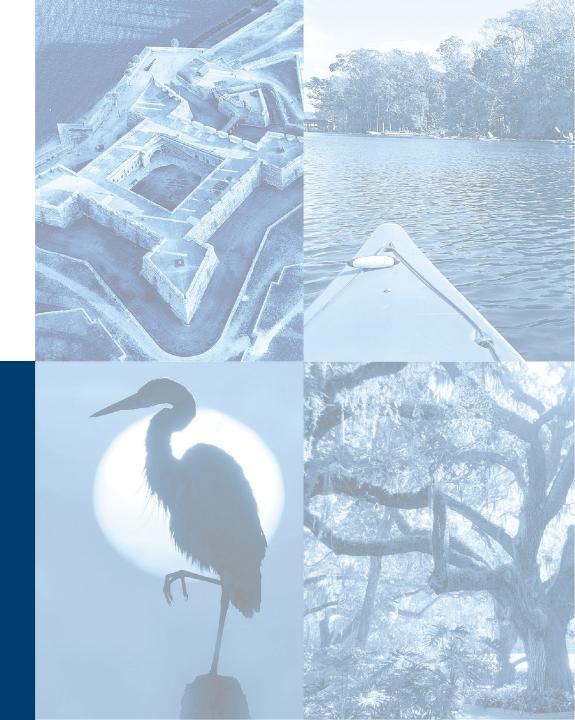


## Tourism and Cultural Development FY25 Budget Discussion





## Tourist Development Tax (TDT)

- The TDT revenue is governed by both F.S. 125.0104 and County Ordinance 2021-43
- St. Johns County is currently eligible for and levies 5% of TDT
- TDT revenue must be utilized for qualifying tourism oriented expenses
- The SJC Tourist Development Plan (Ordinance 2021-43) establishes five categories of use for TDT

Category 1 Destination	Category 2 Arts, Culture,	Category 3 Leisure and	Category 4 Admin and	Category 5 Beach Assets		
Marketing	Heritage	Recreation	Special Uses	Deacii Assets		
1.6	0.6	0.6	0.8	1.4		



### HISTORICAL TOURIST DEVELOPMENT TAX REVENUE

	FY19	FY20		FY21	FY22		FY23	FY24
October	\$ 791,701	\$ 748,068	\$	764,027	\$ 1,433,249	\$	1,472,774	\$ 1,502,822
November	\$ 734,460	\$ 828,129	\$	734,256	\$ 1,411,921	\$	1,419,713	\$ 1,554,762
December	\$ 888,565	\$ 964,804	\$	900,241	\$ 1,848,637	\$	1,878,754	\$ 2,089,638
January	\$ 827,594	\$ 904,473	\$	754,128	\$ 1,339,161	\$	1,707,915	\$ 1,731,678
February	\$ 1,004,681	\$ 1,012,638	\$	950,746	\$ 1,829,297	\$	1,947,956	\$ 1,994,649
March	\$ 1,435,691	\$ 691,517	\$	1,479,331	\$ 2,580,026	\$	2,778,964	\$ 2,903,360
April	\$ 1,191,039	\$ 254,852	\$	1,437,785	\$ 2,337,424	\$	2,439,606	
May	\$ 1,037,134	\$ 424,308	\$	1,430,279	\$ 1,862,167	\$	1,899,752	
June	\$ 1,230,856	\$ 988,383	\$	1,702,388	\$ 2,188,339	\$	2,263,926	
July	\$ 1,334,808	\$ 1,143,383	\$	1,954,847	\$ 2,517,580	\$	2,584,377	
August	\$ 805,973	\$ 765,057	\$	1,331,818	\$ 1,515,709	\$	1,405,773	
September	\$ 563,578	\$ 708,515	\$	946,292	\$ 1,336,608	\$	1,392,580	
Total	\$ 11,846,081	\$ 9,434,127	\$	14,386,139	\$ 22,200,117	\$2	23,192,091	\$ 11,776,909
Per Penny	\$ 2,961,520	\$ 2,358,532	\$	3,596,535	\$ 4,440,023	\$	4,638,418	
Per Penny								
Growth	5.0%	-20.4%	L	21.4%*	23.5%		4.5%	5.1%

Yellow = Introduction of Category 5 and reallocation of 4% TDT revenue

Green = 5% TDT Levied

\*FY21 per penny growth is compared to FY19 per penny growth



#### **TDT Revenue**

Requesting that the 4% projected TDT revenue increase for FY24 be maintained

Suggesting a 4% increase in projected TDT revenue for FY25

The anticipated FY25 TDT revenue is approximately \$25.1 million which will be allocated between the five categories of use as defined by Ordinance 2021-43

Category 1 Destination	Category 2	Category 3 Leisure and	Category 4 Admin and	Category 5	
Marketing	Arts, Culture, Heritage	Recreation	Special Uses	Beach Assets	
1.6	0.6	0.6	0.8	1.4	





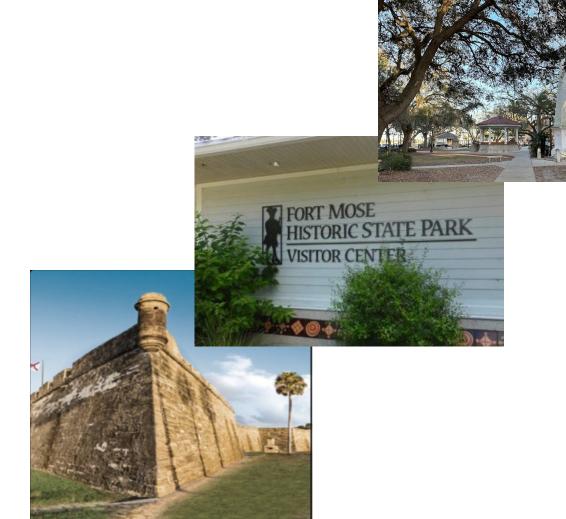
#### **Budget Suggestions for Consideration**

#### **Category 1 – Destination Marketing**

- VCB Core Services Contract
- Tourism Marketing Contract
- Cultural Events Inc Allocation

#### Category 2 – Arts, Culture and Heritage

- Cultural Council Contract
- Arts Culture and Heritage Grants
- Cultural Events Inc Allocation



#### **Budget Suggestions for Consideration**

#### **Category 3 – Leisure and Recreation**

- Solomon Calhoun CIP
- Ball Field Improvements and Equipment
- Artificial Reef Program
- Sports Marketing Grants
- Debt Service
- Parks and Recreation Department Staff



#### **Budget Suggestions for Consideration**

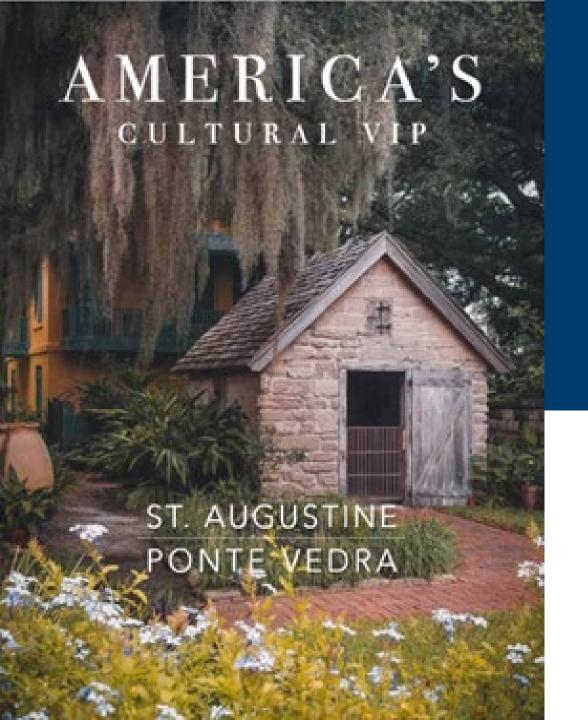
Category 4 – Admin and Special Uses

- Visitor Information Centers
- Holiday Lights and Fireworks
- Cultural Events LLC Allocation
- TPC Support
- Tourism Development Projects
- Tourism Department Staff

**Category 5 – Beach Assets** 

- Beach Operations
- Beach Renourishment





# Tourist Development Council Budget Recommendations

The TDC will review the Tourism Budget in

May and June and make recommendations to

the Board of County Commissioners





