

Tourism Drives Business in Walton County

- More than 23,000 Walton County jobs are created by tourism
- Visitors from out of the area spend more than \$3.5 billion in Walton County annually, including:
 - \$1 billion on accommodations
 - \$746 million on dining
 - \$680 million on shopping
 - \$461 million on entertainment
 - \$217 million on groceries
 - \$206 million on transportation
- Tourism generates an annual total economic impact of \$5.2 billion for Walton County
- Visitors pay more than 67% of all taxes in Walton County, saving every Walton County household an average of \$1,354 in taxes
- Tourism encourages economic development—restaurants, healthcare, shops, construction, etc.
- Tourism pays for amenities enjoyed by locals and visitors, including lifeguards, public beach accesses, parking, bike paths, beautification projects, events and more
- 100% of all tourism marketing is funded by the Tourist Development Tax (TDT)
- **100% of the TDT collections are paid by visitors**

The Proposed North Walton TDT

- A TDT for North Walton can result in more jobs, lower taxes for locals, greater promotion of North Walton County, and a higher profile for North Walton's businesses and attractions
- In accordance with Florida law, funds raised from visitors through a TDT in North Walton would be spent to benefit/promote North Walton, likewise the funds raised in South Walton are used to benefit/promote South Walton
- The TDT collections collected in North Walton can be used to promote historical and eco-tourism attractions in North Walton
- The TDT collections can also be used for tourism related infrastructure improvements that benefit locals and visitors alike
- Enacting a TDT in North Walton will allow inclusion of two North Walton elected representatives on the Tourist Development Council
- Upon passage of the referendum, the BCC will create a North Walton Committee that will serve in an advisory capacity to the Tourist Development Council; the committee will be made up of 9 members representing the North Walton tourist industry
- **100% of the North Walton TDT will be paid only by short-term visitors (not long-term renters or residents)**

Source: 2019 Tourism Update—compiled from Walton County TDC annual research on economic impact

