RESOLUTION NO. 10-33

A RESOLUTION OF THE CITY OF MARCO ISLAND CITY COUNCIL, FLORIDA, PROVIDING ITS SUPPORT FOR YEAR ROUND DESTINATION ADVERTISING, SUPPORT FOR ADDING ONE PERCENT TO THE TOURIST DEVELOPMENT TAX FOR THIS PURPOSE, AND OPPOSITION TO THE REALLOCATION OF THE CURRENT FOUR PERCENT OF THE TOURIST DEVELOPMENT TAX.

WHEREAS, the Coastal Advisory Committee of Collier County, Florida is charged with assisting the Board of County Commissioners (BCC) with its establishment of unified beach erosion control and inlet management programs and to advise the BCC and Tourist Development Council (TDC) of project priorities with respect to funding sources that are available to the County for restoration and protection of its shoreline pursuant to Ordinance No. 01-3; and

WHEREAS, the City of Marco Island City Council has discussed and carefully considered options presented regarding the County's need for year-round destination advertising, the potential to add one percent to the current four percent Tourist Development Tax, and whether to reallocate the current four percent tax which would negatively affect the beach maintenance, beach renourishment, and beach park facility fund(s); and

WHEREAS, the City of Marco Island City Council is in support of year-round destination advertising and in support of adding one percent to the current Tourist Development Tax for this purpose. We are opposed to reallocating the current four percent Tourist

Development Tax if the reallocation will negatively affect the beach maintenance, beach renourishment, and beach park facility fund(s); and

WHEREAS, the City of Marco Island City Council finds that the current level of funding (approximately fifty percent of the total tax collected) is necessary for beach maintenance, beach renourishment, and beach park facility fund(s); and

WHEREAS, the City of Marco Island City Council forwards this Resolution and recommendation to the Tourist Development Council and the Board of County Commissioners for consideration.

NOW THEREFORE, BE IT RESOLVED BY THE MARCO ISLAND CITY COUNCIL, FLORIDA, that we support year-round destination advertising, support adding one percent to the current Tourist Development Tax for a total of five percent, and oppose reallocating the current four percent Tourist Development Tax if the reallocation will negatively affect the beach maintenance, beach renourishment, and beach park facility fund(s).

BE IT FURTHER RESOLVED that the Marco Island City Council forwards this Resolution and recommendation to the Tourist Development Council and Board of County Commissioners for consideration.

PASSED AND DULY ADOPTED by the City of Marco Island, Florida, this 4th day of October, 2010.

By: _____
Frank R. Recker, Chairman
Marco Island City Council

(SEAL)

Attest:

By: _____
Laura Litzan, City Clerk