

THE BOARD OF COUNTY COMMISSIONERS

ORDINANCE NO. 16-26

AN ORDINANCE AMENDING ORD. NO. 90-10, AS AMENDED, CODIFIED IN CHAPTER 102 OF THE PASCO COUNTY CODE OF ORDINANCES, BY AMENDING SECTION 102-190 TO AMEND AND UPDATE THE TOURIST DEVELOPMENT PLAN FOR PASCO COUNTY; PROVIDING FOR APPLICABILITY, REPEALER, SEVERABILITY; INCLUSION INTO CODE AND AN EFFECTIVE DATE.

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**WHEREAS**, in 1990, the Board of County Commissioners of Pasco County, as authorized by Section 125.0104, Florida Statute, adopted a 2% local option tourist development tax; and

**WHEREAS**, the 2% local option tourist development tax has been used since its adoption for the advancement, generation, growth and promotion of tourism, the enhancement of the tourist industry, and the attraction of tourists from within and without the State of Florida to Pasco County as limited by Section 125.0104, Fla. Stat.; and

**WHEREAS**, upon recommendation of the Pasco County Tourist Development Council and pursuant to Section 125.0104(4)(d), Fla. Stat., said Board desires to amend and update the Pasco County Tourist Development Plan.

**NOW, THEREFORE, BE IT ORDAINED** by the Board of County Commissioners of Pasco County, Florida, as follows:

**Section 1. Recitals.**

The foregoing whereas clauses are incorporated herein by reference and made a part hereof.

**Section 2. Section 102-189, Pasco County Tourist Development Council, is hereby amended as follows.**

Sec. 102-190. - Tourist development plan.

(a) All tourist development tax revenues received pursuant to this article shall be used as authorized by F.S. § 125.0104(5), as may be amended, to fund the Pasco County ~~2013-2016~~ 2017-2020 Tourist Development Plan which is attached hereto and incorporated herein by reference. In furtherance of implementing the tourist development plan, tourist development tax revenues shall be allocated to specific projects and special uses as follows:

(1) For fiscal year 2016-2017 the tourist development tax revenues shall be allocated as follows:

- ~~(1) Capital construction. Percentage of net revenue: 10%.~~
- ~~(2) Promotions (advertising, destination management and sports marketing) Percentage of net revenue: 64%.~~
- ~~(3) Tourism development administration. Percentage of net revenue: 26%.~~

(a) **Tourism Development Operations.** Forty percent of the tourist development tax revenues shall be used for Category A uses. Up to \$410,616.00 will be used during the 2016-2017 fiscal year to fund Category A uses. As a part of Tourist Development Operations, a Cyclist Friendly Visitor Center will be funded through Capital Construction Reserves up to \$250,000.00, through project completion.

(b) **Promotions and Advertising.** Fifty percent of the tourist development tax revenues shall be used for Category B and C uses. Up to \$493,105.00 00 will be used during the 2016-2017 fiscal year to fund Category B uses of which up to \$217,105.00 shall be used to fund Marketing & Promotions, up to \$276,000.00 for Event Funding, and up to ten percent to be used to fund collateral marketing campaigns in this category. The Gateway Signage project will be funded through Capital Construction Reserves up to \$1,000,000.00, through project completion. Up to \$20,165.00 will be used during the 2016-2017 fiscal year to fund Category C uses.

(c) **Capital Construction.** Ten percent of the tourist development tax revenues shall be used for Category D and E uses. Up to \$102,654.00 will be used during the 2016-2017 fiscal year to fund Category D uses, with the exception of subsections 1 and 2 which will be funded as stated.

1. Sports Complex: This project will be funded through Capital Construction Funds up to \$8,500,000.00, through project completion.

2. Nature Center (trail system wayfinding and amenities): This project will be funded through Capital Construction Reserves up to \$1,250,000.00, through project completion.

(2) Beginning in fiscal year 2017-2018 and thereafter, the tourist development tax revenues shall be allocated as follows:

#### **Categories of Use:**

a. **Category A (Operations):** Operating tourist bureaus or tourist information centers, as county agencies, which will include indirect administrative costs for services performed by the county on behalf of Visit Pasco.

b. **Category B (Marketing and Promotions):** Promoting and advertising in the state and nationally and internationally, providing that any activity, service, venue, or event, that receives tourist tax revenue has one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists. The sub-categories of this Category B area as follows:

1. Marketing & Promotions: market, promote and advertise Pasco County and its amenities as a tourist destination.

2. Event Funding: grants awarded to assist events which show a significant following in participants as well as attendees and high economic impact.

3. Co-Op Funding: collateral marketing campaigns used to promote Pasco County through advertising such as: broadcast, digital, social media, print, videos, etc., targeted outside of the county.

4. Gateway Signage: This project will be funded through Capital Construction Reserves up to \$1,000,000.00, through project completion.

c. **Category C (Travel):** Funding expenditures for transportation, lodging, meals, and other reasonable and necessary items and services for persons, in connection with the tourist industry and the actual reasonable and necessary costs of travel, meals, lodging, and incidental expenses of employees of Visit Pasco and other authorized persons when meeting with persons of the tourist industry or while attending or traveling in connection with travel or trade shows.

d. **Category D (Capital Construction):** Funding to acquire, construct, extend, enlarge, remodel, repair, improve, maintain or operate convention centers, sports stadiums, sports arenas, coliseums, auditoriums, zoological parks, fishing piers or nature centers within the boundaries of Pasco County, which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. The sub-categories of this Category D area as follows:

1. Sports Complex: This project will be funded through Capital Construction Funds up to \$8,500,000.00, through project completion.

2. Nature Center (trail system wayfinding and amenities): This project will be funded through Capital Construction Reserves up to \$1,250,000.00, through project completion.

e. **Category E (Shoreline Improvements):** Funding beach improvement, maintenance, renourishment, restoration, and erosion control, including shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, or inland lake or river.

- (b) Annual review of plan. The tourist development council and the board of county commissioners shall annually review the plan. On or before February 1 of each year, the tourist development council shall forward to the board its recommendation for revisions, if any, to the plan. The board shall review the plan and determine the most effective use of the revenues derived from the tax and adopt amendments to the plan as necessary to implement the revisions, if any.
- (c) *Amendment of plan.* Except as provided in F.S. § 125.0104, to the contrary, the above tourist development plan may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the board of county commissioners.
- (d) The board of county commissioners may issue revenue bonds, as authorized by F.S. § 125.0104, to finance or refinance projects identified in the tourist development plan.

### **SECTION 3. Repealer.**

Any and all ordinances in conflict herewith are hereby repealed to the extent of any conflict.

**SECTION 4. Severability.**

If any section , paragraph, sentence, clause, phrase, or word of this Ordinance is for any reason held by a Court of competent jurisdiction to be unconstitutional, inoperative, or void, such holding shall not affect the remainder of this Ordinance

**SECTION 5. Inclusion into the Code of Ordinances.**

The provisions of this Ordinance shall become and be made a part of the Pasco County Code of Ordinances. The word "ordinance" may be changed to "section," "article," or other appropriate word .

**SECTION 6. Applicability.**

All provisions of this Ordinance shall apply to the unincorporated areas of Pasco County, Florida,

**SECTION 7. Effective Date.**

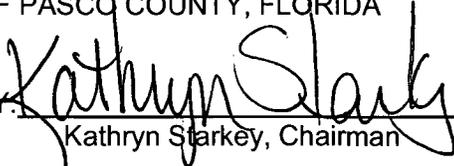
This Ordinance shall be transmitted to the Department of State by the Clerk to the Board by electronic mail within ten (10) days of the adoption of this Ordinance, and this Ordinance shall take effect upon filing with the Department of State.

**ADOPTED** with a quorum present and voting this 27th day of September, 2016.



Paula S. O'Neil, Ph.D.  
Clerk & Comptroller

BOARD OF COUNTY COMMISSIONERS  
OF PASCO COUNTY, FLORIDA

BY:   
Kathryn Starkey, Chairman

APPROVED  
IN SESSION

SEP 27 2016

PASCO COUNTY  
BCC