



1           **Section 1.** Chapter 27 (Taxation), Article III (Tourist Development), Section 27-32  
2 (Revenues Used to Fund Plan), of the Code is hereby amended as follows:

3                   **Sec. 27-32. - Revenues Used to Fund Plan.**

4           The tax revenues received pursuant to this article shall be used to fund the ~~county~~  
5 ~~tourist development plan;~~ County Tourist Development Plan which is ~~attached to~~  
6 ~~Ordinance No. 2008-06 as Exhibit "A", and which is hereby adopted and incorporated~~  
7 ~~into this article in hacc verba~~ outlined in Section 27-32.1 of this Code.

8           **Section 2.** Section 27-32.1 shall be added to the Code and shall read as follows:

9                   **Sec. 27-32.1 - Hernando County Tourist Development Plan.**

10           (a)    The anticipated net tax revenue to be derived during twenty-four operating  
11 months beginning October 1, 2025, is \$3,000,000.00. Actual net revenues may be more  
12 or less than anticipated.

13           (b)    The general uses and projects that are to be funded by the net tax revenue  
14 and their relative priority are as follows:

15                   (1)    Marketing and Operations: 80%

16                           A.    Operation of a Visitors Bureau, including staff salaries and  
17 benefits, and office expenses, including rent and utilities.

1                   B.     Advertising, including media placement, production and  
2                   consultation; marketing including direct sales, trade shows, equipment,  
3                   postage, market research and data services.

4                   C.     Public relations, including attendance at media events,  
5                   press releases, photographic and video support, familiarization and press  
6                   tours, including but not limited to, meals and lodging expenses for  
7                   members of the media.

8                   D.     Special events, including advertising and promotion of  
9                   special projects or events.

10                  (2)     Destination Development: 20%

11                  Acquire, construct, extend, enlarge, remodel, repair, improve, maintain,  
12                  operate, or promote one or more zoological parks, fishing piers or nature centers,  
13                  which are County owned and operated and open to the public; to finance beach  
14                  park facilities, or beach, channel, estuary, or lagoon improvement, maintenance,  
15                  renourishment, restoration, and erosion control, including construction of beach  
16                  groins and shoreline protection, enhancement, cleanup, or restoration of inland  
17                  lakes and rivers to which there is public access as those uses relate to the physical  
18                  preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or  
19                  river.

(3) Categories are not limited to the examples and listed percentages shown above and are intended only as a general policy statement and shall not be construed to limit appropriations or expenditures materially in conformance with the proposed priorities established by this plan, provided that all expenditures must have as their main purpose the attraction of tourists to the County, and are subject to Fla. Stat. §§ 125.0104(5)(a) and (b).

**Section 3. Severability.** It is declared to be the intent of the Board of County Commissioners that if any section, subsection, clause, sentence, phrase, or provision of this ordinance is for any reason held unconstitutional or invalid, the invalidity thereof shall not affect the validity of the remaining portions of this ordinance.

**Section 4. 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. 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 any other appropriate designation.

**Section 5. Conflicting Provisions Repealed.** All ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

**Section 6. Effective Date.** This ordinance shall take effect immediately upon receipt of official acknowledgment from the office of the Secretary of State of Florida that this ordinance has been filed with said office.

**BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF**  
**HERNANDO COUNTY** in Regular Session this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

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

Attest: \_\_\_\_\_  
DOUGLAS CHORVAT, JR.  
Clerk and Comptroller

By: \_\_\_\_\_  
BRIAN HAWKINS  
Chairman

Approved for Form and Legal Sufficiency

Melissa Tartaglia  
County Attorney's Office