

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Polk

**Address: P. O. Box 61
Cypress Gardens, Florida 33884**

ORGANIZATION NAME: Central Florida Visitors & Convention Bureau

Telephone Number: (863) 298-7565

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TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	86-27	2/01/86	Initial Levy	2.00%	All of County
	90-13 92-28	10/01/90 09/30/92	Increased Levy Deleted percentage spending requirements. Amended to establish local administration of the tax.	1.00%	All of County
	93-44	01/01/94			
	93-45	11/01/93	Increased levy in a special subdistrict for Lakeland Civic Center.	0.50%	Lakeland Subdistrict
	93-52	03/01/94	Increased levy in the remainder of County for hain of Lakes Stadium And in the special ubdistrict.	1.00%	All of County Except Lakeland Subdistrict
				0.50%	Lakeland Subdistrict
				Total Levy: 4.00%	

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Polk
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	\$1,699,734 [\$1,553,5`00]	3.00% (Oct-Feb) 3.5% (March-April in all areas other than Lakeland subdistrict) 4.00% (May-Sept. in all of county)	52% - Tourism Advertising & Promotion 18% - Tourism Development Office 14% - Civic Center/Sports Arenas 16% - Professional Sports Facilities	Project Marketing, Special Event Marketing Reimbursement Grant, Sports Marketing Administration Lakeland Center, S.W. Lakeland Sports Complex Imperial Symphony Orchestra Stage Lakeland Center Winter Haven Spring Training Facility
1994/95	\$2,152,129 [\$2,220,200]	4.00%	42% - Tourism Advertising & Promotion 15% - Tourism Development Office 9% - Civic Center/Sports Arenas 34% - Professional Sports Facilities	Project Marketing, Special Event Marketing Reimbursement Grant, Sports Marketing Administration Lakeland Center, S.W. Lakeland Sports Complex Imperial Symphony Orchestra Stage Lakeland Center Winter Haven Spring Training Facility

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1995/96	\$2,677,642 [\$2,460,051]	4.00%	46% - Tourism Advertising & Promotion 17% - Tourism Development Office 10% - Civic Center/Sports Arenas 27% - Professional Sports Facilities	Project Marketing, Special Event Marketing Reimbursement Grant, Sports Marketing Administration Lakeland Center, S.W. Lakeland Sports Complex Imperial Symphony Orchestra Stage Lakeland Center Winter Haven Spring Training Facility
1996/97	\$2,836,934 [\$2,782,392]	4.00%	43% - Tourism Advertising & Promotion 20% - Tourism Development Office 12% - Civic Center/Sports Arenas 25% - Professional Sports Facilities	Project Marketing, Special Event Marketing Reimbursement Grant, Sports Marketing Administration Visitor Center/Tourism Office -Winter Haven Visitor/Education/Conference Center - BokTower Sun and Fun Facility Improvement S. W. Lakeland Sports Complex Lakeland Center Winter Haven Spring Training Facility

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1997/98	\$3,218,993 [\$3,054,500]	4.00%	47% - Tourism Advertising & Promotion 17% - Tourism Development Office 18% - Civic Center/Sports Arenas 18% - Professional Sports Facilities	Project Marketing, Special Event Marketing Reimbursement Grant, Sports Marketing Administration Visitor Center/Tourism Office -Winter Haven Visitor/Education/Conference Center - BokTower Sun and Fun Facility Improvement S. W. Lakeland Sports Complex Lakeland Center Winter Haven Spring Training Facility
1998/99	\$3,285,387 [\$3,204,123]	4.00%	54% - Tourism Advertising & Promotion 21% - Tourism Development Office 6% - Civic Center/Sports Arenas 25% - Professional Sports Facilities	Project Marketing, Special Event Marketing Reimbursement Grant, Sports Marketing Administration Visitor Center/Tourism Office -Winter Haven Visitor/Education/Conference Center - BokTower Sun and Fun Facility Improvement S. W. Lakeland Sports Complex Lakeland Center Winter Haven Spring Training Facility

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1999/00	\$3,711,317 [\$3,691,324]	4.00%	59% - Tourism Advertising & Promotion 23% - Tourism Development Office 18% - Professional Sports Facilities	Project Marketing, Special Event Marketing Reimbursement Grant, Sports Marketing Administration Lakeland Center Winter Haven Spring Training Facility