

— HOW IMPORTANT IS TOURISM TO —

THE FLORIDA KEYS & KEY WEST

Tourism & Sales Related Taxes*

\$120 Million

Combined Annual Tax Revenue to the State

\$50 Million

And more has been raised for Affordable Housing or Environmentally Sensitive Land

\$50 Million

And plus has been raised for Monroe County General Fund

\$70 Million

Combined Annual Tax Revenue to Keys Municipalities from Tourism

*10-year trend

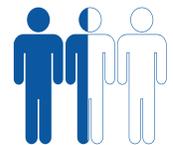
Tourism Value to the Keys' Economy

\$2.4 Billion

2018 Monroe County Tourism Spending

44%

Jobs/Employment in Monroe County



\$1.8 Billion

Total Economic Impact (Direct, Indirect, & Induced)

Capital Projects

\$61 Million

Benefits of a Tourism Economy

Projects include: Beaches, Coral Reef Restoration, Park Improvements, Pigeon Key, Marine Mammal Facilities, Museums, Amphitheatres & Cultural Centers



Benefits of a Tourism Economy

Without tourism, annual additional amount of local taxes needed per household to maintain current receipts



\$3,750*

*Based on the number households in Monroe County as reported by the US Census.

Arts & Cultural Events

\$11 Million

Invested by the TDC on Performing and Visual Arts over the past 10 years



Property Tax Revenue

\$2.6 Billion

Value of all Florida Keys Lodging Properties

\$33 Million

Value of all Florida Keys Tourist Attractions

\$25 Million

Property Taxes paid by Hotels & Attractions

8 out of 10 highest taxes paid per parcel were lodging facilities



For more information:
www.monroecounty-fl.gov/tdc