

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Monroe

Address: Post Office Box 866
Key West, Florida 33041

ORGANIZATION NAME: Monroe County Tourist Development Council

Telephone Number: (305) 296-1552

Director: Mr. Harold Wheeler

Fax Number: (305) 296-0788

Contact Person: Ms. Lynda Stuart

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	9-81	12/01/81	Initial Levy in Special District	2.00%	City of Key West
	9-84	04/01/84	Initial Levy Countywide	2.00%	All of County
	032-86	11/01/86	Increase in Special District Levy	1.00%	City of Key West (3% total levy in Special District)
	016-87	07/01/87	Increase in Countywide Tax	1.00%	All of County
	026-90	01/01/91	Began Self-Collection	Total Levy: 3.00%	All of County
Tourist Impact Tax	012-88	05/01/88	Initial Levy	1.00%	All of the Keys

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Monroe
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	\$7,425,722 [\$7,536,900]	3.00%	93% - Tourism Advertising and Promotion 4% - Convention & Visitors Bureau 3% - Bricks & Mortar	Direct Marketing Special Events Promotion Tourist Information Services Administration Museum Preservation & Maintenance Beach Maintenance & Renourishment
1994/95	\$7,869,617 [\$8,147,300]	3.00%	87% - Tourism Advertising and Promotion 5% - Convention & Visitors Bureau 8% - Bricks & Mortar	Direct Marketing Special Events Promotion Tourist Information Services Administration Museum Preservation & Maintenance Beach Maintenance & Renourishment
1995/96	\$8,587,618 [\$8,668,737]	3.00%	87% - Tourism Advertising and Promotion 6% - Convention & Visitors Bureau 7% - Bricks & Mortar	Direct Marketing Special Events Promotion Tourist Information Services Administration Museum Preservation & Maintenance Beach Maintenance & Renourishment

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1996/97	\$9,629,792 [\$9,629,745]	3.00%	88% - Tourism Advertising and Promotion 5% - Convention & Visitors Bureau 7% - Bricks & Mortar	Direct Marketing Special Events Promotion Tourist Information Services Administration Museum Preservation & Maintenance Beach Maintenance & Renourishment Artificial Reef Projects
1997/98	\$9,995,256 [\$10,089,158]	3.00%	88% - Tourism Advertising and Promotion 5% - Convention & Visitors Bureau 7% - Bricks & Mortar	Direct Marketing Special Events Promotion Tourist Information Services Administration Museum Preservation & Maintenance Beach Maintenance & Renourishment Artificial Reef Projects
1998/99	\$10,381,466 [\$10,480,615]	3.00%	87% - Tourism Advertising and Promotion 5% - Convention & Visitors Bureau 8% - Bricks & Mortar	Direct Marketing Special Events Promotion Tourist Information Services Administration Museum Preservation & Maintenance Beach Maintenance & Renourishment Artificial Reef Projects

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FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1999/00	\$8,258,765 (partial Oct-May) [\$11,270,445]	3.00%	84% - Tourism Advertising and Promotion 4% - Convention & Visitors Bureau 12% - Bricks & Mortar	Direct Marketing Special Events Promotion Tourist Information Services Administration Museum Preservation & Maintenance Beach Maintenance & Renourishment Artificial Reef Projects