

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Pinellas

Address: 14450 46th Street North, Suite 108
Clearwater, Florida 33762

ORGANIZATION NAME: St. Petersburg/Clearwater Area Convention
& Visitors Bureau

Telephone Number: (727) 464-7200

Chairman: Carole Ketterhagen, Executive Director

Fax Number: (727) 464-7222

Contact Person: Mr. Lee Daniel, Assistant Director

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	78-20	11/01/78	Initial Levy	2.00%	All of County
	82-19		Not on file with DOR		
	88-14	07/01/88	Increased Levy	1.00%	All of County
	90-15	10/01/90	Began Self-Collection		
	95-35	01/01/96	Increased Levy	1.00%	All of County
				Total Levy: 4.00%	

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Pinellas
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	\$8,865,900 [\$8,767,500]	3.00%	44.7% - Marketing (Promotion & Advertising) 4.1% - Convention & Visitors Bureau Tourism Office 19.5% - Sports Arena 12.0% - Beach Improvement 19.7% - Reserve/Tax Collection	National & International Advertising, Direct Sales, Public Relations, Research, New Project Development Non-Contractual Operating Administration Capital Finance Bonds Beach Renourishment
1994/95	\$9,409,200 [\$8,700,300]	3.00%	46.1% - Marketing (Promotion & Advertising) 4.9% - Convention & Visitors Bureau Tourism Office 22.5% - Sports Arena 12.3% - Beach Improvement 14.2% - Reserve/Tax Collection	National & International Advertising, Direct Sales, Public Relations, Research, New Project Development Non-Contractual Operating Administration Capital Finance Bonds Beach Renourishment

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FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1995/96	[\$11,156,187]	3.00% 10/12/1995 4.00% 12/09/1996	49.9% - Marketing (Promotion & Advertising) 4.0% - Convention & Visitors Bureau Tourism Office 29.0% - Sports Arena 12.0% - Beach Improvement 10.0% - Reserve/Tax Collection	National & International Advertising, Direct Sales, Public Relations, Research, New Project Development Non-Contractual Operating Administration Capital Finance Bonds Beach Renourishment
1996/97	\$14,185,258 [\$13,620,956]	4.00%	43.5% - Marketing (Promotion & Advertising) 5.3% - Convention & Visitors Bureau Tourism Office 32.5% - Sports Arena 11.7% - Beach Improvement 7.0% - Reserve/Tax Collection	National & International Advertising, Direct Sales, Public Relations, Research, New Project Development Non-Contractual Operating Administration Capital Finance Bonds Beach Renourishment

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<p>1997/98</p>	<p>\$15,249,100 [\$14,897,676]</p>	<p>4.00%</p>	<p>43.7% - Marketing (Promotion & Advertising) 4.8% - Convention & Visitors Bureau Tourism Office 29.0% - Sports Arena 11.3% - Beach Improvement 11.2% - Reserve/Tax Collection</p>	<p>National & International Advertising, Direct Sales, Public Relations, Research, New Product Development Non-Contractual Operating Bond Debt Reduction Capital Finance Bonds</p>
<p>1998/99</p>	<p>\$16,096,400 [\$15,438,681]</p>	<p>4.00%</p>	<p>40.7% - Marketing (Promotion & Advertising) 8.3% - Convention & Visitors Bureau Tourism Office 26.4% - Sports Arena 11.0% - Beach Improvement 14.3% - Reserve/Tax Collection</p>	<p>National & International Advertising, Direct Sales, Public Relations, Research, New Product Development Non-Contractual Operating Bond Debt Reduction Capital Finance Bonds</p>

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FISCAL YEAR	ANNUAL REVENUES	PERCENTAGE LEVIED	USE OF REVENUE BY CATEGORY	CORRESPONDING SPECIFIC PROJECT
1999/00	\$17,706,000 Estimated [\$16,842,641]	4.00%	42.8% - Marketing (Promotion & Advertising) 9.9% - Convention & Visitors Bureau Tourism Office 20.5% - Sports Arena 10.8% - Beach Improvement 16.0% - Reserve/Tax Collection	National & International Advertising, Direct Sales, Public Relations, Research, New Product Development Non-Contractual Operating Bond Debt Reduction Capital Finance Bonds