

BY THE BOARD OF COUNTY COMMISSIONERS

ORDINANCE NO.

24-22

AN ORDINANCE BY THE PASCO COUNTY BOARD OF COUNTY COMMISSIONERS 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 INCLUSION IN THE PASCO COUNTY CODE OF ORDINANCES, SEVERABILITY, CONFLICTS, AND AN EFFECTIVE DATE.

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

WHEREAS, on August 15, 2017, the Board increased the tourist development tax to 4%; and

WHEREAS, on April 5, 2022, the Board increased the tourist development tax to 5%; and

WHEREAS, on November 15, 2023, the Pasco County Tourist Development Council recommended that the Pasco County Board of County Commissioners approve the Five-Year Strategic Destination Plan Summary as the 2024-2028 Strategic Tourist Development Plan; and

WHEREAS, pursuant to Section 125.0104(4)(d), Florida Statutes, said Board desires to amend and update the Strategic Tourist Development Plan to extend to 2028.

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

SECTION 1. Authority.

This Ordinance is enacted pursuant to Chapter 125, Florida Statutes (2023) and under the home rule powers of the County.

SECTION 2. Recitals.

The Whereas Clauses above are true and accurate and are incorporated by reference and made a part of this Ordinance.

SECTION 3. Section 102-190, Chapter 102 of the Pasco County Code of Ordinances, is hereby amended as follows.

Sec. 102-190. 2024-2028 Strategic Tourist Development Plan.

- (a) All tourist development tax revenues received pursuant to this article shall be used as authorized by F.S. § 125.0104, as may be amended, to fund the Pasco County 2024-2028

Strategic Tourist Development Plan, which is incorporated herein by reference as the Five-Year Strategic Destination Plan Summary. In furtherance of implementing the Tourist Development Plan, Tourist Development Tax revenues shall be allocated to specific projects consistent with the Four Strategic Goals of the Plan. The Four Strategic Goals to be implemented over the next three years are as follows:

- (1) Deploy effective destination marketing, sales, and services programs
- (2) Advance impactful destination development
- (3) Engage in influential DMO advocacy and stakeholder relations
- (4) Attain optimal DMO resources and performance management results

(b) For fiscal year 2024-2028 the Tourist Development Tax revenues shall be allocated to:

- (1) Support and implement the Four Strategic Goals by funding the 15 priority-based program initiatives identified in the Plan;
- (2) Operate tourist bureaus or tourist information centers, the Destination Management Organization (DMO), which will include indirect administrative costs for services performed by the county on behalf of Florida's Sports Coast;
- (3) Debt service of the Wiregrass Ranch Sports Campus of Pasco County, authorized by F.S. § 125.0104(5)(a), as may be amended;
- (4) Capital projects;
- (5) Event sponsorships and marketing sponsorships;
- (6) Media Co-op advertising and advertising generally; and
- (7) Those associated and customary expenditures of DMO employees and other authorized persons in the exercise of their employment duties and consistent with the Travel Expenses/Hospitality and Purchasing Policies for the DMO.
- (8) Annual allocated percentages will be presented within the proposed expenditure budget each fiscal year.

SECTION 4. Inclusion in the Code of Ordinances.

It is the intent of the Board of County Commissioners that the provisions of this Ordinance shall become and be made a part of the Pasco County Code of Ordinances and the word "Ordinance" may be changed to "section," "article," "regulation," or such other appropriate word or phrase in order to accomplish such intentions.

SECTION 5. Severability.

If any provisions or portion of this Ordinance is declared by any court of competent jurisdiction to

be void, unconstitutional, or unenforceable, then all remaining provisions and portions of this Ordinance shall remain in full force and effect.

SECTION 6. Conflicts.

All ordinances or parts of ordinances in conflict with the provisions of this Ordinance are hereby repealed to the extent of such conflict.

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 State.

ADOPTED with a quorum present and voting this 23rd day of April, 2024.



BOARD OF COUNTY COMMISSIONERS
OF PASCO COUNTY, FLORIDA

BY: Ronald E. Oakley
RONALD E. OAKLEY, CHAIRMAN

APPROVED
IN SESSION

APR 23 2024

PASCO COUNTY
BOC



FLORIDA DEPARTMENT *of* STATE

RON DESANTIS
Governor

CORD BYRD
Secretary of State

April 26, 2024

Nikki Alvarez-Sowles, Esq.
Pasco County Clerk and Comptroller
The East Pasco Governmental Center
14236 6th Street, Suite 201
Dade City, Florida 33523

Dear Nikki Alvarez-Sowles:

Pursuant to the provisions of Section 125.66, Florida Statutes, this will acknowledge receipt of your electronic copy of Pasco County Ordinance No. 24-22, which was filed in this office on April 25, 2024.

Sincerely,

Matthew Hargreaves
Administrative Code and Register Director

MJH/wlh