

**TOURIST DEVELOPMENT TAX UPDATE**

**COUNTY:** Brevard

**Address:** 8810 Astronaut Blvd.  
Suite 102  
Cape Canaveral, Florida 32920

**ORGANIZATION NAME:** Florida Space Coast Office of Tourism

**Telephone Number:** (321) 868-1126

**Director:** Mr. Rob Varley

**Fax Number:** (321) 868-1139

**Contact Person:** Ms. Bonnie King

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	86-25	12/01/86	Initial Levy	2.00%	All of County
	88-18	12/01/89	Increased Levy	1.00%	
	Not on file with DOR	03/01/94	Increased Levy	1.00%	
	Total Levy: 4.00%				

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Brevard**  
**CITY: \_\_\_\_\_**

**TYPE OF TAX: Local Option Tourist Development Tax**

<b>FISCAL YEAR</b>	<b>ANNUAL REVENUES</b>	<b>PERCENTAGE LEVIED</b>	<b>USE OF REVENUE BY CATEGORY</b>	<b>CORRESPONDING SPECIFIC PROJECT</b>
1993/94	\$3,171,876 [\$3,126,200]	4.00%	35.00% - Tourism Advertising and Promotion (45% Paid Ads) 23.75% - Beach Improvement 3.75% - Capitol Facilities 3.75% - Visitor Information Center 2.50% - Cultural Events 6.25% - Zoos and Museums 25.00% - Stadium	Direct Marketing Beach Renourishment and Cleaning Crew Fishing Piers, Soccer Fields, Museums, etc. KSC and Melbourne Airport Special Events Zoo Funding Baseball Stadium
1994/95	\$3,562,633 [\$3,511,400]	4.00%	35.00% - Tourism Advertising and Promotion (30% Paid Ads) 23.75% - Beach Improvement 3.75% - Capitol Facilities 3.75% - Visitor Information Center 2.50% - Cultural Events 6.25% - Zoos and Museums 25.00% - Stadium	Direct Marketing Beach Renourishment and Cleaning Crew Fishing Piers, Soccer Fields, Museums, etc. KSC and Melbourne Airport Special Events Zoo Funding Baseball Stadium

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<b>1995/96</b>	\$3,724,431  [\$3,697,674]	4.00%	35.00% - Tourism Advertising and Promotion (30% Paid Ads)  23.75% - Beach Improvement  3.75% - Capitol Facilities  3.75% - Visitor Information Center  2.50% - Cultural Events  6.25% - Zoos and Museums  25.00% - Stadium	Direct Marketing  Beach Renourishment and Cleaning Crew  Fishing Piers, Soccer Fields, Museums, etc.  KSC and Melbourne Airport  Special Events  Zoo Funding  Baseball Stadium
<b>1996/97</b>	\$4,264,191  [\$4,120,487]	4.00%	35.00% - Tourism Advertising and Promotion (30% Paid Ads)  23.75% - Beach Improvement  3.75% - Capitol Facilities  3.75% - Visitor Information Center  2.50% - Cultural Events  6.25% - Zoos and Museums  25.00% - Stadium	Direct Marketing  Beach Renourishment and Cleaning Crew  Fishing Piers, Soccer Fields, Museums, etc.  KSC and Melbourne Airport  Special Events  Zoo Funding  Baseball Stadium

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<b>1997/98</b>	\$4,396,493  [\$4,498,127]	4.00%	35.00% - Tourism Advertising and Promotion (30% Paid Ads)  23.75% - Beach Improvement  3.75% - Capitol Facilities  3.75% - Visitor Information Center  2.50% - Cultural Events  6.25% - Zoos and Museums  25.00% - Stadium	Direct Marketing  Beach Renourishment and Cleaning Crew  Fishing Piers, Soccer Fields, Museums, etc.  KSC and Melbourne Airport  Special Events  Zoo Funding  Baseball Stadium
<b>1998/99</b>	\$4,919,785  [\$4,612,148]	4.00%	35.00% - Tourism Advertising and Promotion (30% Paid Ads)  23.75% - Beach Improvement  3.75% - Capitol Facilities  3.75% - Visitor Information Center  2.50% - Cultural Events  6.25% - Zoos and Museums  25.00% - Stadium	Direct Marketing  Beach Renourishment and Cleaning Crew  Fishing Piers, Soccer Fields, Museums, etc.  KSC and Melbourne Airport  Special Events  Zoo Funding  Baseball Stadium

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1999/00	N/A  [\$5,094,193]	4.00%	35.00% - Tourism Advertising and Promotion (30% Paid Ads)  23.75% - Beach Improvement  3.75% - Capitol Facilities  3.75% - Visitor Information Center  2.50% - Cultural Events  6.25% - Zoos and Museums  25.00% - Stadium	Direct Marketing  Beach Renourishment and Cleaning Crew  Fishing Piers, Soccer Fields, Museums, etc.  KSC and Melbourne Airport  Special Events  Zoo Funding  Baseball Stadium