Joint Special Meeting
Flagler County
Board of County Commissioners and Tourism Development Council
Agenda

Monday, February 20, 2017 • 1:00 p.m.

Emergency Operations Center, Building 3, 1769 E. Moody Blvd., Bunnell, FL 32110

1. Pledge to the Flag and Moment of Silence

2. Chair Call To Order

3. Presentation from Executive Director on Tourist Development Tax Fifth Cent Levy

4. Joint Meeting Discussion on Fifth Cent

5. Public Comment

6. Tourism Development Council Recommendation

7. Adjournment

Section 286.0105, Florida Statutes states that if a person decides to appeal any decision made by a board agency, or commission with respect to any matter considered at a meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.
WELCOME TO

Palm Coast
AND THE
Flagler Beaches
Beverly Beach • Bunnell • Flagler Beach
The Hammock • Marineland

TOURIST DEVELOPMENT TAX
F.S. 125.0104

WWW.VISITFLAGLER.COM
FLAGLER COUNTY TOURISM

• Tourism is our destination’s #1 economic driver
• Tourism makes up 24% of Flagler County’s employment (Q1 2016)
• Visitor spending creates roughly 30% of all local and State tax collection in Flagler County (2014-15)
• Visitor spending creates roughly 30% of all gross sales in Flagler County (2014-15)
• Direct visitor spending amounted to $192.1 million (2014-15)
• Over $230M in economic impact
• Correlation in annual PCFB budget increase has proven increase in TDT record breaking collections
• 25% increase in TDT collections (2014-16)

- Florida Departments of Labor & Revenue
21 of 36 FL coastal counties @ highest allowable %

As of 11/16
### HISTORY OF TDT LOCAL OPTION TOURIST TAX LEVIES

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>109 – 30%</td>
</tr>
<tr>
<td>Fund 110: Promotions</td>
<td>110 – 55%</td>
</tr>
<tr>
<td></td>
<td>111 – 15%</td>
</tr>
<tr>
<td>Fund 111: Beach Restoration</td>
<td>Imposed 1% Levy – Mar. 1, 2004</td>
</tr>
<tr>
<td></td>
<td>109 – 30%</td>
</tr>
<tr>
<td></td>
<td>110 – 55%</td>
</tr>
<tr>
<td></td>
<td>111 – 15%</td>
</tr>
<tr>
<td></td>
<td>Imposed 1% Levy – Dec. 1, 2010</td>
</tr>
<tr>
<td></td>
<td>109 – 22.5%</td>
</tr>
<tr>
<td></td>
<td>110 – 66.25%</td>
</tr>
<tr>
<td></td>
<td>111 – 11.25%</td>
</tr>
</tbody>
</table>
1st, 2nd & 3rd PENNY

Authorized Uses of Proceeds:

1. Purchase, build, renovate, operate or promote, etc… publicly owned and operated facility (convention center, sports stadium, auditorium, etc…)  
2. Purchase, build, renovate, operate or promote, etc… publicly owned and operated aquarium or museum  
3. Promote Zoo  
4. Promote and advertise tourism in FL, nationally and internationally  
5. Fund Destination Marketing Organizations  
6. Beach improvement
PROFESSIONAL SPORTS FRANCHISE FACILITY TAX (1%): 4TH PENNY

Authorized Uses of Proceeds:

1. Pay debt service on bonds issued to construction or renovate a professional sports franchise facility or spring training facility
2. Pay debt service on bonds issued to construction or renovate a convention center
3. Pay the operation and maintenance costs of a convention center
4. Promote and advertise tourism in FL, nationally and internationally
HIGH TOURISM IMPACT TAX (1%): 5TH PENNY

Only Counties eligible:

Monroe
Orange
Osceola
Palm Beach
Pinellas
ADDITIONAL PRO. SPORTS FRANCHISE FACILITY TAX (1%): 6TH PENNY (our 5th)

Authorized Uses of Proceeds:

1. Pay debt service on bonds issued to construction or renovate a publicly owned and operated facility, or publicly owned and operated by the owner of a professional sports franchise.

2. Pay debt service on bonds issued to the acquisition, construction or renovation of a publicly owned and operated facility, or publicly owned and operated by the owner of a professional sports franchise.

3. Promote and advertise tourism in FL, nationally and internationally.
## Local Option Tourist Tax Levies in Florida’s Counties

### Estimation of Realized and Unrealized Tax Revenues

<table>
<thead>
<tr>
<th>County</th>
<th>Realized Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagler</td>
<td>$515,159</td>
</tr>
</tbody>
</table>

### State Fiscal Year Ending June 30, 2016

<table>
<thead>
<tr>
<th>County</th>
<th>Realized Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagler</td>
<td>$548,132</td>
</tr>
</tbody>
</table>

### State Fiscal Year Ending June 30, 2017
# Flagler County TDT FY 2014-15 & FY 2015-16

## FY 2014-15:
- Fund 109 Capital Projects: 22.50% $457,265.00
- Fund 110 Promotions: 66.25% $1,346,393.00
- Fund 111 Beach Restoration: 11.25% $228,633.00

**TOTAL** $2,032,291.00

In FY 2014-15 1 Penny = $508,073.00

## FY 2015-16:
- Fund 109 Capital Projects: 22.50% $470,050.00
- Fund 110 Promotions: 66.25% $1,384,035.00
- Fund 111 Beach Restoration: 11.25% $235,025.00

**TOTAL** $2,089,110.00

In FY 2015-16 1 Penny = $522,278.00

**FY 2014-15 & FY 2015-16 Average Penny = $515,176.00**

*** $500,000.00 ***

[Visit Flagler](http://www.visitflagler.com)
## Proposed Flagler County TDT

Average Penny = $500,000.00

### Year 1 (FY 2017-18):

<table>
<thead>
<tr>
<th>FUND</th>
<th>%</th>
<th>% CHANGE</th>
<th>PENNY</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>109 Capital Projects</td>
<td>0%</td>
<td>-22.5</td>
<td>-</td>
<td>$0</td>
</tr>
<tr>
<td>110 Promotions</td>
<td>60%</td>
<td>-6.25</td>
<td>3, 4 &amp; 5</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>111 Beach Restoration</td>
<td>40%</td>
<td>+28.75</td>
<td>1 &amp; 2</td>
<td>$1,000,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$2,500,000</strong></td>
</tr>
</tbody>
</table>

### Year 2 (FY 2018-19):

<table>
<thead>
<tr>
<th>FUND</th>
<th>%</th>
<th>% CHANGE</th>
<th>PENNY</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>109 Capital Projects</td>
<td>10%</td>
<td>-12.5</td>
<td>½ of 2</td>
<td>$250,000</td>
</tr>
<tr>
<td>110 Promotions</td>
<td>60%</td>
<td>-6.25</td>
<td>3, 4 &amp; 5</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>111 Beach Restoration</td>
<td>30%</td>
<td>+18.75</td>
<td>1 &amp; ½ of 2</td>
<td>$750,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$2,500,000</strong></td>
</tr>
</tbody>
</table>

### Year 3 (FY 2019-20):

<table>
<thead>
<tr>
<th>FUND</th>
<th>%</th>
<th>% CHANGE</th>
<th>PENNY</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>109 Capital Projects</td>
<td>20%</td>
<td>-2.5</td>
<td>2</td>
<td>$500,000</td>
</tr>
<tr>
<td>110 Promotions</td>
<td>60%</td>
<td>-6.25</td>
<td>3, 4 &amp; 5</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>111 Beach Restoration</td>
<td>20%</td>
<td>+8.75</td>
<td>1</td>
<td>$500,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$2,500,000</strong></td>
</tr>
</tbody>
</table>

WWW.VISITFLAGLER.COM
SUMMARY

• The beach is our #1 asset
• Proposed % breakdown adheres to the authorized uses of proceeds in F.S. 125.0104
• Proposal accomplishes the “end game” of far more than doubling the Beach Restoration Fund
• After front loading Fund 111, the proposal dedicates one whole penny to the County’s beaches in Year 3 and moving forward:

  20% - Capital Projects
  60% - Promotions
  20% - Beach Restoration
THANK YOU!

WWW.VISITFLAGLER.COM