

TOURIST DEVELOPMENT TAX UPDATE

COUNTY: Saint Johns

Address: 88 Riberia Street, Ste. 400
St. Augustine, Florida 32084

ORGANIZATION NAME: St. Johns County Visitors & Convention Bureau

Telephone Number: (904) 829-1711

Director: Mr. Glenn Hastings, Executive Director

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Contact Person: Mr. Glenn Hastings, Executive Director

| TYPE OF TAX LEVIED | ORDINANCE NUMBERS | EFFECTIVE DATE | TYPE OF ACTION | PERCENT LEVIED | AREA WHERE TAX IS LEVIED |
|---|----------------------|-------------------|---|-------------------|-----------------------------|
| Local Option Tourist Development Tax | 86-72 | 12/01/86 | Initial Levy | 2.00% | All of County |
| | 88-27 | 8/1/88 | Revision of Tourist Development Plan | | |
| | 88-27 | 08/01/88 | Began Self-Collection | | |
| | 91-44 | 01/01/92 | Increased Levy | 1.00% | All of County |
| | | | | Total Levy: 3.00% | |

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Saint Johns
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 | \$1,425,000 | 2.00% | 6.0% - Tourism Development | Advertising & Promotion Contract |
| | \$ 712,500 | 1.00% | 19.0% - Tourism Development | PGA Tour Contract |
| | [\$2,147,800] | | 5.0% - Administration | Contract with Chamber of Commerce |
| | | | 43.5% - Advertising & Promotion Contract | Events Funding & Promotion |
| | | | 16.5% - Beach Renourishment | Contract with Chamber of Commerce |
| | | | 10.0% - Arts & Culture | |
| | | | 100.0% - Advertising & Promotion | |
| 1994/95 | \$1,333,515 | 2.00% | 11% - Tourism Development | Advertising & Promotion Tour Contract |
| | \$665,475 | 1.00% | 2% - Tourism Development | PGA Tour Contract |
| | [\$2,366,400] | | 7% - Administration | Contract with Chamber of Commerce |
| | | | 30% - Advertising & Promotion | |
| | | | 30% - Beach Renourishment | |
| | | | 20% - Arts & Cultural | |
| | | | 100% - Advertising & Promotion | Contract with Chamber of Commerce |
| 1995/96 | \$1,849,653 | 2.00% | 9.5% - Tourism Development | ATP Tour Contract |
| | \$760,732 | 1.00% | 3.5% - Tourism Development | PGA Tour Contract |
| | [\$2,614,357] | | 20.0% - Arts & Cultural | Events Funding & Promotion |
| | | | 18.0% - Advertising & Promotion | Contract with Chamber of Commerce |
| | | | 8.0% - Administration | Renourishment Program/Sports Events |
| | | | 4.0% - Reserve | Promotion |
| | | | 37.0% - Beach/Recreation | |
| | | | 100.0% - Advertising & Promotion | Contract with Chamber of Commerce |

**TOTAL AMOUNT OF REVENUES
BY FISCAL YEAR**

COUNTY: Saint Johns
CITY: _____

TYPE OF TAX: Local Option Tourist Development Tax

| FISCAL YEAR | ANNUAL REVENUES | PERCENTAGE LEVIED | USE OF REVENUE BY CATEGORY | CORRESPONDING SPECIFIC PROJECT |
|--------------------|----------------------------------|--------------------------|---|--|
| 1996/97 | \$3,686,620 [\$2,864,280] | 3.00% (Countywide) | 44% - Advertising & Promotion 3% - Administration 16% - Art & Cultural Events 32% - Beach Renourishment 5% - Sport Events Promotion | SJC Visitor & Convention Bureau TDC Office & Staff 4Z Funded Events Renourishment & Improvements Amateur Sporting Events |
| 1997/98 | \$2,860,275 [\$3,091,899] | 3.00% (Countywide) | .05% - TDC Administration 0% - County Indirect Fees 2% - Tax Collector/Clerk 20% - Arts & Cultural Grants 45% - Advertising 13% - Sales & Promotion 20% - Beach Renourishment | 42 Cultural Events |
| 1998/99 | \$3,357,559 [\$3,231,815] | 3.00% (Countywide) | .06% - TDC Administration 0% - County Indirect Fees 2% - Tax Collector/Clerk 20% - Arts & Cultural Grants 40% - Advertising 17% - Sales & Promotion 20% - Beach Renourishment | National African-American Museum 44 Cultural Events |
| 1999/00 | \$3,729,473 [\$3,595,456] | 3.00% (Countywide) | .05% - TDC Administration 0% - County Indirect Fees 2% - Tax Collector/Clerk 20% - Arts & Cultural Grants 43% - Advertising 15% - Sales & Promotion 20% - Beach Renourishment | National African-American Museum 36 Cultural Events |