

2011-2012 Budget

Columbia County
Tourist Development Council





SERVICES PERFORMED

- The Tourist Development Council works with local tourism industry members to **develop and market the amenities** of Columbia County for increased tourism and positive economic impact. Focusing primarily on nature-based and heritage tourism.
- **Promotes the development** of tourist attractions and special events to enhance Columbia County as a tourist and meeting destination and thereby generate hotel and motel room-nights.
- **Fund Raising** for the Olustee Festival (\$50,000) and the July 4th Celebration (\$27,500)
- **Promotes the development of regional sports tournaments** to enhance and utilize current fields when not in use by local league play. So far this fiscal year we have hosted 20 tournaments. We have 13 more booked for this year.



SERVICES PERFORMED

- **Promotes Meeting business of 250 or less.** Our inventory is limited. Our office helps those conferences with housing, space, catering, and transportation
- Solicits sponsors and maintains the **5 median islands on U.S. 90 West**, just east of the I-75 interchange.
- Acts as the **Public Information Office for the Columbia County Emergency Management Office** in the event of a large scale emergency situation.
- Maintains the **websites** for Columbia County Tourism and Florida's Suwannee River Valley
- Acts as the **Film Commission** for Columbia County.



FUNDING

- The Tourist Development Council is a county department and operates under the direct authority of the County Manager.
- Purchasing is done in compliance with county policies and purchase orders are required from the purchasing director.
- All funds, payments and audit functions are conducted through the Columbia County Clerk of Court.
- The Columbia County TDC is required to be “self-contained” and **no general revenue dollars have ever been used for operation of the Tourist Development Council.**
- **The Columbia County TDC is funded by the Tourist Development Tax**



TOURIST DEVELOPMENT TAX

1. Florida Statute allows for initial collection of a 2% levy on overnight accommodations at hotels, motels, campgrounds and other short term transient lodging. Apartment complexes are liable for charging and collecting of the bed tax, unless a lease for a length of six months or longer exists. (Section 125.0104(3)(c), Florida Statutes)
2. After an initial term of two-years, a county may raise the bed tax to 3% by a super majority vote of the county commission. (Section 125.0104(3)(d), Florida Statutes)



TDT IN COLUMBIA COUNTY

- December 1, 1984, the Columbia County Tourist Development Council was created and implemented the “Local Option Tourist Development Tax (TDT),” commonly called the bed tax at the rate of 2%
- May 1, 1991, Board of County Commissioners raised the TDT to 3%.
- July 31, 1994, Board of County Commissioners rescinded the 3rd penny in favor of a 1 cent local option tax.
- December 17, 2009, the Board of County Commissioners approved a 1% increase of the Tourist Development Tax – effective April 1, 2010. Columbia County accommodations now collect 3% TDT on all overnight stays. ½ of the 3rd cent is appropriated to Landscaping/Parks Department for maintenance and upgrades to the sports complexes.



EMPLOYEES

The Tourist Development office operates with three full-time employees.

- Director of the Tourist Development Council
- Marketing Director
- Information Specialist.



BUDGET

TOURIST DEVELOPMENT TAX FUND - OPERATING

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REVENUES	2010-2011	2011-2012
Taxes		
Tourist Development Tax (TDT)	\$ 472,000.00	\$ 481,000.00
Grant - State of Florida (OTTED)	\$ -	\$ 17,500.00
Grants - Visit Florida	\$ -	\$ 4,500.00
Sign Advertising	\$ -	\$ 12,000.00
SRVMG PARTNERS	\$ -	\$ 10,000.00
Interest	\$ 1,000.00	\$ 1,000.00
	\$ 473,000.00	\$ 526,000.00
Less 5% of Revenues	\$ (23,650.00)	\$ (26,300.00)
TOTAL REVENUES	\$ 449,350.00	\$ 499,700.00



BUDGET

APPROPRIATIONS

Tourism Promotion

Personal Services	\$	156,912.00	\$	156,912.00
Other current expenses				
Local Event Promotion	\$	60,000.00	\$	60,000.00
Advertising & Printing	\$	25,000.00	\$	25,000.00
Vehicle Expense	\$	5,500.00	\$	5,500.00
Rental & Leases	\$	2,500.00	\$	2,500.00
Office Supplies	\$	2,500.00	\$	2,500.00
Legal Service	\$	1,000.00	\$	1,000.00
Postage	\$	10,000.00	\$	10,000.00
Transfer to general administration	\$	14,000.00	\$	14,000.00
Advertising	\$	40,000.00	\$	40,000.00



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	2010-2011		2011-2012	
Billboards	\$	25,000.00	\$	25,000.00
Contracted Services	\$	2,500.00	\$	2,500.00
Insurance (includes sign)	\$	5,000.00	\$	5,000.00
Utilities	\$	10,000.00	\$	10,000.00
Operating Supplies	\$	2,500.00	\$	2,500.00
Repairs & Maintenance	\$	5,000.00	\$	5,000.00
Travel	\$	7,000.00	\$	7,000.00
Communications	\$	2,000.00	\$	2,000.00
Sign Maintenance	\$	5,000.00	\$	5,000.00
Sports Marketing	\$	57,000.00	\$	57,000.00
Highway Beautification	\$	10,000.00	\$	10,000.00



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Grants	2010-2011		2011-2012	
Columbia County Historical Museum	\$	5,000.00	\$	5,000.00
Blue-Grey Festival	\$	10,000.00	\$	10,000.00
Capital Outlay				
Equipment	\$	2,000.00	\$	2,000.00
TOTAL APPROPRIATIONS	\$	465,412.00	\$	465,412.00



FY 10-11 BUDGET REVIEW

Additional Revenue Collected:

- Received Suwannee River Valley Partnership Funds - \$10,000.00
- Received Sign Income - \$12,000.00
- Received in Grant funds – \$28,500.00
 - Office of Tourism, Trade, and Economic Development (OTTED) - \$17,500.00
 - Visit Florida - \$11,000.00



REVIEW OF FY 11-12 BUDGET

Revenue Adjustments

- The staff of the Columbia County TDC reviews the TDT on a monthly basis, if these revenues become less than anticipated the TDC staff adjusts expenditures to stay within TDT collections.
- The SRVMG will apply in December 2011 for an OTTED Grant in the Amount of \$35,000.00 for a period of 12 months. We will not know if the grant will be successful until late December. If successful it will add an additional \$17,500.00 to our revenue.

Expenditures will remain the same as FY 2010-2011 Budget