

**TOURIST DEVELOPMENT TAX UPDATE**

**COUNTY:** Osceola

**Address:** Post Office Box 422007  
Kissimmee, Florida 34742-2007

**ORGANIZATION NAME:** Kissimmee/St. Cloud Convention & Visitors Bureau

**Telephone Number:** (407) 847-5000

**Director:** Mr. Tim Hemphill, Executive Director

**Fax Number:** (407) 847-0878

**Contact Person:** Ms. Sharon Morgan

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	77-07	12/01/77	Initial Levy	2.00%	All of County
	79-07		Not on file with DOR		
	83-07		Not on file with DOR		
	86-09	07/01/86	Increased Levy	1.00%	All of County
	87-04 & 88-17		Not on file with DOR		
	90-29	10/01/90	Increased Levy	1.00%	All of County
	97-13	09/01/97	Increased Levy	1.00%	All of County
				Total Levy: 5.00%	

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Osceola**  
**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>	\$10,307,813  [\$10,830,200]	4.00%	32.4% - Convention & Visitors Bureau  46.4% - Tourism Advertising & Promotion  10.9% - Sports Arena  6.3% - Other  4 % - County Administration Fees	Administration--Operating, Personnel, Capital  Direct Marketing  Spring Training Facilities  Community-Based Activity Grants
<b>1994/95</b>	\$12,637,739  [\$12,227,400]	4.00%	36.2% - Convention & Visitors Bureau  43.3% - Tourism Advertising & Promotion  11.2% - Sports Arena  5.4% - Other  4 % - County Administration Fees	Administration--Operating, Personnel, Capital  Direct Marketing  Spring Training Facilities  Community-Based Activity Grants
<b>1995/96</b>	*\$12,381,233  [\$14,360,918]	4.00%	36.7% - Convention & Visitors Bureau  42.8% - Tourism Advertising & Promotion  9.5% - Sports Arena  7 % - Other  4 % - County Administration Fees	Administration--Operating, Personnel, Capital  Direct Marketing  Spring Training Facilities  Community-Based Activity Grants

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Osceola**  
**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>1996/97</b>	\$16,695,789  [\$16,271,157]	4.00% (10/1/96-8/31/97)  5.00% (9/1/97-9/30/97)	41% - Convention & Visitors Bureau 42% - Tourism Advertising & Promotion 9% - Sports Arena 4% - Other 4% - County Administration Fees	Administration--Operating, Personnel, Capital Direct Marketing Spring Training Facilities Community-Based Activity Grants
<b>1997/98</b>	\$21,344,329  (Projected 5%)  [\$20,355,978]	5.00%  Use of Revenue Shows Only 4.00%	26% - CVB Operations 27% - Tourism Advertising/Promotion 6% - Sports Facility 4% - Debt Repayment 3% - Grants 34% - County ADMW/Reserves	Administration, Capital, Marketing Overhead Direct Marketing, Advertising, and Sales Baseball Stadium Baseball Stadium, Softball Complex, Land Purchase Community-Based Activity Grants County Administrative Support/Reserves
<b>1998/99</b>	\$25,721,677  (Projected 5%)  [\$22,087,372]	5.00%  Use of Revenue Shows Only 4.00%	25% - CVB Operations 31% - Tourism Advertising/Promotion 8% - Sports Facility 3% - Debt Repayment 3% - Grants 30% - County ADMW/Reserves	Administration, Capital, Marketing Overhead Direct Marketing, Advertising, and Sales Baseball Stadium Baseball Stadium, Softball Complex, Land Purchase Community-Based Activity Grants County Administrative Support/Reserves

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BY FISCAL YEAR**

**COUNTY: Osceola**  
**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>1999/00</b>	\$23,917,169  (Projected 5%)  [\$24,440,694]	5.00%  Use of Revenue Shows Only 4.00%	31% - CVB Operations  35% - Tourism Advertising/Promotion  9% - Sports Facility  2% - Debt Repayment  2% - Grants  21% - County ADMW/Reserves	Administration, Capital, Marketing Overhead  Direct Marketing, Advertising, and Sales  Baseball Stadium  Baseball Stadium, Softball Complex, Land Purchase  Community-Based Activity Grants  County Administrative Support/Reserves

\* By county fiscal year 10/1 -9/30. 1998/1996 info is through 7/31/96.