

**TOURIST DEVELOPMENT TAX UPDATE**

**COUNTY:** Walton

**Address:** Post Office Box 1248  
Santa Rosa Beach, Florida 32459

**ORGANIZATION NAME:** South Walton County Tourist Development Council

**Telephone Number:** (850) 267-1216

**Director:** Ms. Kriss Titus, Executive Director

**Fax Number:** (850) 267-3943

**Contact Person:** Ms. Lena Barkey, Director of Administration

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	86-16	10/01/86	Initial Levy	2.00%	Miramar Beach, Santa Rosa Beach Point Washington Beach
	98-23	02/01/99	Additional Levy	1.00%	South Portion of County South of Choctawhatchee Bay & the Intracoastal Waterway
				Total Levy: 3.00%	

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Walton  
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>	\$1,466,519.87  [\$1,547,70.000]	2.00%	50% - Tourism Advertising  50% - Beach Improvement	Newspaper, Magazine, Radio and TV  Beach Maintenance, Cleaning, Dune Protection, Trash Containers
<b>1994/95</b>	\$1,667,127.54  [\$1,547,700]	2.00%	50% - Tourism Advertising  50% - Beach Improvement	Newspaper, Magazine, Radio and TV  Beach Maintenance, Cleaning, Dune Protection, Trash Containers
<b>1995/96</b>	\$1,625,451.34  [\$1,619,525]	2.00%	50% - Tourism Advertising  50% - Beach Improvement	Newspaper, Magazine, Radio and TV  Beach Maintenance, Cleaning, Dune Protection Trash Containers
<b>1996/97</b>	\$2,000,894.19  [\$1,753,178]	2.00%	50% - Tourism Advertising and Promotion  50% - Beach Improvement (Product Improvement)	Newspaper, Magazine, Radio, TV, Billboards, Direct Mail, and Internet  Beach Maintenance, Cleaning, Dune Protection, Dune Walkovers, Trash Containers, Beach Amenities

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY:** Walton  
**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>1997/98</b>	\$2,245,034.82  [\$2,081,158]	2.00% (Oct – Jan)  3.00% (Feb – Sept)	50% - Marketing 50% - Beach Improvement  1% - Marketing 1% - Beach Improvement 1% - Nourishment	Marketing/Advertising, Public Relations Beach Maintenance, Dune Protection Access Development, Facility Maintenance  Beach Nourishment
<b>1998/99</b>	\$2,635,046.99  \$1,174,242.89  [\$2,764,816]	2.00% (Oct – Dec)  1.00% (Feb – Sept)	1% - Marketing 1% - Beach Improvement  1% - Nourishment	Marketing/Advertising, Public Relations Beach Maintenance, Dune Protection Trash Receptacles, Facility Maintenance Access Development  Beach Nourishment
<b>1999/00</b>	\$4,488,702.77  [\$4,250,339]	3.00%	1% - Marketing 1% - Beach Improvement  1% - Nourishment	Marketing/Advertising, Public Relations Beach Maintenance, Dune Protection Trash Receptacles, Facility Maintenance Access Development  Beach Nourishment