

**Who:** Walton County Chamber Foundation North Walton TDT Referendum Political Action Committee

**What:** TDC and Governing Statutes: 125.0104

- The Tourist Development Tax, or bed tax, is collected from visitors staying in hotels, condos and other short-term rentals (periods of time less than 6 months). As such, this is not a tax that locals and residents normally pay.
- The starting tourist tax for any new district will be 2%.
- In accordance with Florida law, 40% of the tax received must be used to market and promote the corresponding taxing district (In this case, north Walton). The remaining 60 percent would also be spent to the direct benefit of north Walton, and could be used more broadly, such as to support events, programs or infrastructure that benefit visitors and locals alike in the special taxing district.
- Per state Statutes each county will have only one TDC council but can have multiple taxing districts.
- At least 60 days prior to the enactment of the ordinance levying the tax, the governing board of the county shall adopt a resolution establishing positions for representative members of the new taxing district to be appointed to the Walton County Tourist Development Council, and indicating the intention of the county to consider the enactment of an ordinance levying and imposing the tourist development tax.
- Prior to enactment of the ordinance levying and imposing the tax, the county tourist development council shall prepare and submit to the governing board of the county for its approval a plan for tourist development.

**When:** November 3, 2020 ballot

**Where:** Taxing district includes everything north of the Choctawhatchee Bay to the Alabama state line and to the west and east county boundaries.

#### **How/FAQ**

- On August 11, 2020, Walton County BCC approved placing a referendum on the November 3, 2020 ballot
- Two elected officials from north of the bay will be appointed to the Tourist Development Council
- A nine-seat North TDT Committee will be established, which will eliminate the existing North Walton Events Committee (that function rolls in to general marketing covered by the tax)
- Foundation PAC will be leading organization on providing education and soliciting support for the North Walton TDT
- Referendum voted on by registered voters living north of the bay in the taxing district

#### **TBD/FYI**

- Financial supporters of PAC to support costs associated with marketing/grass roots efforts
- Timeline and budget (working)
- Looking at starting seven to eight weeks out from election to get ahead of mail-in ballot distribution
- Ballot language (working)
- Other business/group support (working)