

Florida House of Representatives

John Thrasher, Speaker

Committee on Tourism

Economic Impact Council

Bob Starks
Chair

Frank Farkas
Vice Chair

SAMPLE

June 30, 2000

Mr. Roland Loog
Alachua County Visitor and Convention Bureau
30 East University Avenue
Gainesville, FL 32601

Dear Mr. Loog:

As you may be aware, one of the most critical and yet controversial issues considered by the Tourism Committee, which is one of three Committees under the Economic Development Council's jurisdiction, is the continual revision of certain tourist-related taxes and the authorized uses of those tax revenues. This issue has been addressed by the Legislature numerous times since the first tourist-related tax was instituted in 1967. During the 1999 and 2000 Sessions additional changes were made. In order to have information available on the history and the trends of tourist-related tax development for further discussion by the Legislature, the Committee issued a *Report on Florida's Tourism-Related Taxes* in January of 1992 and updated it in January of 1995, January of 1997, and January of 1999.

We are now in the process of updating the *1999 Report* to reflect available data for FY's 93/94, 94/95, 95/96, 96/97, 97/98, 98/99, and 99/00. Please review the attached information, noting any changes in the proper categories and adding updated information where appropriate. If information is not available, if only partial year funding information is available, or if estimates of information can be provided, please note this information in the appropriate areas including the months for the partial funding that is noted. In information is not available, please briefly note the reason for the unavailability. These corrections and additions should be made in **red ink**. Please note that in addition to the categories and specific project information for FY's 93/94 through 99/00, we would again like to report on the percentage of your county's annual budget spent on paid advertising as separate from promotion administration expenditures. In the event your county enacted an initial tourist development tax after the publication of the 1999 report, a representative sample of the information to be included in the update has been provided as a model. Also, enclosed with this letter is information from the *1999 Report* on the level of tax revenues committed by various counties to bond financing of tourism-related facilities. Please note whether your county is included in this list and if the information presented is current.

It is our intention to process all of the data we receive and publish an updated, comprehensive report on the trends and developments related to Florida's tourist-related taxes. We ask that you

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provide the Committee with as much of the information as possible to ensure proper coverage of the data for your county. A copy of the completed report will be available to your county commission upon request.

Please review the enclosed material and return the revised documents to the Committee on Tourism no later than August 11, 2000. Thank you for your assistance. If you have any questions or comments, please contact Judy McDonald, staff director, or Monique Cheek, legislative analyst, of the Tourism Committee at 850/488-9406.

Your Servant,

Bob Starks, Chairman
Tourism Committee

BS/jl

Enclosures: