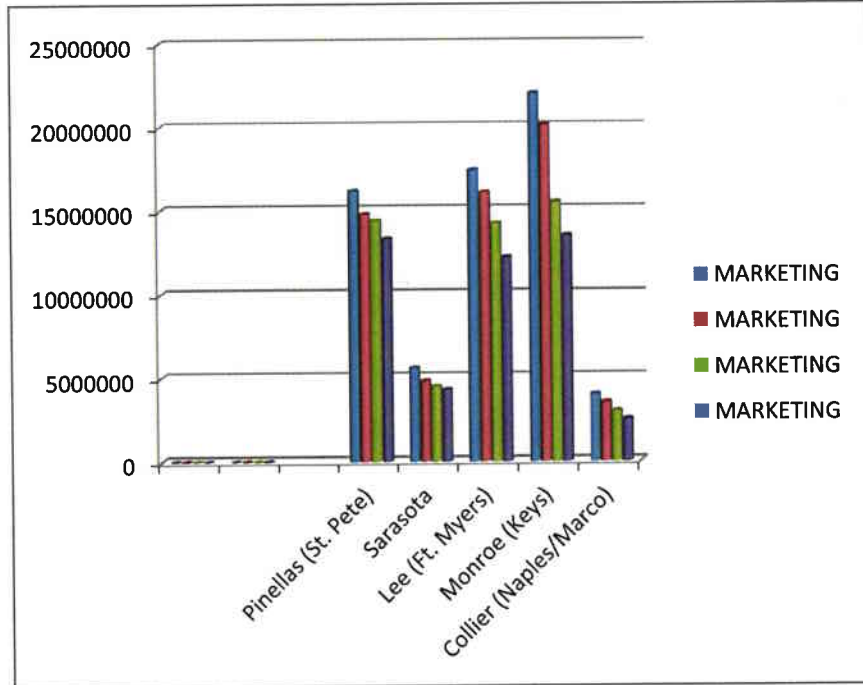
(Ord. No. 92-60, § 3; Ord. No. 95-46, § 2, 9-5-95; Ord. No. 95-56, § 2, 10-24-95; Ord. No. 96-54, § 1, 9-10-96; Ord. No. 97-21, § 1, 5-20-97; Ord. No. 98-95, § 1; Ord. No. 98-111, § 1; Ord. No. 99-28, § 1, 4-27-99; Ord. No. 99-50, § 1, 6-22-99; Ord. No. 99-66, § 1, 9-14-99; Ord. No. 01-31, § 1, 6-12-01; Ord. No. 03-10, § 1, 2-25-03; Ord. No. 2005-18, § 1; Ord. No. 2005-43, § 2; Ord. No. 2009-58, § 1; Ord. No. 2010-44, § 1; Ord. No. 2011-02, § 1; Ord. No. 2012-08, § 1; Ord. No. 2013-30, § 1; Ord. No. 2014-30, § 1)

**COMPARATIVE ANALYSIS OF TOURISM DESTINATIONS**

	MARKETING BUDGET 2014	MARKETING BUDGET 2013	MARKETING BUDGET 2012	MARKETING BUDGET 2011	Rev PAR 2014 (1)	Rev PAR 2013	Rev PAR 2012	Rev PAR 2011	TDT %	TDT % FOR DEST MKTG. (2)	LODGING UNITS
Pinellas (St. Pete)	\$16,200,000	\$14,800,000	\$14,400,000	\$13,300,000	\$90.86	\$81.30	\$77.62	\$68.57	5%	56%	35,000
Sarasota	\$5,600,000	\$4,800,000	\$4,500,000	\$4,250,000	\$88.52	\$75.05	\$71.12	\$63.28	5%	36%	14,045
Lee (Ft. Myers)	\$17,400,000	\$16,100,000	\$14,200,000	\$12,200,000	\$93.82	\$78.22	\$71.00	\$66.28	5%	54%	33,000
Monroe (Keys)	\$22,000,000	\$20,100,000	\$15,500,000	\$13,500,000	\$204.19	\$184.25	\$161.53	\$148.28	5%	80%	15,000
Collier (Naples/Marco)	\$4,000,000	\$3,500,000	\$3,000,000	\$2,500,000	\$137.92	\$121.89	\$108.36	\$101.76	4%	43%	10,500

1. REVPAR is the tourism industry standard of measuring Revenue per Available Room- reflects rooms available for rental

2. This is the percent of TDT allocated by the County for Destination Marketing



FLORIDA TOURISM TAXES – DESCRIPTION

Type of Tax	Transaction Tax is Levied Upon	Authorized Use of Tax Revenues	Percent of Tax Levy and How Tax may be Levied	Where Tax May be Levied	Areas Levying Tax
Municipal Resort Tax Chapter 67-930, Laws of Florida	<p>1) The renting or leasing of transient rental property.</p> <p>2) The sale of food, beverages or alcoholic beverages for on-premise consumption in any place of business required to be licensed by the state hotel and restaurant agency or the state beverage agency.</p> <p>3) The sale of food or beverages for off-premise consumption (except certain catered foods) from any place of business required to be licensed by the state hotel and restaurant agency or the state beverage agency.</p>	<p>1) Creation and maintenance of convention and publicity bureaus.</p> <p>2) Development and maintenance of cultural and art centers.</p> <p>3) Enhancement of tourism.</p> <p>4) Publicity and advertising.</p> <p>5) Construction, operation, and maintenance of auditoriums, community centers, convention structures.</p> <p>6) Relief from ad valorem taxes being used for any of the above purposes.</p>	<p>TOTAL OF UP TO 4% (on room rent - 2% on food &amp; beverages)</p> <p>Up to 2% Approved by majority of voters in referendum election held prior to January 1, 1968, or</p> <p>Approved by a 5/7 vote of the city council and a 4/5 vote of the Tourist Development Authority</p> <p>1% Additional tax approved by referendum prior to January 1, 1983</p> <p>1% Additional tax approved by referendum</p>	<p>Cities with populations between 330,000 and 340,000, or over 900,000.</p>	<p>Bal Harbor - 4%</p> <p>Surfside - 4%</p> <p>Miami Beach - 3%</p>
Tourist Impact Tax s. 125.0108, F.S.	<p>The renting or leasing of transient rental property</p>	<p>50% - transferred to the land authority for the purchase of property in the area of critical state concern from which the revenue is generated -- up to 5% of this portion may be used for administrative costs incident to such purchases.</p> <p>50% - distributed to the governing board of the county to offset the loss of ad valorem taxes previously collected on property purchased in areas of critical state concern.</p>	<p>1% Approved by majority of voters in an area or areas of critical state concern</p>	<p>Areas of critical state concern as determined by the Administration Commission</p>	<p>Monroe</p>

FLORIDA TOURISM TAXES – DESCRIPTION

Type of Tax	Transaction Tax is Levied Upon	Authorized Use of Tax Revenues	Percent of Tax Levy and How Tax may be Levied	Where Tax May be Levied	Areas Levying Tax
Local Option Tourist Development Tax	The renting or leasing of transient rental property	Use of tourist development tax revenues for a purpose not expressly authorized is prohibited.	(TOTAL OF UP TO 6%)	Any County or subcounty special district which has established a Tourist Development Council at least 60 days prior to the enactment of the ordinance levying the tax;	
s. 125.0104(3)(c), F.S.		1) To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied. Revenues may also be used to fund those museums or promote those zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. Counties may implement facility operation through service contracts and leases with persons who maintain and operate adequate existing facilities;	1-2% Approved by a majority of voters in a referendum election;		Baker-Bradford Citrus-Columbia Columbia-Duval Flagler -Gulf Hamilton-Jackson Lake-Madison Miami-Dade Nassau Pasco-Putnam Santa Rosa (countywide) Suwannee-Taylor Volusia-Wakulla
s. 125.0104(3)(d), F.S.		2) To promote and advertise tourism in the State of Florida, nationally and internationally, with the caveat that if tax revenues are expended fro an activity, service, venue, or event, one of the main purposes of such shall be the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;	1% Additional levy authorized by an extraordinary vote of the county governing board or referendum election;	Any County which has levied the tax at 1-2% for at least 3 years;	Alachua-Bay-Brevard Broward-Charlotte Clay-Collier Escambia-Hernando Hillsborough-Indian River-Lee-Leon Manatee-Monroe Okaloosa-Orange Osceola Okeechobee-Palm Beach-Pinellas-Polk St. Johns-St. Lucie Santa Rosa (part of county)-Sarasota Seminole-Walton
s. 125.0104(3)(m), F.S.		3) To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county;	1% Additional levy authorized by an extraordinary vote of the county governing board;	Any "high tourism impact county" (not levying the convention development tax) whose sales subject to the tax are:	Orange
		4) To finance beach park facilities, beach improvement, maintenance, renourishment, restoration, and erosion control, including shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access. In counties of less than 100,000 in population, only 10% or less of the tax revenues may be spent on beach park facilities.		1) in excess of \$600 million during the previous calendar year;  2) at least 18 percent of the county's total taxable sales where such sales were a minimum of \$200 million during the previous calendar year;	Osceola



FLORIDA TOURISM TAXES – DESCRIPTION

Type of Tax	Transaction Tax is Levied Upon	Authorized Use of Tax Revenues	Percent of Tax Levy and How Tax may be Levied	Where Tax May be Levied	Areas Levying Tax
s. 125.0104(3)(l), F.S.		<p>Counties having a population of 600,000 or less may use the tax revenues to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public.</p> <p>Tax revenues may be pledged to secure and liquidate revenue bonds issued by the county for the purposes outlined in s. 125.0104(5)(a)1. and 4., F.S., or to refund bonds previously issued for such purposes. No more than 50% of the tax proceeds may be pledged for these financing purposes for uses authorized under s. 125.0104(5)(a)4., F.S.</p>	1% Additional levy authorized by a majority vote of the county governing board;	Any county levying the local option tourist development tax (may also be levying the convention development tax);	<p>Brevard-Broward Duval-Escambia Hillsborough Miami-Dade-Orange Osceola-Palm Beach Pinellas-Polk St. Lucie</p> <p>Palm Beach Okaloosa</p>
s. 125.0104(3)(n), F.S.		<p>1) To pay for debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility or acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility; to pay for the planning and design costs incurred for the facility, prior to the issuance of bonds.</p> <p>2) To pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center and the planning and design costs incurred for the facility, prior to the issuance of bonds.</p> <p>3) To pay the operational and maintenance costs of a convention facility for a period of up to 10 years or for the life of the bond if the county elects to levy the tax for 2) above after July 1, 2000.</p>	1% Additional levy authorized by a majority plus one vote of the county governing board;	Only counties that levy tax under (3)(l)2. may use tax for these purposes.	Palm Beach
s. 125.0104(3)(n), F.S.		To pay debt service on bonds issued to finance the construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other	1% Additional levy authorized by a majority plus one vote of the county governing board;	Any county levying the initial local option tax in paragraph (c) and the tax in paragraph (l), (may not be levying the charter county convention development tax);	Broward-Duval Hillsborough

FLORIDA TOURISM TAXES – DESCRIPTION

Type of Tax	Transaction Tax is Levied Upon	Authorized Use of Tax Revenues	Percent of Tax Levy and How Tax may be Levied	Where Tax May be Levied	Areas Levying Tax
s. 125.0104(3)(n), F.S. (continued)		<p>lessee with sufficient expertise or financial capability to operate such facility, and to pay planning and design costs incurred prior to bond issuance a new professional sports franchise as defined in s. 212.0305, F.S.</p> <p>To pay debt service on bonds issued to finance the acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay planning and design costs incurred prior to bond issuance for a retained spring training franchise.</p>			
<p>Convention Development Tax s. 212.0305, F.S.</p> <hr/> <p>Consolidated County Convention Development Tax s. 212.0305(4)(a), F.S.</p> <hr/> <p>s. 212.0305(4)(a)5b., F.S.</p>	<p>The renting or leasing of transient rental property</p> <hr/>	<p>1) To extend, enlarge, and improve existing publicly owned convention centers in the county;</p> <p>2) To construct a multipurpose convention/coliseum/exhibition center or parts thereof as fund permit in the county;</p> <p>3) To acquire, construct, extend, improve, remodel, or maintain one or more convention centers, stadiums, exhibition halls, arenas, coliseums, or auditoriums;</p> <p>1) To acquire and develop municipal parks, lifeguard stations, or athletic fields.</p> <p>2) To promote and advertise tourism.</p>	<p>2% Authorized by the county governing board.</p> <p>½ of the county convention development tax proceeds collected in a particular municipality.</p> <p>Authorized by a majority plus one vote of county governing board.</p>	<p>Counties operating under a government consolidated with that of one or more municipalities.</p> <p>Municipalities whose governments have not consolidated with the county.</p> <p>Municipalities of over 10,000 in population.</p>	<p>Duval</p> <p>Neptune Beach Atlantic Beach Baldwin-Jacksonville Beach</p>

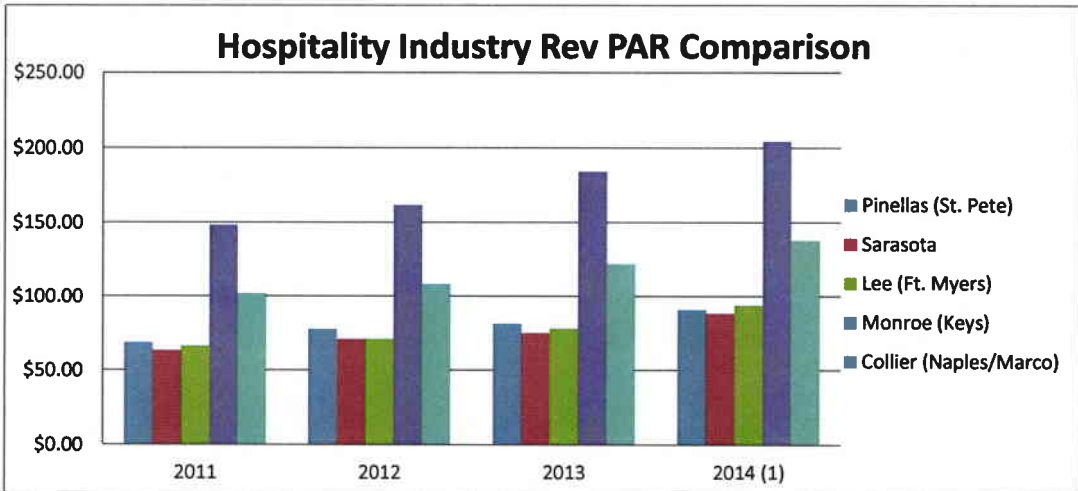
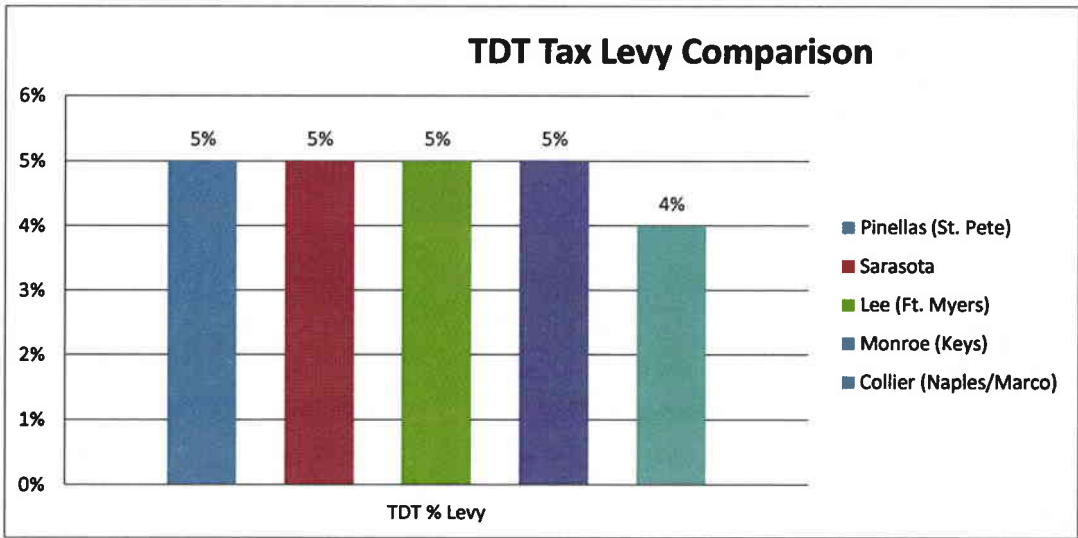
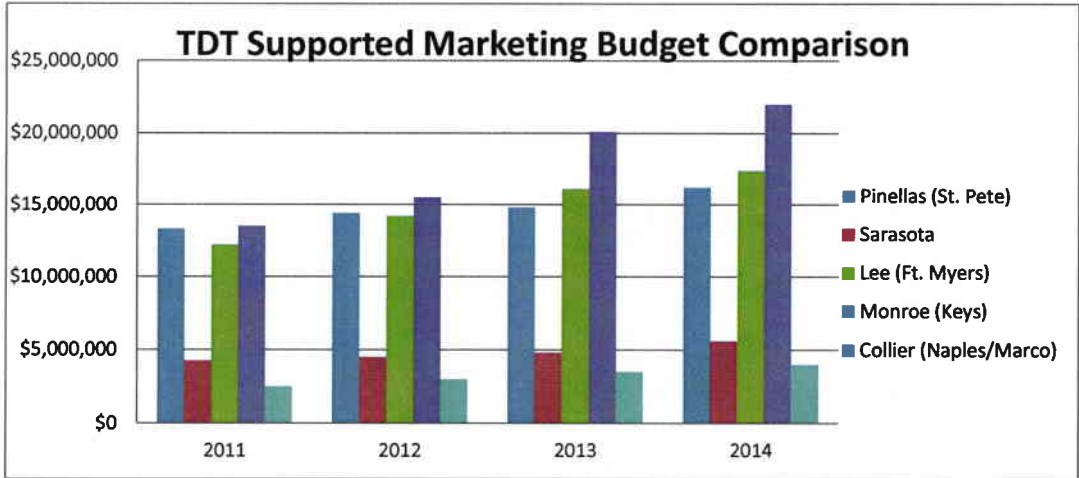
FLORIDA TOURISM TAXES – DESCRIPTION

Type of Tax	Transaction Tax is Levied Upon	Authorized Use of Tax Revenues	Percent of Tax Levy and How Tax may be Levied	Where Tax May be Levied	Areas Levying Tax
Charter County Convention Development Tax  s. 212.0305(4)(b), F.S.		<p>1) Two-thirds must be used to extend, enlarge, and approve the largest existing publicly-owned convention center in the county;</p> <p>Upon completion of a project described in (1) this portion of the tax revenues and corresponding interest may be used to acquire, construct, enlarge, maintain, operate, etc., one or more convention centers, stadiums, exhibition halls, arenas, coliseums, or auditoriums, and to acquire and construct an intercity light rail system.</p> <p>2) One-third must be used to construct a new multipurpose convention/coliseum/exhibition center/stadium, or parts thereof as funds permit;</p> <p>Upon completion of a project described in (2) this portion of the tax revenues and corresponding interest may be used to acquire, construct, extend, enlarge, remodel, repair, improve, operate, or maintain one or more convention centers, stadiums, exhibition halls, arenas, coliseums, or auditoriums, golf courses or related buildings and parking facilities, or may be used to operate an authority created pursuant to this section.</p>	<p>3% enacted by an ordinance approved by the county governing body. If the municipality in which the project is to be developed has levied the municipal resort tax, the governing body of such a municipality may prohibit, by ordinance, the county from collecting the convention development tax within that municipality. If the municipality approves the levy, it is to appoint an authority that will exercise sole power of authority over the concept, location, design, program, and disbursement of funds for the project.</p>	<p>Charter counties defined in s. 125.011(1), F.S.</p> <p>The most populous municipality in the county.</p>	<p>Miami-Dade - restricted from levy in municipalities which have enacted the Municipal Resort Tax</p> <p>Miami</p>
Special District and Sub-County Convention Development Tax  s. 212.0305(4)(c),(d), and (e), F.S.		<p>1) To promote and advertise tourism;</p> <p>2) To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus.</p>	<p>3% Authorized by the county governing board. A super majority vote of the board is required to levy the tax above the 2% level. (s.212.03055, F.S.)</p>	<p>Counties chartered under Art. VIII of the State Constitution which on January 1, 1984 levied a tourist advertising ad valorem tax within a special district;</p>	<p>Volusia</p>

FLORIDA TOURISM TAXES – DESCRIPTION

Type of Tax	Transaction Tax is Levied Upon	Authorized Use of Tax Revenues	Percent of Tax Levy and How Tax may be Levied	Where Tax May be Levied	Areas Levying Tax
<p>Local Option Food &amp; Beverage Tax  s. 212.0306, F.S.</p>	<p>1) Sale of food, beverages or alcoholic beverages in hotels and motels only.</p> <p>2) Sale of food, beverages or alcoholic beverages in establishments licensed to sell alcoholic beverages for consumption on the premises. Sales in hotels, motels, veterans' organizations, other licensed establishments that had gross annual revenues of \$400,000 or less, and establishments in cities which levy Municipal Resort Taxes are exempt from this levy as are sales on alcoholic beverages sold by the package for off-premises consumption.</p>	<p>Allocated to a countywide convention and visitors bureau for the purpose of promoting tourism or funding visitor information services, pursuant to the provisions of s. 125.0104(5)(a)2. or 3., F.S.</p> <p>1) For the first 12 months funds allocated for services to the homeless.</p> <p>2) After first 12 months at least 15% of funds to be allocated for domestic violence shelter construction with the remainder to be allocated for services to the homeless.</p>	<p>2% Authorized by majority vote of the county governing board.</p> <p>1% Authorized by majority vote of the county governing board.</p>	<p>Any county as defined in s. 125.011(1), F.S.</p>	<p>Miami-Dade</p>

**COMPARATIVE ANALYSIS OF TOURISM DESTINATIONS**



**Tourist Development Tax Breakdown By County**

<u>County</u>	<u>Pennies Collected</u>	<u>Annual Collection</u>	<u>% Dedicated To Arts</u>	<u>\$ Dedicated To Arts</u>	<u>% For Mkt. &amp; Admin.</u>	<u>\$ For Mkt. &amp; Admin.</u>	<u>Other Projects</u>
Alachua	5	\$3.0 mil.	17%	\$480,000	40%	\$1.2 mil.	40% capital projects (Nations Park and TBD) 17% cultural event grants
Brevard	5	\$7.4 mil.	1.5%	\$111,000	48%	\$3.55 mil.	arts \$ for events; 25% beach; 15% baseball, zoo, capital
Broward	5	\$45 mil.	1.5%*	\$600,000*	66%	\$26.7 mil.	balance to BB&T Center (2 cents) and beach
Collier	4	\$14.6 mil.	1%	\$100,000	35%	\$3.5 mil.	50% to beaches and inlet maintenance; arts funding grants only
Lee	5	\$26.5* mil.	1%**	\$225,000**	53.6%	\$14.2 mil.	arts not dedicated; 26.4% beaches; 20% baseball stadium
Palm Beach	5	\$28 mil.	13%	\$3.6 mil.	31.5%	\$8.8 mil.	40% to conv. center; other to sports, film, events & center maint.
Pinellas	5	\$25.6 mil.	1.4%	\$350,000	56%	\$14.4 mil.	24% to sports facilities; 8% beach nourishment; 10.6% balance & reserves
Polk	5	\$6.83 mil.	6%	\$400,000	60%	\$4.1 mil.	15% of first two pennies to arts; sports complex;
St. Johns	4	\$7.0 mil.	15%	\$1 million	64%	\$4.5 mil.	15% to beach projects; 6% conv.center/amphitheater; arts is arts/culture/herit
Sarasota	5	\$13.7 mil.	10%	\$1.3 mil.	36%	\$4.5 mil.	54% sports stadium, aquatic nature center and beaches
Leon Current	5	\$4.2 mil.	32%	\$1.35 mil.	68.0%	\$2.86 mil.	20% for performing arts center; 12.6% for cultural grants
Leon Proposed	5	\$4.2 mil.	60%	\$2.52 mil.	40%	\$1.68 mil.	30% performing arts center; 10% arts exchange; 20% COCA

\*Broward % not codified; \$600,000 annual contribution is not codified

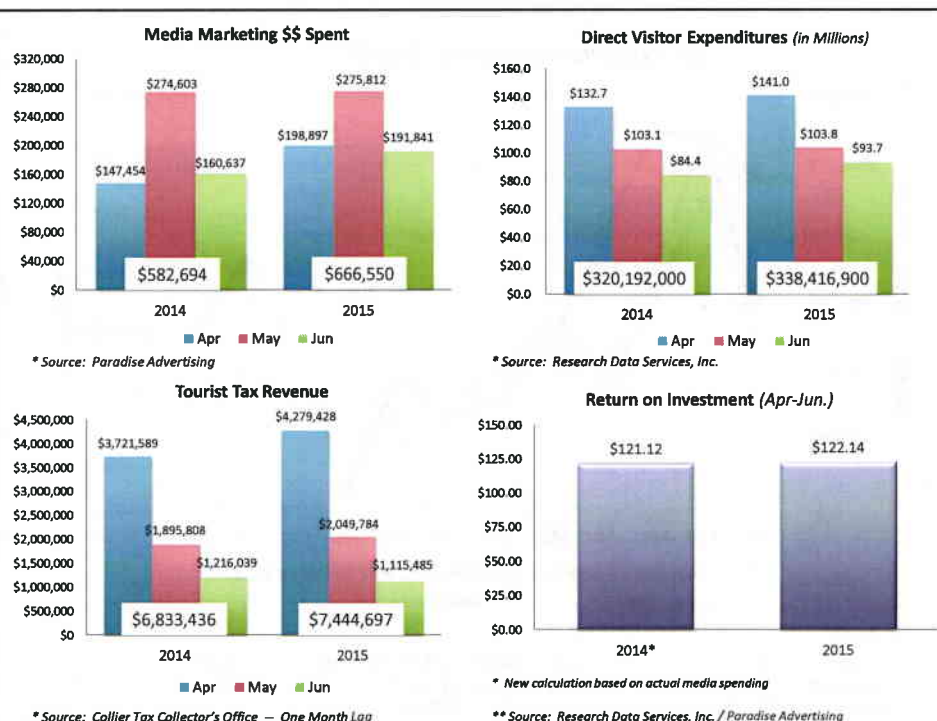
\$15 million to Broward Center for the Performing Arts & Museum of Discovery & Science from \$30 million reserve; Board gave \$1.9 million for more marketing

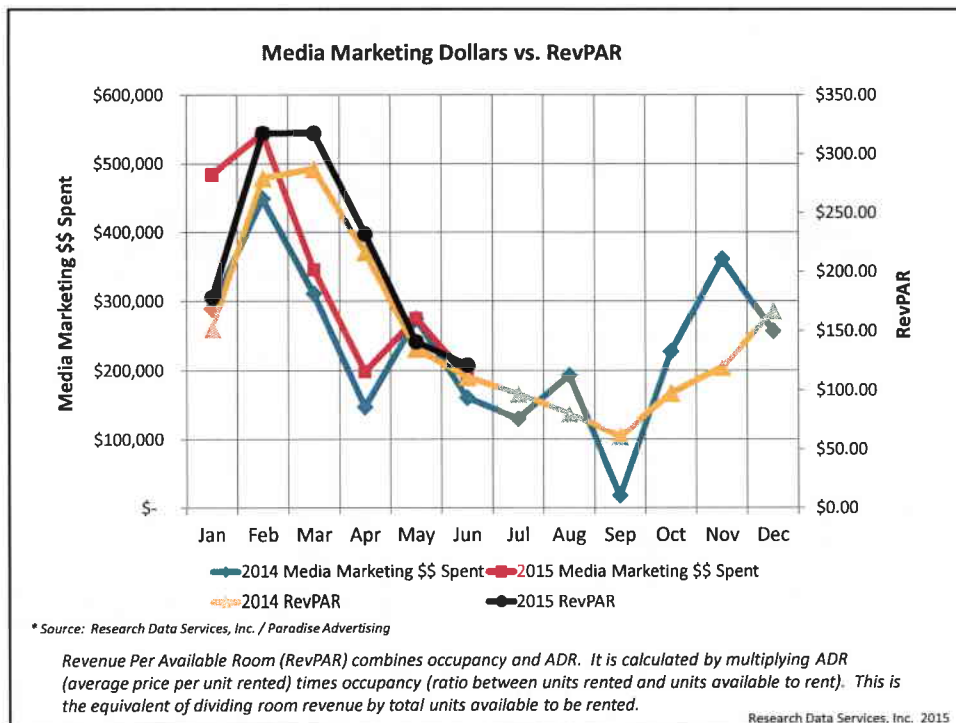
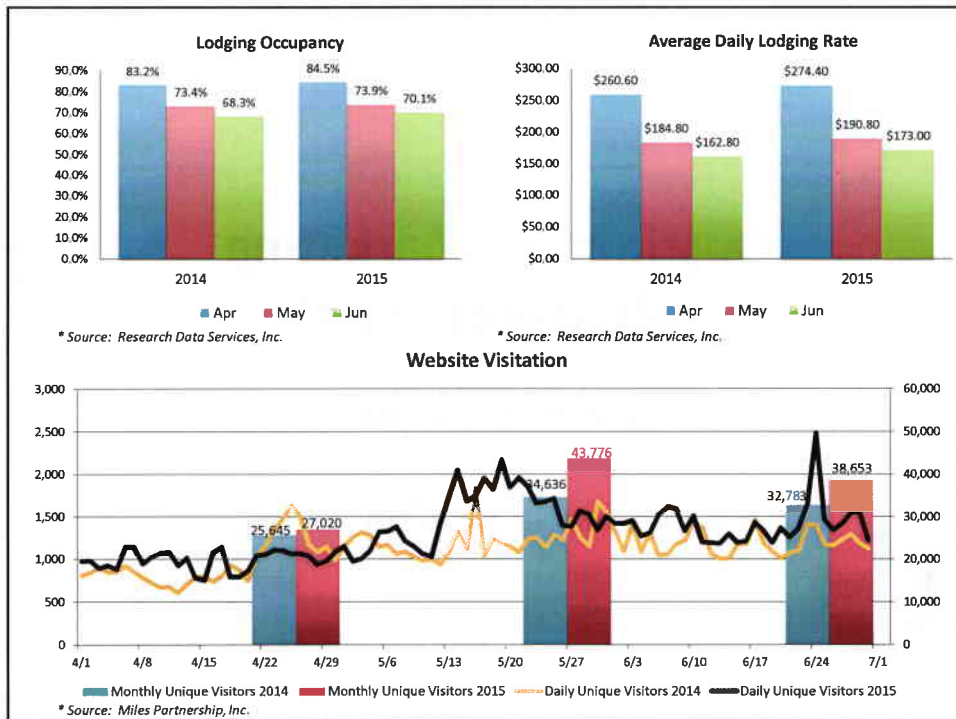
\*\* Lee County not codified

# Destination Marketing Measurements

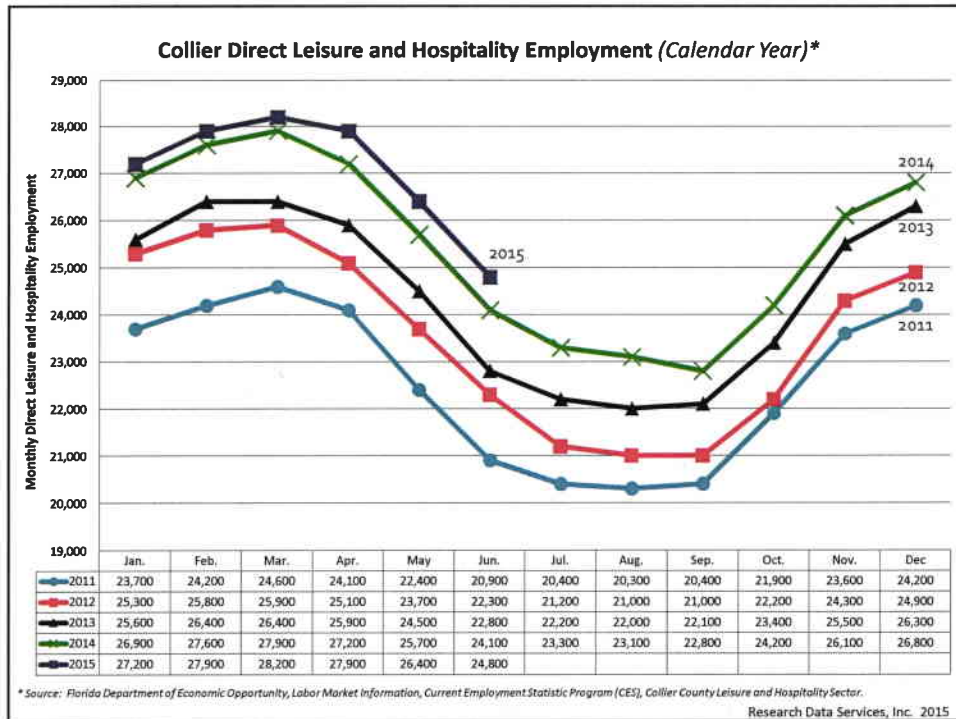
## April-June 2015

Data Source: Research Data Services, Inc. 2015









# Total Commercial Lodging Visitation

## Collier County

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	1,338,800	--	} $\Delta$ '09-'14 = <b>+435,100</b> visitors
2010	1,383,500	+3.3%	
2011	1,489,900	+7.7%	
2012	1,573,000	+5.6%	
2013	1,668,200	+6.1%	
2014	1,773,900	+6.3%	

## Manatee County

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	449,700	--	} $\Delta$ '09-'14 = <b>+160,900</b> visitors
2010	461,600	+2.6%	
2011	492,300	+6.7%	
2012	537,900	+9.3%	
2013	570,300	+6.0%	
2014	610,600	+7.1%	

## Sarasota County

Year	# Visitors	Growth over Previous Year	Total 5-Year Growth ('09-'13)
2009	753,300	--	} $\Delta$ '09-'13 = <b>+188,100</b> visitors
2010	764,200	+1.4%	
2011	827,000	+8.2%	
2012	894,100	+8.1%	
2013	941,400	+5.3%	
2014	n/a*	n/a*	

## Pinellas County

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	2,502,810	--	} $\Delta$ '09-'14 = <b>+739,890</b> visitors
2010	2,545,900	+1.7%	
2011	2,708,800	+6.4%	
2012	2,871,600	+6.0%	
2013	3,007,900	+4.7%	
2014	3,242,700	+7.8%	

\* 2014 Data Not Available

# Total International Visitation

## Collier County

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	213,874	--	} $\Delta$ '09-'14 = <b>+121,422</b> visitors
2010	219,145	+2.5%	
2011	236,353	+7.9%	
2012	282,503	+19.5%	
2013	301,189	+6.6%	
2014	335,296	+11.3%	

## Manatee County

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	74,184	--	} $\Delta$ '09-'14 = <b>+34,926</b> visitors
2010	73,173	-1.4%	
2011	79,413	+8.5%	
2012	92,250	+16.2%	
2013	99,480	+7.8%	
2014	109,110	+9.7%	

## Sarasota County

Year	# Visitors	Growth over Previous Year	Total 5-Year Growth ('09-'13)
2009	117,064	--	} $\Delta$ '09-'13 = <b>+37,766</b> visitors
2010	109,286	-6.6%	
2011	121,731	+11.4%	
2012	146,136	+20.0%	
2013	154,830	+5.9%	
2014	n/a*	n/a*	

## Pinellas County (incl. V F/R)

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	1,289,354	--	} $\Delta$ '09-'14 = <b>+290,769</b> visitors
2010	1,250,289	-3.0%	
2011	1,303,098	+4.2%	
2012	1,408,112	+8.1%	
2013	1,455,844	+3.4%	
2014	1,580,123	+8.5%	

\* 2014 Data Not Available

# Total Domestic Visitation

## Collier County

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	1,124,926	--	} $\Delta$ '09-'14 = <b>+313,678</b> visitors
2010	1,164,355	+3.5%	
2011	1,253,547	+7.7%	
2012	1,290,497	+2.9%	
2013	1,367,011	+5.9%	
2014	1,438,604	+5.2%	

## Manatee County

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	375,516	--	} $\Delta$ '09-'14 = <b>+125,974</b> visitors
2010	388,427	+3.4%	
2011	412,887	+6.3%	
2012	445,650	+7.9%	
2013	470,820	+5.6%	
2014	501,490	+6.5%	

## Sarasota County

Year	# Visitors	Growth over Previous Year	Total 5-Year Growth ('09-'13)
2009	636,236	--	} $\Delta$ '09-'13 = <b>+150,334</b> visitors
2010	654,914	+2.9%	
2011	705,269	+7.7%	
2012	747,964	+6.1%	
2013	786,570	+5.2%	
2014	n/a*	n/a*	

## Pinellas County (incl. V F/R)

Year	# Visitors	Growth over Previous Year	Total 6-Year Growth ('09-'14)
2009	3,702,056	--	} $\Delta$ '09-'14 = <b>+603,621</b> visitors
2010	3,790,911	+2.4%	
2011	3,932,102	+3.7%	
2012	4,026,888	+2.4%	
2013	4,124,056	+2.4%	
2014	4,305,677	+4.4%	

\* 2014 Data Not Available

# % of Visitors who Arrive by Air

## Collier County

Year	Percent of Visitors
2009	54.3%
2010	54.6%
2011	54.4%
2012	55.5%
2013	56.6%
2014	58.6%

## Manatee County

Year	Percent of Visitors
2009	47.1%
2010	47.2%
2011	46.8%
2012	47.6%
2013	49.6%
2014	51.0%

## Sarasota County

Year	Percent of Visitors
2009	52.9%
2010	52.7%
2011	53.2%
2012	55.0%
2013	57.8%
2014	n/a*

## Pinellas County

Year	Percent of Visitors
2009	70.6%
2010	71.7%
2011	72.2%
2012	73.6%
2013	71.7%
2014	71.3%

\* 2014 Data Not Available