

TDC EXECUTIVE SUMMARY

Review and discuss current allocations of the Collier County Tourist Development Council

OBJECTIVE: Review and discuss the current TDT allocations

CONSIDERATIONS: At the May 28, 2015 TDC meeting, there was discussion to review at a future meeting the current allocations of the tourist development tax (TDT). Staff has prepared several exhibits of information for review and discussion.

- TDT Allocations
 - Collier County Tourist Development Tax Ordinance 2013-30 describing the current annual TDT uses and percentage allocations for Categories, A, B, C-1, C-2 and D.
 - TDT Distributions Prior to and after adoption of Ordinance # 2013-30
 - TDC Tax –Historical Collections 2005-2014
 - TDT Revenue Growth 2012- 2014 for competing Florida Counties
- FS 125.0104 – Authorized uses of each percentage of tax
 - PowerPoint slides describing uses of TDT percentages 1-6
 - Comparison Chart of TDT Taxes describing eligible Counties, uses, methods of implementation
- Comparative data from Florida Counties
 - Marketing Budgets, % of TDT for Marketing and lodging units, % of TDT implemented
 - TDT uses by county showing annual tax collections, percents to arts, marketing and administration, beaches and other uses
- Destination Marketing results
 - January – March comparative statistics
 - Visitor Growth in comparative Florida destinations in commercial lodging, International, Domestic and Air Arrivals

RECOMMENDATION: Review and discuss current allocations of the Collier County Tourist Development Council

SUBMITTED BY: Jack Wert, Tourism Director