
Tourism, Transportation and Land Use



Changes to Tax Law

- State legislature expanded potential Tourist Development Tax revenue uses to include developing or operating public facilities
- Public facilities must be needed to increase tourist-related business activities or recommended by the TDC
- Major capital improvements with a lifespan of 5 or more years, including transportation



Credit: Visit St Pete Clearwater

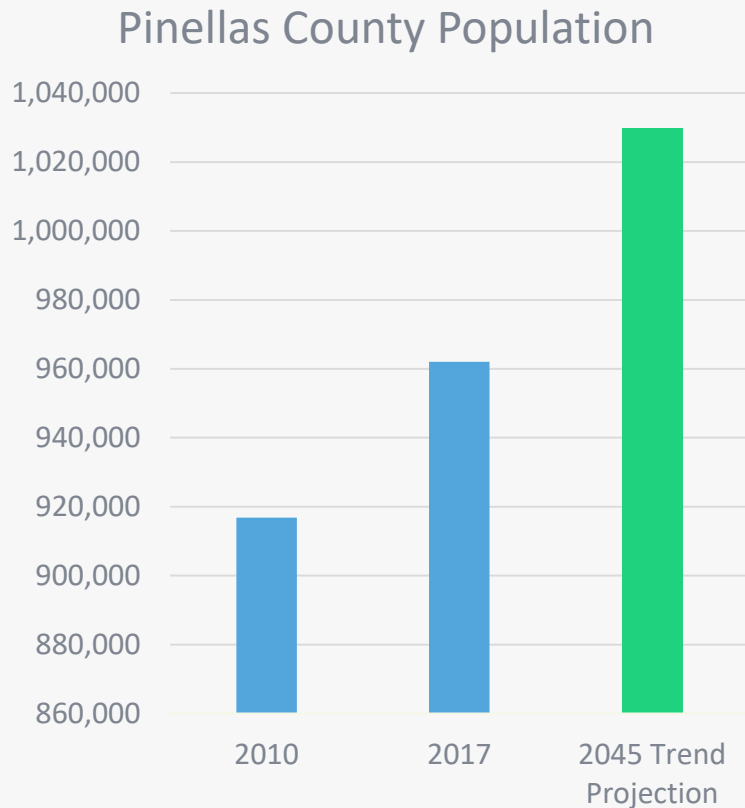


What may this mean for Pinellas County?

- Better infrastructure to support increasing tourism demands on facilities and services
- Allows for potential leveraging of resources (federal, state, local funds) for public infrastructure like transportation
- Connects workers to tourism-related jobs and provides better transportation choices for visitors and residents



A Growing County and Increasing Tourism



- More than 6% increase in Pinellas hotel rooms sold in 2017 over 2016
- 6.3 million visitors in 2016, an increase of more than 2% from 2015
- 57% of 2016 visitors used a rental car on their trip



Visit St Pete Clearwater Survey

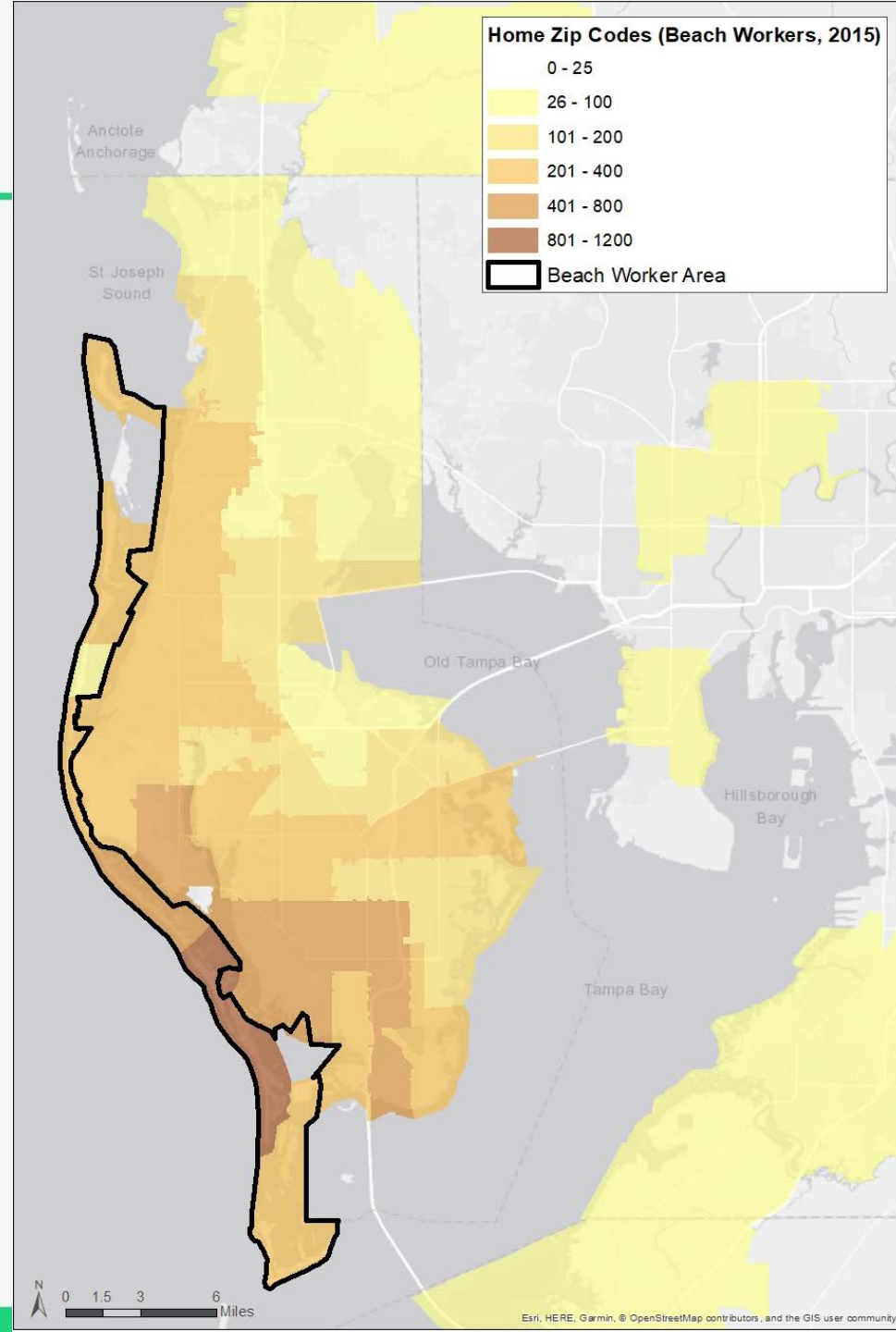
March and February 2018 Visitor Survey Results

- Top three attractions or services that would enhance the destination experience outside of doing nothing
 - Cheaper and more parking
 - Less congestion/traffic
 - More public transportation options
- More than 6% used public transportation during their stay
- Visitors spend \$33.40/day on transportation-related expenses



Connecting Workers to Jobs

- Tourism accounts for 7.2% of Pinellas County's jobs (source: Economic Development)
- Pinellas tourism contributes ~\$10 billion to the regional economy
- The average Pinellas household spends 60% of income on housing + transportation
 - 45% is considered affordable



Transit Currently Supports Tourism

- Suncoast Beach Trolley
- Jolley Trolley
- Hotel corporate pass
- Special Events:
 - Beach Goes Pop
 - Spring Break
 - Sugar Sand
 - Oldsmar BMX
 - Pride Parade



THE REWARDS OF C-PASS

Participate in the C-Pass Program and you can look forward to increased productivity from a workplace that arrives ready to start the day.

Partner with PSTA to extend sustainable, low-cost transportation options to your staff. As an employer, you want to offer benefits to attract and retain quality employees.

PARK FREE, RIDE FREE
February 19 through April 29, 2018
2018 Spring BREAK
Trolley Park & Ride service every 15 minutes
from 9:00 a.m. to 10:00 p.m. Sunday through
Thursday, and until midnight on Friday and Saturday
at **Clearwater City Hall** and **Harborview Center**.



Benefits of Improved Transit

- Increased wages per worker
- Congestion alternative
- Reduces demand for parking at destinations
- Health advantage over those who drive
- Increases foot traffic and development value

