1 ORDINANCE NO.: 2025-2 AN ORDINANCE OF HERNANDO COUNTY, FLORIDA, AMENDING 3 SECTION 27-32 OF THE HERNANDO COUNTY CODE; PROVIDING FOR THE ADOPTION OF A NEW TOURIST DEVELOPMENT PLAN WHICH WILL BE 4 INTERLINED AS SECTION 27-32.1 OF THE HERNANDO COUNTY CODE; 5 6 PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE 7 CODE; AND PROVIDING FOR AN EFFECTIVE DATE. 8 WHEREAS, the Board of County Commissioners of Hernando County desires to amend 9 Chapter 27, (Taxation), Article III (Tourist Development), Section 27-32 (Revenues Used to Fund 10 Plan), and to add Section 27-32.1 (Hernando County Tourist Development Plan) to provide for 11 interlining the new county tourism development plan within the Hernando County Code (the Code); 12 and 13 WHEREAS, it is in the best interests of Hernando County to amend the Hernando County Tourist Development Plan as shown herein; and 14 15 WHEREAS, notice of the public hearing on the matter of amending this ordinance was 16 properly and timely published; and WHEREAS, the Board of County Commissioners has considered the record of the public 17 18 hearing. NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY 19 20 **COMMISSIONERS OF HERNANDO COUNTY:** 

1	<b>Section 1.</b> 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 hace verba outlined in Section 27-32.1 of this Code.				
8	<b>Section 2.</b> 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, postage, market research and data services. 3 4 C. Public relations, including attendance at media events, press releases, photographic and video support, familiarization and press 5 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, renourishment, restoration, and erosion control, including construction of beach 15 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 preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or 18 19 river.

DRAFT DOCUMENT: F:\1 COUNTY ATTORNEY'S OFFICE\MAT\Tourism\24-376-7\ORDINANCE-draft 2.wpd, October 17, 2025 (8:42am) NOTE: additions/deletions = language proposed for addition/deletion to existing Code provisions.

Categories are not limited to the examples and listed percentages 1 (3) 2 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 3 the proposed priorities established by this plan, provided that all expenditures 4 5 must have as their main purpose the attraction of tourists to the County, and are 6 subject to Fla. Stat. §§ 125.0104(5)(a) and (b). 7 **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 8 9 ordinance is for any reason held unconstitutional or invalid, the invalidity thereof shall not affect the validity of the remaining portions of this ordinance. 10 **Section 4. Inclusion in the Code.** It is the intention of the Board of County 11 12 Commissioners of Hernando County, Florida, and it is hereby provided, that the provisions of 13 this ordinance shall become and be made a part of the Code. To this end, the sections of this 14 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. 15 16 Section 5. Conflicting Provisions Repealed. All ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed. 17

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1	Section 6. Effective Date. This or	dinance	shall take effect imr	nediately upon receipt of		
2	official acknowledgment from the office of	the Sec	cretary of State of Flo	orida that this ordinance		
3	has been filed with said office.					
4	BE IT ORDAINED BY THE BOA	ARD O	F COUNTY COMM	MISSIONERS OF		
5	HERNANDO COUNTY in Regular Session	on this	day of	2025.		
6						
7		BOA	RD OF COUNTY C	COMMISSIONERS		
8	HERNANDO COUNTY, FLORIDA					
9						
<ul><li>10</li><li>11</li></ul>	Attest:	By: _				
12	Attest: DOUGLAS CHORVAT, JR.		BRIAN HAWKIN	S		
13	Clerk and Comptroller		Chairman			
14						
15	Approved for Form and Legal Sufficiency					
16 17	Mslissa Tartaglia County Attorney's Office					
18	County Attorney's Office					