



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#15-1496

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: November 17, 2015

TITLE: Resolution in Support of an Additional 1% (1-cent) for Tourist
Development Tax Earmarked for Marketing, Beach Renourishment, and
Convention Center Expansion

Recommendation

It is recommended that the City Commission of the City of Fort Lauderdale, Florida, approve a resolution in support of an additional 1%(1-cent) Tourist Development Tax (TDT) and setting priorities as marketing of the Greater Fort Lauderdale area, beach renourishment, and Convention Center expansion.

Background

The Tourist Development Tax in Broward County is currently levied at 5% or 5 cents on each dollar spent in Broward County for short term accommodations such as hotels, time shares, or homes rented for six months or less. The revenue from the Tourist Development Tax is collected by Broward County and allocated for several important competing demands including beach renourishment, convention center expansion and operations, marketing of the greater Fort Lauderdale area, cultural arts support, and support for the County-owned arena. Since approximately 50% of the TDT is generated and collected from properties within the City of Fort Lauderdale, it is critical that the funds generated are to support the high quality and service demands associated with heightened tourism activities within the City of Fort Lauderdale.

The Tourist Development Council has expressed an interest in levying an additional 1% Tourist Development Tax for Broward County which is the final penny allowable under the state statutes. The City supports this additional levy, but is requesting that the funds be prioritized for use as follows:

- Marketing of the Greater Fort Lauderdale Area
- Beach Renourishment
- Convention Center Expansion

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the **Internal Support Cylinder of Excellence**, specifically advancing:

- **Goal 12:** Be a leading government organization, managing resources wisely and sustainably.
- **Objective 1:** Ensure sound fiscal management.
- **Initiative 1:** Achieve a structurally balanced budget through viable revenue sources, smart financial management, comprehensive financial forecasting, and results-oriented and efficient services.

Attachment

Exhibit 1 - Resolution

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