

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Lee

Address: 2180 West First Street, Suite 100
Fort Myers, Florida 33901

ORGANIZATION NAME: Lee Island Coast Visitor & Convention Bureau

Telephone Number: (941) 338-3500

Director: Executive Director

Fax Number: (941) 334-1106

Contact Person: Executive Director

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	82-33	11/1/82	Initial Levy	2.00%	All of County
	88-2	3/1/88	Increase Levy	1.00%	All of County
	88-1	5/1/88	Self-Collection		
	96-16	9/16/96	Move collection from Tax Collector to Clerk of Court and Update ordinance to conform to s. 125.0104, F.S.	Total Levy: 3.00%	

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Lee
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	[\$7,216,700]	3.00%	53.6% - Tourism Advertising and Promotion 33.0% - Beach and Shoreline Improvement 13.4% - Sports Stadium	Paid Advertising (50% of Budget), Public Relations, Visitors Services, Administration, Event Marketing Co-op Beach Access Improvement Capital Construction Bond, Lee County Sports Complex
1994/95	\$7,914,000 (Audited)	3.00%	53.6% - Tourism Advertising and Promotion 33.0% - Beach and Shoreline Improvement 13.4% - Sports Stadium/Attractions Marketing	Paid Advertising (50% of Budget), Public Relations, Visitors Services, Administration, Event Marketing Co-op Beach Access Improvement Capital Construction Bond, Lee County Sports Complex and Attractions Marketing Co-op Program
1995/96	\$8,375,000 (Audited) [\$7,722,615]	3.00%	53.6% - Tourism Advertising and Promotion 33.0% - Beach and Shoreline Improvement 13.4% - Sports Stadium/Attractions Marketing	Paid Advertising (50% of Budget), Public Relations, Sports Marketing, Visitors Services, Administration, Event Marketing Co-op Beach and Shoreline Access Improvement Capital Construction Bond, Lee County Sports Complex and Attractions Marketing Co-op Program

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BY FISCAL YEAR**

COUNTY: Lee
CITY: _____

TYPE OF TAX: Local Option Tourist Development Tax

FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1996/97	\$8,909,000 (Audited) [\$8,733,217]	3.00%	53.6% - Tourism Advertising and Promotion 33.0% - Beach and Shoreline Improvement 13.4% - Sports Stadium/Attractions Marketing	Paid Advertising (60% of Budget), Public Relations, Promotions, Visitor Services, Event Marketing Co-op, Sports Marketing Beach and Shoreline Access Improvement Capital Construction Bond, Lee County Sports Complex and Attractions Marketing Co-op Program
1997/98	\$9,606,000 (Audited) [\$9,786,216]	3.00%	53.6% - Tourism Advertising and Promotion 33.0% - Beach and Shoreline Improvement 13.4% - Sports Stadium/Attractions Marketing	Paid Advertising (60% of Budget), Public Relations, Promotions, Visitor Services, Event Marketing Co-op, Sports Marketing Beach and Shoreline Access Improvement Capital Construction Bond, Lee County Sports Complex and Attractions Marketing Co-op Program
1998/99	\$10,055,000 (Audited) [\$9,998,778]	3.00%	53.6% - Tourism Advertising and Promotion 33.0% - Beach and Shoreline Improvement 13.4% - Sports Stadium/Attractions Marketing	Paid Advertising (60% of Budget), Public Relations, Promotions, Visitor Services, Event Marketing Co-op, Sports Marketing Beach and Shoreline Access Improvement Capital Construction Bond, Lee County Sports Complex and Attractions Marketing Co-op Program

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BY FISCAL YEAR**

COUNTY: Lee
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TYPE OF TAX: Local Option Tourist Development Tax

FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1999/00	*\$10,900,000 [\$10,831,564]	3.00%	53.6% - Tourism Advertising and Promotion 33.0% - Beach and Shoreline Improvement 13.4% - Sports Stadium/Attractions Marketing	Paid Advertising (60% of Budget), Public Relations, Promotions, Visitor Services, Event Marketing Co-op, Sports Marketing Beach and Shoreline Access Improvement Capital Construction Bond, Lee County Sports Complex and Attractions Marketing Co-op Program

*Estimated FY ends 9/30/00