

**Date: September 1, 2015**



## **AGENDA ITEM**

Marion County Commission

---

**SUBJECT: Request Approval to Schedule and Advertise a Public Hearing to Consider an Ordinance Regarding a 3rd Cent Tourist Development Tax on Tuesday, September 15, 2015 at 10:00 a.m.**

**INITIATOR: Loretta Shaffer, Executive DEPARTMENT: Tourist Development Director**

**DESCRIPTION/BACKGROUND:** At the August 20<sup>th</sup>, 2015 Tourism User Fee workshop, the Board of County Commissioners (BCC) reached a consensus and provided direction to move forward and schedule a public hearing on the 3<sup>rd</sup> penny at the September 15, 2015 regular BCC meeting.

It was the general consensus to also include language addressing a goal of increasing occupancy rate by 15% over a period of 5 years in the shoulder season, which is typically defined as a period of months where occupancy was lower than the rest of the year. In this case, the shoulder season includes the second, third and fourth quarter of the year.

**BUDGET/IMPACT:** None

**RECOMMENDED ACTION:** Motion to legally advertise and schedule for a public hearing to consider an Ordinance regarding a 3<sup>rd</sup> Cent Tourist Development Tax on Tuesday, September 15, 2015 at 10:00 a.m.

**Date: September 1, 2015**



## **AGENDA ITEM**

Marion County Commission

---

**SUBJECT:** Request Approval to Schedule and Advertise a Public Hearing to Consider an Ordinance Regarding a 4th Cent Tourist Development Tax on Tuesday, September 15, 2015 at 10:00 a.m. or Immediately Following Previously Scheduled Workshop

**INITIATOR:** Loretta Shaffer, Executive **DEPARTMENT:** Tourist Development Director

**DESCRIPTION/BACKGROUND:** At the August 20<sup>th</sup>, 2015 Tourism User Fee workshop, the Board of County Commissioners (BCC) reached a consensus and provided direction to move forward and schedule a public hearing on the 4<sup>th</sup> Penny at the September 15, 2015 regular BCC meeting.

**BUDGET/IMPACT:** None

**RECOMMENDED ACTION:** Motion to legally advertise and schedule for a public hearing to consider an Ordinance regarding a 4<sup>th</sup> Cent Tourist Development Tax on Tuesday, September 15, 2015 at 10:00 a.m. or immediately following previously scheduled workshop.