**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.