

RESOLUTION 2009- 54

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF WALTON COUNTY, FLORIDA SUPPORTING THE ADOPTION OF AN ADDITIONAL ONE-HALF CENT (1/2%) TOURIST DEVELOPMENT TAX FOR THE PERIOD OF FIVE (5) CONSECUTIVE YEARS FOR THE EXPRESS AND LIMITED PURPOSE OF SUPPORTING LOW COST AIR SERVICE INTO THE REGION AT EITHER OKALOOSA COUNTY AIRPORT OR BAY COUNTY AIRPORT THROUGH PROMOTION AND ADVERTISING OF BEACHES OF SOUTH WALTON TOURISM AND SUCH AIR SERVICE IN NEW, DEVELOPING MARKETS.

WHEREAS, declines in tourism demand and increased inventory on Beaches of South Walton have combined to place extraordinary pressure upon the tourism industry in Walton County, and, in turn, on the economy and ad valorem tax base of Walton County as a whole; and

WHEREAS, on March 11, 2009, the Walton County Tourist Development Council (the “TDC”) recommended the adoption of an additional 1/2 cent tourist development tax to promote and advertise Walton County tourism through several initiatives; and

WHEREAS, after thoughtful consideration and debate the TDC is convinced that a low cost air service into either Bay County or Okaloosa County will not only dramatically increase the volume and purchasing power of vacation visitors to Walton County, but also will support increases in the number of industrial, commercial and professional jobs which are dependent upon convenient and low cost air service; and

WHEREAS, subsequent economic developments and events have caused the TDC to conclude that supporting a low cost air service through promotion and advertisement of Walton County as a premier tourism destination in Northwest

Florida's Gulf Coast, such air service in new developing markets is in fact an overriding necessity and the highest and best use of the proceeds to be derived from the levy of the 1/2 cent tax; and

WHEREAS, the TDC is of the opinion that the 1/2 cent tax needs to be adopted as soon as possible in order to build a fund that will be readily available to persuade a low cost air carrier to enter the Northwest Florida Gulf Coast region by this time next year, therefore, the TDC recommends that the ordinance levying the 1/2 cent tax be adopted in such a timing to be in the best interest to our collectors; and


WHEREAS, the Board of County Commissioners accepts the findings of the TDC, and agrees with the TDC's analysis regarding the need for the adoption of the 1/2 cent tax;

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Walton County, Florida, that:

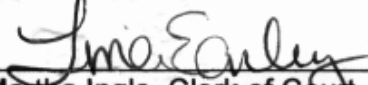
Walton County will begin the preparation of an ordinance for a 1/2 cent bed tax increase to be brought before the Board of County Commissioners for adoption, which shall be dedicated for the purposes suggested by the TDC and set forth in this Resolution, with the commencement of collection of the additional tax effective October 1, 2009.

IN WITNESS WHEREOF, the Board of County Commissioners of Walton County, Florida, approved this Resolution in regular session on the 11 day of May, 2009, and has caused this Resolution to be enacted and executed on this

11th day of May, 2009.



Sara Comander, Chair
Board of County Commissioners
Walton County, Florida

ATTEST:

for Martha Ingle, Clerk of Court