

## EXHIBIT A

### AMENDMENTS TO CHAPTER 10, ARTICLE XIX OF THE DESOTO COUNTY CODE OF ORDINANCES

#### Section 1.

Chapter 10, Article XIX, Section 10-380 of the DeSoto County Code of Ordinances, is hereby amended as follows:

(stricken words indicate deletions, underlined words indicate language that was originally adopted in Exhibit A of Ordinance 2010-15 but will now be codified in the Code of Ordinances, and double-underlined words indicate further additions effectuated by the adoption of these amendments)

#### **Sec. 10-380. - County Tourist Development Plan funded.**

The tax revenues received pursuant to this article shall be used to fund the County Tourist Development Plan, which is attached to the ordinance from which this article is derived as Exhibit A and which is hereby adopted and incorporated into this article. as set forth below:

##### DeSoto County Tourist Development Plan

The objective of the Tourist Development Council Plan is to enhance the tourism industry and the overall economy of Desoto County through projects or programs that meet the following criteria:

1. Attract new visitors to Desoto County
2. Increase the frequency of visits to Desoto County
3. Increase the average length of stay of visitors
4. Increase the per capita spending of visitors
5. Increase the number of overnight transient accommodation stays, thereby increasing the tourist development tax revenues

(a) The anticipated net revenue from the tourist development tax to be derived by Desoto County for the first twenty-four (24) months following the initial levy of the tourist development tax January 1, 2011 estimated to be approximately \$130,000, of which 100% of will be utilized in accordance with s. 125.0104, F.S. Following the levy of the tax, net revenues will be budgeted and allocated to fund including but not limited to the following:

- I. 1. Develop Tourism Promotion and Marketing Plan, etc.
  - A. Community Calendar
  - B. Website development/ SEO services
  - C. Television, Online, Social video ads
  - D. Online/Hardcopy Press Kit
  - E. Outdoor Marketing
  - F. Kiosk construction & location
  
- II. 2. Establish a Local Visitor's Bureau  
This can be a partnership with a not-for-profit agency subject to agreement with BOCC and the agency.
  
- III. 3. Provide Financial Assistance to Local Tourism Businesses to Promote Tourism Events and Attractions
  
- IV. 4. Provide technical assistance and resources for tourism business development and expansion
  
- V. 5. Study/ implement Tourism Related Transportation Options
  - A. Tourism transportation
  - B. Sidewalk interconnectivity
  - C. Greenways and trails
  - D. Nostalgic (horse and buggy)

(b) As of October 1, 2025, the Tourist Development Plan shall be comprised of the following broad goals and objectives and the Board determines revenues may be allocated to these purposes:

- 1. To promote and advertise tourism in the County. The tourism related economy within the County generates significant direct and indirect revenue to businesses within the community. Accordingly, tourism is essential to a healthy economy and is a driving force in the growth of business development and increased employment opportunities for County residents.
  
- A. Branding and marketing campaigns. The County recognizes that the development and maintenance of quality advertising, sales, marketing and public relations initiatives that present a consistent and positive brand for the area will increase tourism. Branding is essential to the development of tourism sector of the economy and the County will work towards the development and implementation of unified marketing campaigns. These campaigns will be monitored and analyzed by the Tourist Development Council (the "Council"). Any campaigns shall be conducted with funding levels designed to achieve maximum positive promotional exposure to potential visitors. A primary objective for the campaigns shall be the maintenance of consistent positive "branding" which consists of image and name recognition and the further development of "year round business" to encompass group and leisure business.

B. Events. Special events are vital to the successful development of the County as a year-round tourist destination. A significant role of the County's marketing effort is developing new offerings that enhance the County's mission of increasing tourism. In general, the County may support events, including providing grant funding, that attract tourists as a main purpose and enhance the County's economic growth and quality of life by collaboratively inspiring the vitality of the County's local tourism economy through ongoing efforts to generate overnight stays and tourism-related activities (meetings, conferences, sports tournaments, etc.). To the extent funds are expended for an activity, service, venue, or event that promotes and advertises tourism in the County, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists to the County as evidenced by the promotion of the activity, service, venue, or event to tourists. Private events are not eligible to receive funding.

2. The County recognizes the importance of strategic tourism marketing in driving economic development. To that end, the County may fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as County agencies or by contract with the chambers of commerce or similar associations in the County, which may include any indirect administrative costs for services performed by the County on behalf of the promotion agency.

3. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the County, including but not limited to, the Turner Agri-Civic Center ("Turner Center").

A. Turner Center. The County recognizes the Turner Center's value as a catalyst for the growth of the conference/convention/group business segment of the visitor population in the County, and as an effective means of developing year round business. This Turner Center offers ninety acres of opportunities to potential visitors, and the facilities include a large, air-conditioned arena, exhibit hall (seats 150), barns, paved parking, and support staff. The County may utilize funding to enlarge, remodel, repair, improve, maintain, operate, or promote the Turner Center.

4. Ecotourism unites conservation and sustainable travel, with a focus on design, construction and operation of low-impact facilities, delivering memorable interpretative experiences to visitors that help raise sensitivity to local environment and culture, and provide direct financial benefit to conservation. Trails and scenic overlooks for hiking and biking allow visitors to commune with nature and wildlife. Fostering ecotourism is an approach to reaching a new type of visitor.

5. Any other allowable purpose set forth in the provisions of Section 125.0104, Florida Statutes.

(c) Limitation on Use of Funds. Notwithstanding any other provision in the Tourist Development Plan or Section 125.0104, Florida Statutes, under no circumstances can funding be utilized on food or beverage, or other items for sale.