

Business Impact Estimate for:

AN ORDINANCE OF THE COUNTY OF PINELLAS, AMENDING SECTION 118-32 OF THE PINELLAS COUNTY CODE RELATING TO THE TOURIST DEVELOPMENT PLAN; INCREASING FUNDING FOR MARKETING SPECIAL EVENTS AND PROGRAMS ("ELITE EVENTS") FOR FISCAL YEAR 2027 ONLY; PROVIDING FOR SEVERABILITY; PROVIDING FOR CODIFICATION; PROVIDING FOR AREAS EMBRACED; AND PROVIDING FOR AN EFFECTIVE DATE.

This Ordinance is scheduled to be considered for adoption by the Pinellas County Commission on Tuesday, August 25, 2026, at 6:00 p.m. in the Palm Room, 333 Chestnut Street, Clearwater, Florida 33756, with optional virtual participation utilizing Communications Media Technology (CMT) on the Zoom platform.

** Unless an attachment is expressly referenced, the content in this Form encompasses the entire Business Impact Estimate for the Ordinance.*

1. Summary of the Ordinance, including a statement of the public purpose to be served by the Ordinance, such as serving the public health, safety, morals, and welfare of the County: The proposed ordinance makes the following changes to the Pinellas County Tourist Development Plan:

1. Authorizes increased funding for marketing special events and programs ("elite events") from \$3,000,000 to \$3,367,500, solely for fiscal year 2027.

2. An estimate of the direct economic impact of the Ordinance on private, for-profit businesses in the County, including the following, if any:

(a) An estimate of direct compliance costs that businesses may reasonably incur if the Ordinance is enacted; None.

(b) Identification of any new charge or fee on businesses subject to the Ordinance for which businesses will be financially responsible; None.

(c) An estimate of the County's regulatory costs, including estimated revenues from any new charges or fees that will be imposed on businesses to cover such costs. None.

3. A good faith estimate of the number of businesses likely to be impacted by the Proposed Ordinance:

This ordinance is not expected to directly impact any businesses, although the addition of an eligible category of Tourist Development Tax funding (for beach park facilities) may result in public construction projects that may provide opportunities for some businesses to provide services.