



# Pinellas County

## Staff Report

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File #: 15-642, Version: 1

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### **Subject:**

Authority to advertise a public hearing regarding a proposed ordinance amending Section 118-32 of the Pinellas County Code relating to the Tourist Development Plan.

### **Recommended Action:**

Approval of authority to advertise a Public Hearing on a proposed ordinance amending Pinellas County Code Section 118-32 relating to the Tourist Development Plan (Plan).

### **Strategic Plan:**

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.2 Be responsible stewards of the public's resources

### **Summary:**

The proposed ordinance simplifies the Plan in the following ways:

- Reduces the number of existing categories from eight to five by putting allowable uses into fewer sub-categories, as well as moving some of the existing commitments/uses of funds into a different section of the Plan.
- Eliminates some funding restrictions previously included in the categories.
- Allocates a minimum of sixty percent of Tourist Development Tax (TDT) revenues to categories A and B, promotions, advertising and marketing.
- Allocates a maximum of forty percent of TDT revenues to categories C, D, and E, beach improvement/nourishment, capital project funding and debt service payments.
- Allows funds that are not utilized to be used toward categories A and B.
- Includes the terms of current debt payments to the Dali Museum and to the Cities of Clearwater and Dunedin.

### **Background Information:**

On December 16, 2014, the Board of County Commissioners (Board) rejected a proposed ordinance amending the Plan and directed staff to develop and propose a simpler, more flexible Plan.

On April 15, 2015, the Tourist Development Council (TDC) reviewed and approved the revised Plan and submitted its recommendation to the Board.

On May 19, 2015, the Board discussed and temporarily deferred an amendment to the Plan.

On June 17, 2015, the TDC recommended the adoption of the additional 6th percent TDT. In a separate, but related motion, the TDC recommended that a minimum of 60 percent of the total TDT collection in any given year be earmarked for advertising and marketing while a maximum of 40 percent of the total TDT collected in any given year be put toward capital projects, consistent with

earlier recommendations to the Board.

On October 21, 2015, after review and discussion, the TDC unanimously approved the proposed amendment being brought before the Board today.

**Fiscal Impact:**

None

**Staff Member Responsible:**

David Downing, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council  
Municipalities located within Pinellas County  
Local Hospitality Industry