

FILED

OCT 10 12 59 PM '96

SECRETARY OF STATE

ORDINANCE NO. 96-21

AN ORDINANCE OF HERNANDO COUNTY, FLORIDA, AMENDING SECTION 27-32 OF THE HERNANDO COUNTY CODE; PROVIDING FOR THE ADOPTION OF A NEW COUNTY TOURIST DEVELOPMENT PLAN; PROVIDING FOR SEVERABILITY CLAUSE; PROVIDING FOR INCLUSION IN THE CODE; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Hernando County Tourist Development Council has approved and recommended to the Hernando County Board of County Commissioners a substantially revised County plan for Tourist Development; and

WHEREAS, in accordance with Section 125.0104(4)(d), Florida Statutes, the first plan of tourist development may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the governing board.

NOW THEREFORE BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF HERNANDO COUNTY, FLORIDA

SECTION 1.

Section 27-32 of the Hernando County Code of Ordinances is hereby repealed in its entirety.

SECTION 2.

The new Section 27-32 of the Hernando County Code of Ordinances shall read as follows:

The tax revenues received pursuant to this article shall be used to fund the County Tourist Development plan, which is attached to Ordinance No. 96-21 as Exhibit "A", and which is hereby adopted and incorporated into this article

in haec verba.

SECTION 3. INCLUSION IN THE CODE

It is the intention of the Board of County Commissioners of Hernando County, Florida and it is hereby provided that the provisions of this ordinance shall become and be made a part of the Code of Ordinances of Hernando County, Florida. to this end, the sections of this ordinance may be renumbered or relettered to accomplish such intention, and that the word "ordinance" may be changed to "section", "article", or other appropriate designation.

SECTION 4. SEVERABILITY

If any section, subsection, sentence, clause phrase, or portion of this ordinance is for any reason held invalid or unconstitutional by any Court of competent jurisdiction, or administrative agency, such portion shall be deemed a separate, distinct and independent provision, and except as otherwise expressly provided herein, such holding shall not affect the validity of the remaining portions thereof, all of which will remain in full force and effect, except as otherwise provided for herein.

SECTION 5. EFFECTIVE DATE

This ordinance shall become effective upon filing with the Department of State.

ADOPTED BY THE BOARD OF COUNTY COMMISSIONERS in Regular Session

this 30th day of September 1996.



Attest:

Karen Nicolai
KAREN NICOLAI
Clerk

**BOARD OF COUNTY COMMISSIONERS
HERNANDO COUNTY, FLORIDA**

By

Hannah M. Robinson
HANNAH M. ROBINSON
Chairwoman

Hernando County Tourist Development Plan

1. Anticipated Net Tourist Tax Revenue. The anticipated tax revenue to be derived during twenty-four operating months beginning October 1, 1996, is \$350,000. Actual revenues may be more or less than anticipated tax revenues.

2. Proposed Use of Tax Revenue. The general uses and projects that are to be funded by the tax revenue and their relative priority are as follows:

- | | |
|---|-----|
| I. Promotion: | 74% |
| A. Advertising, including, media placement, production, and consultation. | |
| B. Public Relations, including, operation of tourist bureau and welcome center as county agencies, press releases, photographic support | |
| C. Marketing, including, direct sales, equipment & service of toll free line, postage, market research, inquiry list | |
| D. Special Events, including, advertising and promotion of special project or events | |
| II. Product Improvement | 12% |
| A. Infrastructure maintenance or improvement as authorized by Florida Statute 125.0104(5) (a)1 and 4 | |
| III. Administration -- General overhead not associated with any enterprise or effort | 14% |

Exhibit "A"

Categories are not limited to examples, listed percentages are intended only as general policy statement and shall not be construed to limit appropriations or expenditures materially in conformance with the proposed and priorities established by this plan.

3. Cooperation with governmental entities. The TDC and the Board shall cooperate and coordinate where possible with the City of Brooksville and the City of Weeki Wachee to promote tourism throughout Hernando County. The Board shall make its resources, such as county offices and agencies, available for assistance to the TDC. The Board and the TDC shall seek support from the local municipalities in implementing its tourist promotion projects.

4. Cooperation with the private sector. The private sector shall be encouraged to promote tourism in Hernando County, Florida, with regard to the following areas:

- (I) Improve the appearance of improved and unimproved property to improve the overall image of Hernando County;
- (ii) Conduct its business in a manner and method that promotes tourism; and
- (iii) Encourage cooperative advertising between the public and private sector.

The private sector along with the Board, the TDC and local municipalities shall work together to improve the highways and other transportation centers into and out of Hernando County.

5. The boundaries of the TDC tax district shall remain as previously established.