

ORDINANCE NO. 26- ____

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.

WHEREAS, in accordance with Florida Statutes, Section 125.0104, the Board of County Commissioners (“Board”), has previously adopted a Tourist Development Plan governing the use and allocation of tourist tax revenues; and

WHEREAS, the Tourist Development Council, in their meeting of July 15, 2026, voted to recommend to the Board a one-year amendment to the amount of funding available for “elite events” in the Tourist Development Plan; and

WHEREAS, the Board’s approval and adoption of this amendment to the Tourist Development Plan require a majority plus one vote, per Section 125.0104(4)(d), Florida Statutes;

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

SECTION 1. Subsection (a)(1)a. of Section 118-32 of the Pinellas County Code (*Categories of allowable uses of tax revenues, Category A – promotions, advertising/marketing*) is hereby amended as follows; all other provisions of Section 118-32 remain unchanged:

Sec. 118-32. Use of revenues; tourist development plan.

(a)

(1)

a. *Category A (promotions, advertising/marketing)*: Promoting and advertising tourism in the state, nationally and internationally, and funding for the following: (i) marketing special events and programs; (ii) providing promotional or operating support for exhibits or programs provided by museums owned and operated by not-for-profit organizations and open to the public; (iii) providing promotional support for zoological parks that are owned and operated by not-for-profit organizations and open to the public; and (iv) event and program sponsorships; however, funding of not more than \$3,000,000.00 annually for subsection (i), herein. Solely for fiscal year 2027, funding of not more than \$3,367,500 is authorized for funding under subsection (i), herein. Grant guidelines will be established by county staff in consultation with the tourist development council, which

shall be subject to approval by the board of county commissioners, to determine eligibility, the application process, and award criteria and priorities for subsection (i), (ii), and (iii) funding herein.

SECTION 2. Severability. If any Section, Subsection, sentence, clause, phrase, or provision of this Ordinance is for any reason held invalid or unconstitutional by any Court of competent jurisdiction, such holding shall not be construed to render the remaining provisions of this Ordinance invalid or unconstitutional.

SECTION 3. Areas Embraced. This ordinance shall apply Countywide.

SECTION 4. Inclusion in Code. It is the intention of the Board of County Commissioners that the provisions of this Ordinance shall become and be made a part of the Pinellas County Code and that the sections of this Ordinance may be renumbered or relettered and the word “ordinance” may be changed to section, article or such other appropriate word or phrase in order to accomplish such intentions.

SECTION 5. Filing of Ordinance; Effective Date. Pursuant to Section 125.66, Florida Statutes, a certified copy of this Ordinance shall be filed with the Department of State by the Clerk of the Board of County Commissioners within ten (10) days after enactment by the Board of County Commissioners. This Ordinance shall become effective upon filing of the ordinance with the Department of State.

APPROVED AS TO FORM

By: Amanda S. Coffey
Office of the County Attorney