

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Alachua

Address: 30 East University Avenue
Gainesville, Florida 32601

ORGANIZATION NAME: Alachua County Visitors and Convention Bureau

Telephone Number: (352) 374-5260

Director: Mr. Roland Loog

Fax Number: (352) 338-3213

Contact Person: Mr. Roland Loog

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	87-6	06/01/87	Initial Levy	2.00%	All of County
	92-43	12/08/92	Increased Levy	1.00%	All of County
				Total Levy: 3.00%	

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

**COUNTY: Alachua
CITY: Gainesville**

TYPE OF TAX: Local Option Tourist Development Tax

FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1993/94	\$856,668 [\$867,000]	3.00%	40.00% - Visitors & Convention Bureau 30.00% - Performing Arts Center & Grants 6.67% - County Indirect Costs 10.00% - Gainesville Sports Organizing Committee 13.33% - Grants	Direct Marketing, Promotions, Advertising Staff Salary PAC - \$200,000 Sports, Conferences, Arts Administration/No Salaries Operations Promotion of Tourism/NEA Match Grants
1994/95	\$993,694 [\$950,000]	3.00%	40.00% - Visitors & Convention Bureau 30.00% - Performing Arts Center & Grants 6.67% - County Indirect Costs 10.00% - Gainesville Sports Organizing Committee 13.33% - Grants	Direct Marketing, Promotions, Advertising Staff Salary PAC - \$200,000 Sports, Conferences, Arts Administration/No Salaries Operations Promotion of Tourism/NEA Match Grants

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1995/96	\$1,013,292 [\$ 992,018] FY 1995/96	3.00%	40.00% - Visitors & Convention Bureau 30.00% - Performing Arts Center & Grants 6.67% - County Indirect Costs 10.00% - Gainesville Sports Organizing Committee 13.33% - Grants	Direct Marketing, Promotions, Advertising Staff Salary PAC - \$200,000 Sports, Conferences, Arts Administration/No Salaries Operations Promotion of Tourism/NEA Match Grants
1996/97	\$1,037,074 [\$1,007,247]	3.00%	40.00% - Visitors & Convention Bureau 30.00% - Performing Arts Center & Grants 6.67% - County Indirect Costs 10.00% - Gainesville Sports Organizing Committee 13.33% - Grants	Direct Marketing, Promotions, Advertising Staff Salary PAC - \$200,000 Sports, Conferences, Arts Administration 1/4 Salary - Director Growth Management 1/4 Salary - Secretary Growth Management Operations Festivals, Theaters, Sports, and Misc. Arts Organizations Events

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1997/98	\$1,017,074 [\$1,097,305]	3.00%	40.00% - Visitors & Convention Bureau 30.00% - Performing Arts Center & Grants 6.67% - County Indirect Costs 10.00% - Gainesville Sports Organizing Committee 13.33% - Grants	Direct Marketing, Promotions, Advertising Staff Salary PAC - \$200,000 Sports, Conferences, Arts Administration 1/4 Salary - Director Growth Management 1/4 Salary - Secretary Growth Management Operations Festivals, Theaters, Sports, and Misc. Arts Organizations Events
1998/99	\$1,181,039 [\$1,251,021]	3.00%	40.00% - Visitors & Convention Bureau 30.00% - Performing Arts Center & Grants 6.67% - County Indirect Costs 10.00% - Gainesville Sports Organizing Committee 13.33% - Grants	Direct Marketing, Promotions, Advertising Staff Salary PAC - \$200,000 Sports, Conferences, Arts Administration 1/4 Salary - Director Growth Management 1/4 Salary - Secretary Growth Management Operations Festivals, Theaters, Sports, and Misc. Arts Organizations Events

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1999/00	\$1,301,095 [\$1,250,410]	3.00%	40.00% - Visitors & Convention Bureau 30.00% - Performing Arts Center & Grants 6.67% - County Indirect Costs 10.00% - Gainesville Sports Organizing Committee 13.33% - Grants	Direct Marketing, Promotions, Advertising Staff Salary PAC - \$200,000 Sports, Conferences, Arts Administration 1/4 Salary - Director Growth Management 1/4 Salary - Secretary Growth Management Operations Festivals, Theaters, Sports, and Misc. Arts Organizations Events