

**TOURIST DEVELOPMENT TAX UPDATE**

**COUNTY:** Collier

**Address:** 3050 North Horseshoe Drive  
Suite 145  
Naples, Florida 34104

**ORGANIZATION NAME:** Collier County Government

**Telephone Number:**(941) 403-2332

**Director:** BCC Chairman Timothy J. Constantine

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**Contact Person:** Ms. Jane E. Eichhorn

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	90-43	11/1/90	Repealed Levy	3.00%	Collier County retained the taxes collected and held in escrow after the U. S. Supreme Court ruled in favor of the County.
	92-60	01/01/93	Initial Levy	2.00%	
	95-56	01/01/96	Additional 1% tax for Beach Renourishment, increase from 2.00% to 3.00%	1.00%	
				Total Levy: 3.00%	

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Collier**  
**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>
<b>1993/94</b>	\$3,880,766  [\$3,880,700]	2.00%	60.0 % - Beach Renourishment and Pass Maintenance  25.0 % - Tourist Promotion  15.0 % - Local Events Promoting Tourism Off-Season	Beach Renourishment Study Inlet Management Plan Beach Maintenance Dredging Passes  Off-Season Promotion  Local events – Swamp Buggy Races, Senior Bowling Tournament, Tropicool, LPGA Golf Tournament.
<b>1994/95</b>	\$4,259,368  [\$4,259,300]	2.00%	60.0 % - Beach Renourishment and Pass Maintenance  23.75% - Tourist Promotion  14.25% - Local Events  2.0 % - Economic Disaster	Beach Renourishment Study Inlet Management Plan Beach Maintenance Dredging Passes  Off-Season Promotion  Duathlon, Seniors Golf Tournament, Veterans Parade  Developing Ads in Event of Economic Disaster

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<b>FISCAL YEAR</b>	<b>ANNUAL REVENUES</b>	<b>PERCENTAGE LEVIED</b>	<b>USE OF REVENUE BY CATEGORY</b>	<b>CORRESPONDING SPECIFIC PROJECT</b>
<p><b>1995/96</b></p>	<p>\$5,743,597</p> <p>[\$5,863,935]</p>	<p>2.00% Oct, Nov, Dec</p> <p>***3.00% Beginning 1/1/96</p>	<p>73.32% - Beach Renourishment &amp; Pass Maintenance</p> <p>15.84% - Tourist Promotion</p> <p>9.51% - Local Events</p> <p>1.34% - Economic Disaster</p>	<p>Inlet Management Beach Renourishment</p> <p>Off-Season Promotion</p> <p>Marco Island Sports Festival, Naples Institute, Seniors Bowlers Tournament, Softball Tournament, Duathlon, Super Fam, Florida Encounter, Naples Band Concert, Seniors Golf Tournament, Pyrotechnical Championship</p> <p>Reserve for Advertising in Event of Economic Disaster</p>
<p><b>1996/97</b></p>	<p>\$7,247,749</p> <p>[\$7,191,136]</p>	<p>3.00%</p>	<p>73.32% - Beach Renourishment &amp; Pass Maintenance</p> <p>15.84% - Tourist Promotion</p> <p>9.51% - Local Events</p> <p>1.34% - Economic Disaster</p>	<p>Inlet Management Beach Renourishment</p> <p>Off-Season Promotion</p> <p>Marco Island Sports Festival, Seniors Bowlers Tournament, Softball Tournament, Super Fam, Florida Encounter, Seniors Golf Tournament, Tennis Tournament, Soccer Tournament, Naples Half Marathon, Fishing Tournament, Epic Drama, Inline Skating Tournament</p> <p>Reserve for Advertising in Event of Economic Disaster</p>

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BY FISCAL YEAR**

**COUNTY: Collier  
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>
<b>1997/98</b>	\$7,829,569  [\$7,676,968]	3.00%	73.32% - Beach Renourishment & Pass Maintenance  15.84% - Tourist Promotion  9.51% - Museums Special Events  1.34% - Economic Disaster	Inlet Management Beach Renourishment  Off-Season Promotion  Collier County Film Office Marco Island Film Festival,  Reserve for Advertising in Event of Economic Disaster
<b>1998/99</b>	\$8,143,247  [\$8,115,244]	3.00%	73.32% - Beach Renourishment & Pass Maintenance  15.84% - Tourist Promotion  9.51% - Museums Special Events  1.34% - Economic Disaster	Inlet Management Beach Renourishment  Off-Season Promotion  Collier County Film Office Naples on the Run Marco Island Film Festival Collier County Historical Society Marco Island Historical Society  Reserve for Advertising in Event of Economic Disaster
<b>1999/00</b>	\$8,709,761 (Estimated)  [\$8,583,784]	3.00%	73.317% - Beach Renourishment & Pass Maintenance  15.84% - Tourist Promotion  9.51% - Museums Special Events  1.34 % - Economic Disaster	Inlet Management Beach Renourishment  Off-Season Promotion  Collier County Film Office  Reserve for Advertising in Event of Economic Disaster

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