

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Hernando

Address: 16110 Aviation Loop Drive
Brooksville, Florida 34609

ORGANIZATION NAME: Hernando County Tourist Development Bureau

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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	92-06	01/01/93	Initial Levy	2.00%	All of County
	92-93	12/31/92	Amend 92-06 establishing local collection by Clerk of Circuit Court		
	96-21	10/01/96	Amending section 27-32 of HC code; providing for adoption of new Tourist Development Plan		
	98-06	08/01/98	Additional Levy	1.00%	All of County
				Total Levy: 3.00%	

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

**COUNTY: Hernando
CITY: _____**

TYPE OF TAX: Local Option Tourist Development Tax

FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1993/94	\$111,913 [\$108,900]	2.00%	70% - Promotion 24% - Welcome Center 6% - Administration	Media Marketing, Trade Shows, etc. Operation of Welcome Center - Chamber contract Expenses not covered in other categories
1994/95	\$124,955 [\$125,500]	2.00%	70% - Promotion 22% - Welcome Center 8% - Administration	Media Advertising, Special Promotion Operation of Welcome Center - Chamber contract Expenses not covered in other categories
1995/96	\$128,632 *\$127,971 [\$129,494]	2.00%	81% - Promotion 12% - Welcome Center 7% - Administration	Media Marketing, Brochures, Video, Trade Shows Operation of Welcome Center - Chamber contract Expenses not covered in other categories
1996/97	\$148,057 *\$147,350 [\$144,548]	2.00%	55% - Promotion 18% - Inquiry Response 13% - Administration 9% - Product Improvement 5% - Visitor Services	Advertising, Public Relations, Operation of Tourist Bureau and Welcome Center, Marketing, Toll Free Line, Postage, Special Events Advertising and Promotion - 39% spent on Media Advertising General overhead not covered in other categories Welcome Signs

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

**COUNTY: Hernando
CITY: _____**

TYPE OF TAX: Local Option Tourist Development Tax

FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1997/98	\$129,938 <u>12,172</u> *\$142,110 [\$135,661]	2.00% 3.00%	66% - Promotion 24% - Visitor Service/ Inquiry Response 10% - Product Improvement	Advertising, Public Relations, Operation of Tourist Bureau, Marketing, Special Events & Promotions Toll Free Line, Postage, brochures, etc. Welcome Signs 41% Spent on Media
1998/99	*\$227,924 [\$220,945]	3.00%	69% - Promotion 15% - Visitor Service/ Inquiry Response 16% - Product Improvement	Advertising, Public Relations, Operation of Tourist Bureau, Marketing, Special Events, Trade Shows & Promotions Toll Free Line, Postage, brochures, etc. 14% Spent on Media
1999/00	*\$241,544 (11 months) [\$255,046]	3.00%	61% - Promotion 15% - Visitor Service/ Inquiry Response 16% - Product Improvement 6% - Fees & Costs 2% - Reserve	Advertising, Public Relations, Operation of Tourist Bureau, Marketing, Special Events & Promotions Toll Free Line, Postage, brochures, etc. Improvements at Weeki Wachee Preserve 17% Spent on Media

*REVENUE LOCAL OPTION TAX COLLECTIONS ONLY