



Pinellas County

Staff Report

File #: 15-748, Version: 1

Subject:

Ordinance amending Section 118-32 of the Pinellas County Code relating to the Tourist Development Plan.

Recommended Action:

Adoption of an ordinance amending Section 118-32 of the Pinellas County Code relating to the Tourist Development Plan.

The ordinance allocates a minimum of sixty (60) percent of Tourist Development Tax (TDT) revenues to categories A and B - promotions, advertising and marketing and a maximum of forty (40) percent of TDT revenues to categories C, D, and E, beach improvement/nourishment, capital project funding and debt service payments.

Amendment of the Plan requires an affirmative vote of a majority plus one vote.

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 Tourist Development Plan (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 (60) percent of Tourist Development Tax (TDT) revenues to categories A and B - promotions, advertising and marketing.
- Allocates a maximum of forty (40) 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.

Amendment of the Plan requires an affirmative vote of a majority plus one vote.

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 October 21, 2015, after review and discussion, the TDC unanimously approved the proposed amendment now being brought before the Board. Mayors Kriseman and Palladeno were absent from the meeting.

Fiscal Impact:

None

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council
Municipalities located within Pinellas County
Hospitality Industry

Attachments:

Attachment 1 - Proposed Ordinance
Attachment 2 - Proposed Ordinance (strikethrough version)
Attachment 3 - Advertisement
Attachment 4 - CVB Expenditures FY08-FY16, supplement added 11/23/15 4:40 p.m.