

ORDINANCE 2004- 06

AN 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, 91-12, 94-14, 97-38, 00-19, and 02-01, WHICH ADDRESS COLLECTION ISSUES AND PRIOR TOURIST DEVELOPMENT PLANS), AMENDING 2004-05 WHICH LEVIES AND IMPOSES A FOURTH CENT TOURIST DEVELOPMENT TAX, AND UPDATING THE PREVIOUSLY ADOPTED WALTON COUNTY TOURIST DEVELOPMENT PLAN WITH ANTICIPATED REVENUE AND EXPENSES FOR THE 24 MONTHS BEGINNING OCTOBER 1, 2004.

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, and 04-05 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 and 02-01 (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 its Plan for tourist development for the 24 months beginning October 1, 2004; and

NOW THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS 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 subcounty special district shall be as follows:

All of Walton County lying south of the intracoastal waterway.

2004-06

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 Eighteen Million Dollars (\$18,000,000.00). The following is a list, in the order of priority, of the proposed uses of the funds anticipated to be available for the 24 months beginning, October 1, 2004 and the approximate expense allocation for each specific project or special use:

- | | |
|---|--------------------------|
| 1. Tourist Advertising/Promotion/Materials/ | \$ 4,200,000 – 4,500,000 |
| 2. Beach Nourishment | \$ 4,000,000 - 4,500,000 |
| 3. Beach Maintenance | \$ 4,000,000 - 4,200,000 |
| 4. New Product Development | \$ 1,800,000 - 2,200,000 |
| 5. Autumn Tides/Promotions | \$ 1,700,000 – 2,000,000 |
| 6. Tourist Information Center/Administrative Exp. | \$ 1,700,000 - 1,900,000 |

The above and the foregoing Tourist Development Plan may not be amended except by ordinance enacted by an affirmative 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 the Secretary of State of the State of Florida that said Ordinance has been filed in that office.

PASSED AND ADOPTED this the 24 day of February, 2004.

WALTON COUNTY, a political subdivision
of the State of Florida

By: Larry Jones
Larry Jones, Chairman

ATTEST:

for Martha Ingle
Martha Ingle, Clerk