

PASCO COUNTY, FLORIDA  
INTEROFFICE MEMORANDUM

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TO: Honorable Chairman  
Members of the Board  
of County Commissioners

DATE: 2/10/10 FILE: TD10-053

THRU: Michele L. Baker,  
Chief Asst. County Administrator

RE: Tourist Development Plan 2010-2014 and  
Proposed Amendments to Section 102 of the  
Pasco County Code of Ordinances to Levy and  
Impose an Additional One (1)  
Percent Local Option Tourist Development  
Tax, Final Public Hearing (BOCC 2/24/10; 1:30  
p.m.; NPR)

FROM: Eric Keaton,  
Public Communications Manager REFERENCES: All Commission Districts

It is recommended that the data herein presented be given formal consideration by the Board of County Commissioners (BCC).

DESCRIPTION AND CONDITIONS

Pasco County's Tourist Development Plan update process began on April 7, 2009 when the BCC requested the Office of Tourism Development receive advisement from the Tourist Development Council (TDC) on a tourist development tax increase of one (1) percent. On April 22, 2009, the TDC voted in favor of an increase to the tourist development tax from two (2) percent to three (3) percent.

On May 12, 2009, the BCC directed the Office of Tourism Development and the TDC to prepare and draft a Tourist Development Plan and amendments to Ordinance No. 90-10 to increase the tourist development tax by one (1) percent. In order to impose the increase, Section 102 must be amended. As part of that amendment, the Tourist Development Plan is also being updated. As part of the ordinance amendment and plan update, further information on potential uses of the additional revenue from the proposed tourist development tax increase would be reviewed.

Therefore, the TDC and the Office of Tourism Development provided recommendations regarding the plan and ordinance amendment. On August 25, 2009, the plan and proposed ordinance amendments were presented to the BCC for introduction and scheduling of a public hearing.

Once the attached Tourist Development Plan is adopted and the attached ordinance is amended they will guide the direction of the Office of Tourism Development, ensuring that our efforts are purposefully designed to meet the County's economic development needs through tourism.

ALTERNATIVES AND ANALYSIS:

1. Adopt the attached Tourist Development Plan and amendments to Section 102, amending the Pasco County Code of Ordinances to Levy and Impose an additional One (1) percent Local Option Tourist Development Tax.
2. Direct revisions to the attached Tourist Development Plan and proposed Ordinance amending Section 102 of the Pasco County Code of Ordinances to Levy and Impose an additional One (1) percent Local Option Tourist Development Tax.

RECOMMENDATION:

The Office of Tourism Development recommends that the Board of County Commissioners accept public comment, approve Alternative #1, adopt the attached Tourist Development Plan and proposed Ordinance amending Section 102 of the Pasco County Code of Ordinances to Levy and Impose an additional One (1) percent Local Option Tourist Development Tax by roll call vote. A certified copy of this Ordinance shall be filed with the Department of State by Board Records to the BCC within ten days after adoption of this Ordinance with a certified copy also being furnished to the Department of Revenue within ten days after adoption. This Ordinance shall take effect on April 1, 2010. In addition, please send one (1) copy to Board Records and (1) copy to the Office of Tourism Development.

ATTACHMENTS:

Proposed Ordinance Amending Section 102  
Tourist Development Plan (2010-2014)  
Proposed Funding Allocation

MB/EK/ek