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**AN ORDINANCE ESTABLISHING THE SEMINOLE COUNTY TOURISM IMPROVEMENT DISTRICT (SCTID); PROVIDING FOR ADOPTION OF THE SCTID PLAN; PROVIDING FOR SERVICES AND IMPROVEMENTS TO BE PROVIDED AND FOR RELATED COST ESTIMATES; PROVIDING FOR SCTID BOUNDARIES; PROVIDING FOR THE SCTID ASSESSMENT AND LEVYING METHODOLOGY; PROVIDING FOR METHOD OF COLLECTION OF ASSESSMENTS; PROVIDING FOR THE ESTABLISHMENT OF THE SCTID ADVISORY BOARD; PROVIDING FOR EXCLUSION FROM CODIFICATION; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, on May 14, 2024, the Board of County Commissioners of Seminole County (the “Board”) adopted Ordinance No. 2024-12, creating the procedures and requirements to establish, operate, modify, renew, and dissolve Tourism Improvement Districts in the County; and

**WHEREAS**, the County understands that tourism is a vital driver of the County economy and essential for its success; and

**WHEREAS**, the County has supported the efforts of the Owners of Tourism Properties to create a Tourism Improvement District to generate dedicated funding to cover costs of additional services and improvements which support tourism promotion efforts within the County; and

**WHEREAS**, the County and Owners of Tourism Properties initiated proceedings to establish the proposed Seminole County Tourism Improvement District by promulgating and circulating for required signatures a petition which included a summary of the Tourism Improvement District Plan, as required by Section 71.5, Seminole County Code; and

**WHEREAS**, Tourism Properties representing fifty percent (50%) or more of the number of available rooms and units located within the proposed Seminole County Tourism Improvement District signed petitions in favor of the establishment of the Seminole County Tourism Improvement District; and

28           **WHEREAS**, signed petitions in favor of the establishment of the Seminole County Tourism  
Improvement District were returned to and reviewed by the County’s Economic Development  
30 Administrator; and

**WHEREAS**, the County’s Economic Development Administrator determined that sufficient  
32 signatures were provided to support the creation of a Tourist Improvement District; and

**WHEREAS**, this Ordinance establishes the Seminole County Tourism Improvement District  
34 in accordance with the procedures and requirements set forth in Chapter 71, Seminole County Code  
of Ordinances; and

36           **WHEREAS**, the County finds it appropriate to enact this Ordinance and that it is in the best  
interest of the public health, safety and welfare of the citizens of Seminole County.

38           **NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY  
COMMISSIONERS OF SEMINOLE COUNTY, FLORIDA:**

40           **Section 1. Recitals/Legislative findings.** The above recitals are true and correct and form  
and include legislative findings which are a material part of this Ordinance.

42           **Section 2. Short Title; Defined Terms.** This Ordinance shall be known and referred to as  
the Seminole County Tourism Improvement District (“SCTID”) Ordinance. As used in this  
44 Ordinance, capitalized terms shall be defined as provided by Section 71.2, Seminole County Code.

**Section 3. Establishment of the Seminole County Tourism Improvement District.** There  
46 is hereby established the Seminole County Tourism Improvement District (“SCTID”), which shall  
have a ten (10) year term beginning on April 1, 2025, and ending March 31, 2035. In the event that  
48 bonds are issued to finance SCTID services and improvements, the SCTID may continue to levy  
Assessments until the maximum maturity of the bonds.

50           **Section 4. Tourism Improvement District Plan.** The Seminole County Tourism  
Improvement District Plan (“Plan”), attached to this Ordinance as Exhibit “A” and incorporated in  
52 this Ordinance by reference, is hereby adopted and approved.

**Section 5. Services and Improvements.** The Services and Improvements to be provided  
54 shall be funded by the proceeds of the Assessments and will be strategically deployed via methods  
directed at promoting the entire District and maximizing demand for overnight stays in Tourism  
56 Properties paying the SCTID Assessment. The revenue from the levy of the Assessment shall not be  
used for any purpose other than the purposes specified in this Ordinance, the District Assessment  
58 Resolution, and the Plan.

          As further described in the Plan, specific programs and initiatives of the SCTID will include  
60 1) Capital improvements & Debt Service, 2) Sales, 3) District Development, 4) Costs of  
Administration and Operations, 5) Contingency/Reserve Funds, and 6) Other improvements and  
62 services designed to enhance tourism and drive visitation to tourism properties located within the  
SCTID, and other services and improvements as set forth in the Plan.

64           **Section 6. Estimate of the Services and/or Improvements Cost.**

          A. The total SCTID estimated service cost for the initial year of its operation is  
66 anticipated to be approximately \$3,228,242.50. A similar estimated service cost is expected to apply  
to subsequent years, although such budget is expected to fluctuate as bonds are issued in relation to  
68 improvements described in the Plan, and as assessed Tourism Properties open and close.

          B. The costs of forming the SCTID shall be paid from SCTID Assessment revenues.  
70 Bonds may be authorized for the provision of SCTID services and improvements.

          C. Unused Assessment funds collected during any year may be rolled over to the  
72 subsequent year to be used for SCTID Services and Improvements. If the SCTID is renewed,  
remaining funds shall be transferred to the renewed SCTID. All funds not expended during the

74 SCTID’s term shall be refunded to the Owners of Tourist Properties by applying the same method  
and basis utilized to calculate the Assessment.

76 D. The Assessments shall be used for the purposes set forth herein and any funds  
remaining at the end of any year may be used in subsequent years in which the SCTID assessment is  
78 levied as long as they are used consistent with the requirements set forth herein.

**Section 7. Boundaries.** The SCTID includes all Tourism Properties with sixty (60) rooms  
80 or more available for occupancy and located within the County of Seminole as shown on the map  
attached herein. A map depicting the SCTID boundaries is provided in Section II of the Plan.

82 **Section 8. Assessment Rate and Levying Methodology.** A fixed rate shall be assessed per  
night, per room available for occupancy shall be levied against all Tourism Property parcels having  
84 sixty (60) or more rooms available for occupancy and operating within the SCTID. The effective date  
of the Assessment shall be April 1, 2025.

86 **Section 9. Method of Collection of Assessments.** The Seminole County Tax Collector will  
invoice Owners and collect the assessment monthly, including any interest and/or charges for  
88 nonpayment, from all Tourism Property Owners subject to the assessment, and will remit it to the  
Seminole County Office of Economic Development and Tourism using such forms and procedures  
90 specified by the Seminole County Office of Economic Development and Tourism.

**Section 10. Advisory Board.** The Board shall establish by resolution the Seminole County  
92 Tourism Improvement District (“SCTID”) Advisory Board to administer the SCTID and to make  
recommendations to the Board on implementation of the Services and Improvements described in the  
94 Plan.

**Section 11. Codification.** It is the intention of the Board of County Commissioners that the  
96 provisions of this Ordinance will not be codified.

98 **Section 12. Severability.** If any provision or application of this Ordinance to any person or  
circumstance is held invalid, then it is the intent of the Board of County Commissioners that such  
100 invalidity will not affect other provisions or applications of this Ordinance that can be given effect  
without the invalid provision or application and, to this end, the provisions of this Ordinance are  
declared severable.

102 **Section 13. Effective Date.** The County will provide a certified copy of this Ordinance to  
the Florida Department of State by the Clerk of the Board of County Commissioners in accordance  
104 with Section 125.66, Florida Statutes. This Ordinance shall take effect upon filing a copy of this  
Ordinance with the Department of State by the Clerk to the Board of County Commissioners.

106 **BE IT ORDAINED** by the Board of County Commissioners of Seminole County, this  
\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

ATTEST:

BOARD OF COUNTY COMMISSIONERS  
SEMINOLE COUNTY, FLORIDA

\_\_\_\_\_  
GRANT MALOY  
Clerk to the Board of  
County Commissioners of  
Seminole County, Florida

\_\_\_\_\_  
JAY ZEMBOWER, Chairman

JBN  
2/10/24  
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SEMINOLE COUNTY TOURISM IMPROVEMENT DISTRICT PLAN

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## I. OVERVIEW

The Seminole County Tourism Improvement District (SCTID) is a special assessment district proposed to fund tourism promotion efforts to benefit tourism property owners that are located within the District and pay the SCTID assessment. This tourism improvement district plan (Plan) has been prepared in accordance with the requirements of Seminole County Ordinance No. 2024-12 (TID Ordinance).

*Location:* The SCTID includes all tourism properties with sixty (60) rooms or more available for public occupancy and located within the proposed boundaries of the SCTID as shown on the map included herein.

*Services:* The SCTID shall provide capital improvements & debt service, sales, destination development, related administration / operations programs, and other improvements and activities designed to enhance tourism and drive visitation to tourism properties located within the SCTID. All above-referenced services are intended to increase demand for overnight tourism and market the tourism properties subject to this Plan as premiere destinations for tourists, meetings, and events, thereby increasing demand for room night sales.

*Service/Improvement Cost:* The total SCTID estimated service cost for the initial year of its operation is anticipated to be approximately \$3,167,561. A similar estimated service cost is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do, and as tourism properties open and close.

*Assessment:* All tourism properties with sixty (60) rooms or more operating within the SCTID and which are available for public occupancy shall be assessed a fixed amount. An assessment of \$1.75 per night, per available room shall be levied against all applicable tourism properties within the boundaries of the SCTID.

*Collection:* The Seminole County Tax Collector will collect the assessment monthly, including any interest and/or charges for nonpayment, from all tourism property owners subject to the assessment, and will remit it to the Seminole County Office of Economic Development and Tourism using such forms and procedures specified by the Seminole County Office of Economic Development and Tourism.

*Duration:* The SCTID will have a ten (10) year term, beginning on or around March 1, 2025, as established in the TID Ordinance, and ending ten (10) years from its start date. In the event that bonds are issued to finance SCTID services and improvements, the SCTID may continue to levy assessments until the maximum maturity of the bonds.

*Management:* In accordance with the TID Ordinance, an Advisory Board shall be established by the Board of County Commissioners and designated to administer the SCTID and provide the improvements, maintenance, and activities described in this Plan.

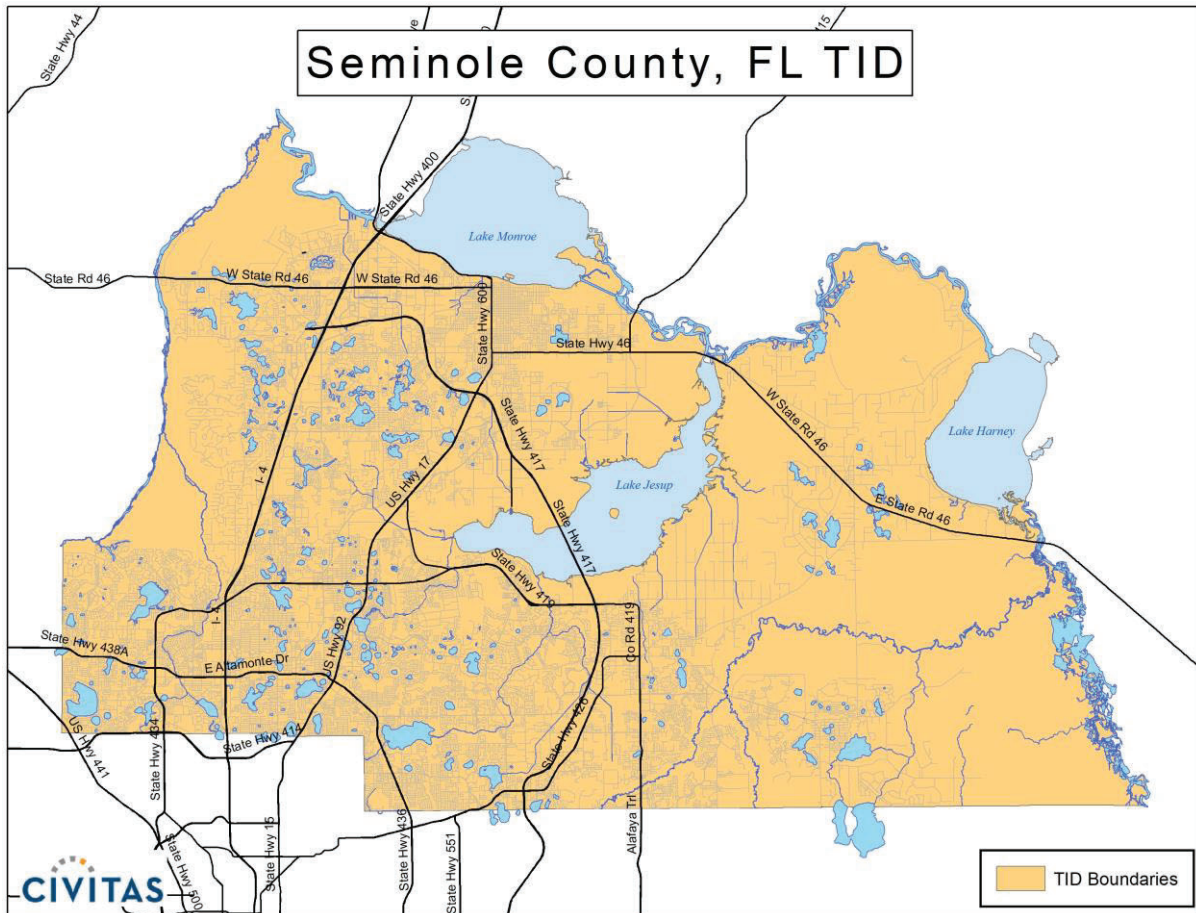
## II. SERVICE AREA

The boundaries of the service area of the SCTID are depicted in the map below. The service area of the SCTID shall include all tourism properties with sixty (60) rooms or more available for public occupancy and located within the County of Seminole.

“Tourism property,” as used herein means: any property which contains a tourist-serving lodging business, including but not limited to a hotel, apartment hotel, motel, resort motel, vacation rental property, apartment, apartment motel, in which any living quarter or accommodation is rented, leased, or let for consideration for a

term of six (6) months or less.

Any tourism property, including those in which a new tourist-serving lodging business that commences operations during the term of the SCTID, that meets this definition may be incorporated into the SCTID consistent with the procedures set forth in the TID Ordinance.



### III. SCTID PROGRAMS & SERVICES

The funds generated by the SCTID assessment will be strategically deployed via capital improvements and debt service, sales, destination development, and related administration aimed at promoting the entire District and maximizing demand for overnight stays in tourism properties paying the SCTID assessment. The above-listed activities and improvements are also hereby proposed for all subsequent years of the SCTID until the conclusion of its term. Specific programs and initiatives will include the following:

#### Capital Improvements & Debt Service

The capital improvements and debt service portion of the SCTID budget may be used to fund capital improvements within the boundaries of the District, which are designed to increase demand for room night sales for assessed tourism properties. These capital improvements may include, but are not limited to, tourism infrastructure and construction or enhancements of tourism facilities. The SCTID may issue bonds related to capital improvements. SCTID assessment revenue will serve as the primary revenue source responsible for servicing the bonds issued by Seminole County for any proposed capital improvement project.

If SCTID capital improvements are financed by bonds issued by Seminole County, and SCTID collections are lower than anticipated, Seminole County is obligated to fund the discrepancy.

### **Sales**

A strategic sales and services program will secure and provide services to events, meetings, and to free and independent travelers, coming to Seminole County with a goal of driving incremental District-wide and event-center related business from key vertical, feeder and growth markets to the benefit of the assessed tourism properties. The sales program will include, but is not limited to, the following kinds of activities:

- Dedicated funds to support incentives, hosting fees and other offsetting costs associated with securing strategic industry events, incremental group and convention business, sports tournaments and events, and/or large-scale events for the District that generate room nights for the assessed tourism properties;
- Direct sales activities driving District-wide and event-center related business – in turn, benefitting the assessed tourism properties by driving demand for room nights and compression for the assessed tourism properties;
- Activities related to attracting sports and leisure groups;
- Strategic partnerships, sponsorships, or other alliances that reinforce Seminole County as a destination of choice within the travel marketplace for meetings, events, sports tournaments and leisure travel – in turn, generating greater demand for room night sales to the assessed tourism properties;
- Attendance at tradeshow, conferences, and professional industry/partner events to promote the District and the assessed tourism properties; and
- Sales missions, site inspections and familiarization tours in domestic and international markets that showcase the District and the assessed tourism properties.

### **District Development**

Funds may be deployed to support development services for the District that enhance the overall visitor experience with an emphasis on overnight visitors at the assessed tourism properties. SCTID will develop specific criteria for funding these services, including an understanding that any such services and projects would be additive to, and not in the place of core services.

### **Administration and Operations**

The administration and operations portion of the SCTID budget shall be used for enhanced and or new administrative staffing costs, office costs, advocacy, ROI measurement, ROI reporting and other general administrative costs (such as insurance, legal, and accounting fees) incurred by the Seminole Office of Economic Development and Tourism.

This administration and operations portion of the budget will also support the meetings of the SCTID advisory board and shall only be available for activities that support the SCTID.

### **Contingency/Reserve**

A portion of the SCTID budget will be allocated to a contingency fund to account for lower than anticipated collections. If collected contingency funds remain in the budget near the expiration of the SCTID term, and tourism property owners wish to renew the SCTID, the contingency funds may be used for renewal costs. Similarly, the Advisory Board can allocate such contingency funds in one year to be held in reserve to fund specific events/programs in a future year.

## **IV. SCTID SERVICE COST**

The total SCTID estimated service cost for the initial year of its operation is anticipated to be approximately \$3,167,561. A similar service cost is expected to apply to subsequent years, but this budget is expected to fluctuate as bonds are issued in relation to improvements described in this Plan, and as assessed tourism

properties open and close. The costs of forming the SCTID shall be paid from SCTID assessment revenues. Each budget category shall include all costs related to providing the services that pertain thereto. For example, the destination development program budget shall include the cost of staff time dedicated to overseeing and implementing the destination development program. Staff time dedicated purely to administrative tasks is allocated to the administration and operations portion of the budget. The staffing levels necessary to provide the services above will be determined by the Advisory Board on an as-needed basis.

**V. COST-SHARING FORMULA**

**A. TOURISM PROPERTIES SUBJECT TO THE ASSESSMENT & METHOD OF LEVYING THE ASSESSMENT**

All tourism properties operating within the SCTID shall be assessed a fixed amount. An assessment of \$1.75 per night, per available room shall be levied against all tourism properties with sixty (60) rooms or more within the SCTID. An assessed tourism property may place the assessment as a mandatory surcharge on the consumer's receipt or guest folio.

**B. BONDS**

Bonds may be authorized for the provision of SCTID services and improvements.

**C. ROLLOVER FUNDS**

Any and all unused assessment funds collected during a year may be rolled over to the subsequent year to be used for programs detailed in Section III. All funds not expended for programs during the SCTID's term shall be refunded to the owners of tourism properties subject to the SCTID assessment by applying the same method and basis that was used to calculate the assessment. If the SCTID is renewed, any remaining funds from the SCTID shall be transferred to the renewed SCTID.

**D. COLLECTIONS/CHARGES FOR NONPAYMENT**

The assessed tourism property shall collect, account for, and remit the assessment to the Seminole County Tax Collector using such forms and procedures as may be specified by the Seminole County Office of Economic Development and Tourism.

**E. BASELINE SERVICES**

SCTID programs are intended to supplement, not supplant, existing services. After establishing the SCTID, Seminole County shall not decrease the level of publicly funded services existing in the District's boundaries prior to SCTID formation.

**VI. TIME FOR COMPLETION OF ALL PROPOSED PROGRAMS AND SERVICES**

All programs and services identified in this Plan will commence during the first year of the term of the SCTID and shall continue on an ongoing basis for the entire term of the SCTID. Pursuant to the TID Ordinance, upon renewal, the SCTID may have a term not to exceed twenty (20) years. Notwithstanding this limitation, if the SCTID finances improvements with bonds, it may continue to levy assessments until the maximum maturity of those bonds.

**VII. SCTID MANAGEMENT**

An advisory board shall be established by the Board of County Commissioners and designated as the Owners' Association to administer the SCTID and provide the services and improvements described in this Plan. Members of the advisory board shall not be members of the Tourism Development Council.