

**ORDINANCE
2008-33**

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, 02-
01, 04-06, AND 07-98, WHICH ADDRESSES COLLECTION ISSUES
AND PRIOR TOURIST DEVELOPMENT PLANS),
AMENDING 2004-065 WHICH LEVIES AND IMPOSES
A FOURTH CENT TOURIST DEVELOPMENT TAX,
AND UPDATING THE PREVIOUSLY ADOPTED
WALTON COUNTY TOURIST DEVELOPMENT PLAN
WHICH ANTICIPATED REVENUE AND EXPENSES
FOR THE 24 MONTHS BEGINNING OCTOBER 1, 2008

WHEREAS. Section 125.0 104, 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, 02-01, 04-06, and 07-98 (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 October 1, 2008; 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 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 Twenty Million Dollars (\$20,000,000.00). The following is a list, in the order of priority, of the proposed uses

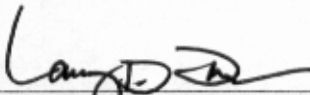
of the funds anticipated expense allocation for each specific project or special user

1. Tourist Advertising/Promotional/Materials	\$4,100,000-5,000,000
2. Beach Nourishment	\$2,300,000-3,500,000
Beach Maintenance	\$2,900,000-4,000,000
4. New Product Development	\$1,800,000-3,000,000
5. Autumn Tides/Promotions	\$1,000,000-2,000,000
6. Tourist Information Center/Administrative Exp.	\$1,700,000-2,500,000

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 the Secretary of State of the State of Florida that said Ordinance has been filed in that office.

PASSED AND ADOPTED THIS 10th day of September 2008

By: 
Larry Jones, Chairman
Walton County Board of
Commissioners

ATTEST

Martha Ingle, Clerk of Court