ORDINANCE 2022-01

ORDINANCE AMENDING ORDINANCES 86-18 AND 98-2 (ESTABLISHING THE INITIAL TOURIST DEVELOPMENT TAX AND THE THIRD CENT TOURIST DEVELOPMENT TAX) (AS AMENDED BY ORDINANCES 91-5, 91-9, 01-12, 94-14, 97-38, 00-19, 02-01, 04-06, 07-98, 08-33, 09-11, 14-02,16-01, 18-03, and 20-07 WHICH ADDRESS COLLECTION ISSUES AND PRIOR TOURIST DEVELOPMENT PLANS) AND UPDATING THE PREVIOUSLY ADOPTED WALTON COUNTY TOURIST DEVELOPMENT PLAN WITH ANTICIPATED REVENUE AND EXPENSES FOR THE 12 MONTHS BEGINNING MARCH 1, 2022.

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, 04-05 and 09-11 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, 07-98, 08-33, 09-11, 14-02, 16-01, 18-03, and 20-07 (to address collection issues and to adopt prior tourist development plans); and

WHEREAS, said Tourist Development Council presented to this Board prior to its plan for Tourist Development for the 12 months beginning March 1, 2022; 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 sub-county 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 12 month following the levy of the tax at 5% is approximately 50 Million Dollars ($50,000,000.00). 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 use:

1) Tourism Advertising/Promotions/Materials	$ 7,000,000	–	$ 10,000,000
2) Shoulder Season Advertising/Promotions	$ 7,000,000	–	$ 10,000,000
3) Beach Nourishment / High Impact	$ 7,000,000	–	$ 10,000,000
4) Beach Maintenance / Development	$ 5,000,000	–	$7,000,000
5) Product Development / Code	$ 2,000,000	–	$5,000,000
6) Administration	$ 5,000,000	–	$7,000,000

22-01

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. (Ref: FL Statute 125.0104(4)(d)

This Ordinance shall take effect upon receipt of official acknowledgment from the Office of Secretary of State of the State of Florida that said Ordinance has been filed in that office.

Passed and duly adopted in regular session by the Board of County Commissioners of Walton County, Florida, this 22 day of February 2022.

BOARD OF COUNTY COMMISSIONERS
OF WALTON COUNTY, FLORIDA

Attest:

COUNTY COMMISSIONERS SEAL WALTON COUNTY, FLORIDA

Alex Alford, Clerk of Circuit Court
and County Comptroller

Michael Barker, Chairman