



BUSINESS IMPACT ESTIMATE¹

Meeting Date: September 10, 2025

Proposed Ordinance Title/Reference: An ordinance revising Sec. 23-200 Tourist Development Plan of the Monroe County Code to specifically include local advertisements that promote tourism by advising of the economic and other benefits of tourism in accordance with F.S. 125.0104, Florida Statutes.

The Proposed Ordinance **does** **does not fall under one of the following enumerated exceptions:**²

- The proposed ordinance is required for compliance with Federal or State law or regulation;
- The proposed ordinance relates to the issuance or refinancing of debt;
- The proposed ordinance relates to the adoption of budgets or budget amendments, including revenue sources necessary to fund the budget;
- The proposed ordinance is required to implement a contract or an agreement, including, but not limited to, any Federal, State, local, or private grant or other financial assistance accepted by the county government;
- The proposed ordinance is an emergency ordinance;
- The ordinance relates to procurement; or
- The proposed ordinance is enacted to implement the following:
 - a. Part II of Chapter 163, Florida Statutes, relating to growth policy, county and municipal planning, and land development regulation, including zoning, development orders, development agreements and development permits;
 - b. Sections 190.005 and 190.046, Florida Statutes, regarding community development districts;
 - c. Section 553.73, Florida Statutes, relating to the Florida Building Code; or
 - d. Section 633.202, Florida Statutes, relating to the Florida Fire Prevention Code.

Summary of Proposed Ordinance and Statement of Public Purpose to be Served:

This Ordinance amends the Tourist Development Plan to allow for Tourist Development Tax (TDT) revenues to be used for local advertisements that promote tourism by advising of the economic and other benefits of tourism. The ordinance makes the requisite finding by the Board of County Commissioners that these types of advertisements promote tourism in accordance with F.S. 125.0104. The public purpose is to set forth the permissible uses of Tourist Development Tax Revenues in accordance with the Monroe County Tourism Development Plan and F.S. 125.0104.

Estimate of Direct Economic Impact on Private/For Profit Businesses:-

- a. Estimate of Direct Business Compliance Costs:
None
- b. New Charges/Fees on Businesses Impacted: No new change/fees will be imposed by this ordinance.
- c. Estimate of Regulatory Costs: No regulatory costs will be imposed by this ordinance.

Good Faith Estimate of Number of Businesses Likely Impacted: None. Businesses are not likely to be impacted by this ordinance. Tourist-related and media businesses may be positively impacted by these advertisements.

Any Additional Information:

¹ Business impact statement must be posted on the county's website no later than the date the notice of proposed enactment is published.

² F.S. 125.66(3)(c)(2023)

