



## Legislation Text

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File #: 2024-0646, Version: 1

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### **Title:**

Consider a new Ordinance adopting a new Chapter 71 of the Seminole County Code of Ordinances entitled “Economic Development”; creating Article I of Chapter 71 entitled “Tourism Improvement Districts” to provide for the procedures and requirements to establish, operate, modify, renew, and dissolve Tourism Improvement Districts in Seminole County. Countywide (**Gui Cunha, Tourism and Economic Development Administrator**)

### **Division:**

Innovation and Strategic Initiatives - Tourism

### **Authorized By:**

Andrea Wesser-Brawner, Innovation and Strategic Initiatives Chief Officer

### **Contact/Phone Number:**

Gui Cunha/407-665-2901

### **Background:**

In 2023, Seminole County Government concluded a Tourism Improvement District Feasibility Study through Civitas Advisors that was requested by the Tourist Development Council. The Tourism Improvement District Feasibility Study supported the concept that areas within Seminole County have a need for a proactive effort to provide services and improvements that specially benefit specific tourism properties to increase overnight visitor demand.

A dedicated funding source is needed to cover certain costs of additional services and improvements to support continued, consistent tourism promotion efforts within Seminole County. The purpose of the Tourism Improvement District Procedural Ordinance is to establish the procedure for the establishment, operation, modification, and dissolution of Tourism Improvement Districts within the County, and to ensure that Tourism Improvement District assessments conform to all constitutional requirements and are determined and levied in accordance with the procedure set forth in the ordinance.

## Seminole County Visitor Study (most recent) 2022-2023

- Economic Impact: \$1,236,299,700
- Visitors: 2,243,300
- Direct Visitor Spending: \$740,437,300
- Tourism Supported Jobs: 11,960
- Tourism Wages and Salaries: \$363,503,900
- Sports Tourism Economic Impact to Seminole County over \$300 million total (since the construction of the Sports Complex in 2016)

### **Requested Action:**

Staff requests the Board adopt an Ordinance adopting a new Chapter 71 of the Seminole County Code of Ordinances entitled “Economic Development”; creating Article I of Chapter 71 entitled “Tourism Improvement Districts” to provide for the procedures and requirements to establish, operate, modify, renew, and dissolve Tourism Improvement Districts in Seminole County