

— HOW DOES TOURISM BENEFIT — MONROE COUNTY

Helping to Relieve the Tax Burden of Monroe County Households



Without tourism, 30,200 households would need to pay an additional \$3,750 in local taxes annually to maintain current levels of receipts.

In 2018, the tourism industry's contribution to Monroe County's property taxes reached almost \$20 Million.

About 12 cents of each visitor \$1 went towards the payment of Monroe County state and local taxes.

Contributing to Public Education & Other Government Services



Tourism-supported state and local tax collections were enough to educate 20,917 public school students in Monroe County.

Over \$1.8 billion was retained in the Monroe County economy, providing an array of businesses with revenue, supporting jobs for county citizens and producing revenue for state and local governments.

Benefiting Monroe County Businesses



Visitors generated top-line revenue totaling nearly \$1.8 billion benefiting a broad array of Monroe County businesses.

Monroe County businesses that directly served visitors saw direct economic impact of \$1.3 billion in 2018.

Monroe County tourism supply chain businesses saw direct, indirect, and induced benefits of \$508 million.

Providing Tax Revenue to Support State & Local Government



In 2018 Monroe County tourism contributed nearly \$255 million in tax revenue to state and local coffers.

Sales taxes paid by visitors to Monroe County made up nearly 57% of state and local tax receipts attributed to tourism.

For every \$1 spent by Monroe County visitors in 2018, the state economy retained about 78 cents.

Promoting a Healthy Job Market



Four out of every 10 Monroe County workers owes his/her job to tourism activity. Tourism was responsible for 44% of all Monroe County jobs.

The average wage of both full and part-time workers supported by tourism was \$35,448 in 2018.

Jobs supported directly by tourism were responsible for 36% of all Monroe County private sector jobs.

Capturing & Retaining the Expenditures Made By Visitors



Over \$60 Million has been invested by the TDC in Capital Funding projects including Coral Reef restoration, the creation of artificial reefs, nature centers and wildlife & environmental projects.*

Almost \$12 Million has been invested in Arts & Cultural events including performing and visual arts.*

*As measured in the past 10 years.