

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Citrus

ORGANIZATION NAME: Citrus County Tourist Development Council

Director: Ms. Mary Craven

Contact Person: Ms. Mary Craven, Citrus County
Tourism Director

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| TYPE OF TAX LEVIED | ORDINANCE NUMBERS | EFFECTIVE DATE | TYPE OF ACTION | PERCENT LEVIED | AREA WHERE TAX IS LEVIED |
|---|----------------------------|----------------------------------|--|-------------------|-----------------------------|
| Local Option Tourist Development Tax | 86-08 87-A108 91-A08 | 12/01/86 09/01/87 09/01/91 | Initial Levy New Tourist Tax Plan and Provide for New Appointments to Council Provide for Self-Administration of Tourist Tax | 2.00% | All of County |

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Citrus
CITY: _____

| FISCAL YEAR | ANNUAL REVENUES | PERCENTAGE LEVIED | USE OF REVENUE BY CATEGORY | CORRESPONDING SPECIFIC PROJECT |
|--------------------|--------------------------|--------------------------|--|---|
| 1993/94 | \$167,000 [\$190,700] | 2.00% | 80% - Advertising & Promotion 3% - Beach & Lake Improvement | Media Advertising & Response Products Crystal River Sediment Removal Project |
| 1994/95 | \$187,000 [\$175,500] | 2.00% | 20% - Advertising 70% - Advertising & Promotion 3% - Beach & Lake Improvement | Response Products Media Advertising & Response Products Crystal River Sediment Removal Project |
| 1995/96 | \$191,000 [\$208,208] | 2.00% | 28% - Public Relations 58% - Advertising & Promotion 3% - Beach & Lake Improvement 8% - Event Promotion | Media Campaign Media Advertising & Response Products Crystal River Sediment Removal Project Festival Advertising |
| 1996/97 | \$222,179 [\$215,877] | 2.00% | 22% - Public Relations 56% - Advertising & Promotion 22% - Beach & Lake Improvement | Media Campaign Media Advertising & Response Products Crystal River Sediment Removal Project |

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Citrus
CITY: _____

| FISCAL YEAR | ANNUAL REVENUES | PERCENTAGE LEVIED | USE OF REVENUE BY CATEGORY | CORRESPONDING SPECIFIC PROJECT |
|--------------------|------------------------------|--------------------------|---|--|
| 1997/98 | \$235,731 [\$234,463] | 2.00% | 22% - Public Relations 65% - Advertising 5% - Event Promotion | Media Campaign Print Advertising and brochures Tourism trade shows |
| 1998/99 | \$247,458 [\$248,072] | 2.00% | 22% - Public Relations 65% - Advertising 5% - Event Promotion | Media Campaign Print Advertising and brochures Tourism trade shows |
| 1999/00 | \$265,000 [\$272,205] | 2.00% | 21% - Public Relations 67% - Advertising 5% - Event Promotion | Media Campaign Print Advertising and brochures Tourism trade shows |