

2014-02

ORDINANCE AMENDING ORDINANCES 86-18 AND 98-23 (ESTABLISHING THE INITIAL TOURIST DEVELOPMENT TAX AND THE THIRD CENT TOURIST DEVELOPMENT TAX) (AS AMENDED BY ORDINANCES 91-5, 91-9, 01-12, 94-14, 97-38, 00-19, 02-01, 04-06, 07-98, 08-33 AND 09-11, WHICH ADDRESS COLLECTION ISSUES AND PRIOR TOURIST DEVELOPMENT PLANS), AND UPDATING THE PREVIOUSLY ADOPTED WALTON COUNTY TOURIST DEVELOPMENT PLAN WITH ANTICIPATED REVENUE AND EXPENSES FOR THE 24 MONTHS BEGINNING JANUARY 1, 2014.

WHEREAS, Section 125.0104, Florida Statutes, provides for the levy of a local option tourist development tax by any county; and

WHEREAS, this Board adopted Ordinances No. 86-18, 98-23, 04-05 and 09-11 which established the Walton county Tourist Development Council, levies and imposes the tourist development tax, and established a Tourist Development Plan; and

WHEREAS, the Board amended said Ordinances in Ordinances 91-5, 91-9, 91-12, 94-14, 97-38, 00-19, 02-01, 04-06, 07-98 and 08-33 (to address collection issues and to adopt prior tourist development plans); and

WHEREAS, the Tourist Development Plan must be revised to incorporate current procedure and financial information; and

WHEREAS, said Tourist Development Council presented to this Board prior to its plan for Tourist Development for the 24 months beginning January 1, 2014; and

NOW THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISIONERS OF WALTON COUNTY, FLORIDA THAT SECTION II OF SAID ORDINANCE (AS AMENDED) IS FURTHER AMENDED TO READ AS FOLLOWS;

Section II. The tax revenues received pursuant to this Ordinance shall be used to fund the Walton County Tourist Development Plan, which is hereby amended as follows

The area to be included within the sub-county special district shall be as follows:

All of Walton County lying south of Intracoastal Waterway.

The anticipated net tourist development tax revenue to be derived by the County for the 24 months following the levy of the tax is approximately 35 Million Dollars (\$35,000,000.00). The following is a list, in the order of priority, of the proposed uses of the funds anticipated expense allocation for each specific project or special use:

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|--|------------------------|
| 1) Tourism Advertising/Promotions/Materials | \$ 7,000,000-8,200,000 |
| 2) Beach Nourishment | \$ 7,500,000-8,900,000 |
| 3) Beach Maintenance | \$ 4,200,000-4,800,000 |
| 4) Product Development | \$ 3,600,000-4,600,000 |
| 5) Shoulder Season Advertising/Promotions | \$ 3,600,000-4,600,000 |
| 6) Administration/Visitor Information Center | \$ 4,400,000-5,600,000 |
| 7) Emerging Market – Advertising/Promotion (collection will sunset Sept. 2014) | \$ 1,200,000-1,800,000 |

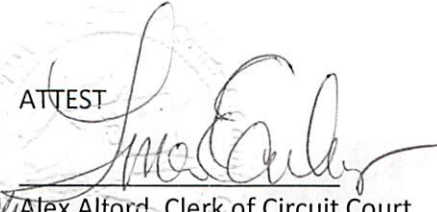
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The above and the forgoing Tourist Development Plan may not be amended except by ordinance enacted by an affirmation vote of a majority plus one additional member of the Board of County Commissioners.

This Ordinance shall take effect upon receipt of official acknowledgement from the Office of Secretary of State of the State of Florida that said Ordinance has been filed in that office.

PASSED AND ADOPTED THIS 14th day of January 2014

By: 
W. N. "Bill" Chapman, Chairman
Walton County Board of County Commissioners

ATTEST 
Alex Alford, Clerk of Circuit Court
And County Comptroller

