

**TOURIST DEVELOPMENT TAX UPDATE**

**COUNTY:** Leon

**Address:** 106 E. Jefferson Street  
Tallahassee, Florida 32301

**ORGANIZATION NAME:** Leon County Tourist Development Council

**Telephone Number:** (850) 488-3990

**Director:** Mr. Charles Wright

**Fax Number:** (850) 487-3602

**Contact Person:** Mr. Charles Wright, Executive Director

| TYPE OF TAX<br>LEVIED                   | ORDINANCE<br>NUMBERS | EFFECTIVE<br>DATE | TYPE OF<br>ACTION | PERCENT<br>LEVIED | AREA WHERE TAX<br>IS LEVIED |
|---|----------------------|-------------------|-------------------|-------------------|-----------------------------|
| Local Option Tourist<br>Development Tax | 88-01                | 05/01/88          | Initial Levy      | 2.00%             | All of County               |
|   | 93-19                | 01/01/94          | Increased Levy    | 1.00%             | All of County               |
|   |                      |                   |                   | Total Levy: 3.00% |                             |

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Leon  
CITY: Tallahassee**

**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>     | \$1,073,288.11<br>[\$ 970,900.00] | 2.00%<br>3.00%<br>(levy as of 1/1/94) | 82% - Destination Marketing<br>18% - Administration | Advertising, Public Relations, Promotional Efforts, Direct Sales, Servicing, Special Projects, Events<br>Administration |
| <b>1994/95</b>     | \$1,300,985<br>[\$1,310,600]      | 3.00%                                 | 85% - Destination Marketing<br>15% - Administration | Advertising, Public Relations, Promotional Efforts, Direct Sales, Servicing, Special Projects, Events<br>Administration |
| <b>1995/96</b>     | \$1,358,322<br>[\$1,374,148]      | 3.00%                                 | 83% - Destination Marketing<br>17% - Administration | Advertising, Public Relations, Promotional Efforts, Direct Sales, Servicing, Special Projects, Events<br>Administration |

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Leon  
CITY: Tallahassee**

**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>1996/97</b>     | \$1,428,910.08<br>[\$1,469,460] | 3.00%                    | 73% - Destination Marketing<br>21% - Administration | Marketing, Advertising, Special Projects, etc.<br>Administration |
| <b>1997/98</b>     | \$1,525,059.08<br>[\$1,518,538] | 3.00%                    | 72% - Destination Marketing<br>20% - Administration | Marketing, Advertising, Special Projects, etc.<br>Administration |
| <b>1998/99</b>     | \$1,749,736.49<br>[\$1,731,785] | 3.00%                    | 72% - Destination Marketing<br>24% - Administration | Marketing, Advertising, Special Projects, etc.<br>Administration |
| <b>1999/00</b>     | N/A<br>[\$1,847,371]            | N/A                      | N/A   | N/A  |