



## **Tourist Development Taxes Messages**

### **Why tourism matters to Miami-Dade County residents**

#### Messages

- Tourism's community benefits extend to everyone in Miami-Dade County's 34 municipalities.
- A robust and resilient tourism industry supports Miami-Dade County businesses and jobs while enhancing residents' quality of life.
- Key statistics help tell the story:
  - For every dollar invested in Miami-Dade County tourism marketing, \$63 are generated in return on investment.
  - The tourism industry supports 200,000 jobs (direct, indirect) and for every 181 visitors, 1 job is created.
  - Visitors spending contributed \$11 billion in Miami-Dade County wages
  - More than \$2 billion in tax revenues (local and state) were generated by visitors in 2023. This resulted in:
    - Each Miami-Dade County household receiving more than \$2,200 in annual tax savings
    - Enough revenues to pay the salaries of 38,000 police officers.

#### Soundbites

- Visitors may come and go, but tourism is at the heart of Miami-Dade's economy.
- Everyone is touched by tourism. You know may know one of the 200,000-plus residents who has a job in the industry and as a resident of Miami-Dade County already take advantage of the more than \$2,200 in annual household tax savings because of visitor-generated tax revenue.

### **Tourist Development Tax (TDT) overview**

#### Messages

- The TDT is a "bed" or "resort" tax charged to hotel, motel and short-term rental guests. It is paid for mostly by visitors, not residents.
  - In Miami-Dade County, the current TDT is 2%, with exceptions in Miami Beach, Surfside and Bal Harbor (4% respectively)
- The TDT is one of the reasons Florida doesn't have a state income tax. Visitors pay their way and it's part of what contributes to Miami-Dade County households receiving more than \$2,200 in annual tax savings.
- TDT revenues and resulting visitor sales taxes contribute to covering costs that residents don't have to pay and help create a better quality of life for locals by supporting

improvements in education, public safety, transportation, arts & culture programs and other community services.

- For instance, more than 730 cultural grants were issued to organizations and individuals in Miami-Dade with the support of tourist development tax dollars.
- Unlike broader state sales or other local taxes, TDT's are also reinvested in projects that drive tourism growth and help promote the destination.

### Soundbites

- Tourist Development Taxes create a pipeline for visitor sales taxes to extend the quality-of-life benefits experienced by Miami-Dade County residents.
- From our schools to the cultural programs that make Miami-Dade County stand out, Tourist Development Taxes, paid for largely by visitors, help make our lives better.
- Why doesn't Florida have a state income tax? Because visitors pay their way with the TDT. It's a cycle that works and creates jobs and real economic impact.

### **Why tourism marketing is important**

#### Messages

- Every great global brand has great marketing. Coke, Nike and Apple all command market share because they distinguish their products from others. That is what the GMCVB does for our destination, contributing to why Miami-Dade is one of the top global travel destinations.
- The "Miami" global brand sets it apart as a leisure and business destination. Being able to fund the marketing that supports that brand is essential to competing against other destinations vying for meetings, leisure and business travel dollars.
- Tourism marketing is the tip of the spear for advancing economic development. In addition to driving leisure and business travel, these visits have ancillary impacts, from purchasing real estate and starting local businesses to opening regional offices.

#### Soundbites

- Coke, Nike and Apple built their brands on strong marketing. The GMCVB does the same for Miami, and being able to fund that effort is key to remaining a top global destination.
- Tourism marketing isn't just a 'nice to have.' It's a business driver, job creator and tip of the spear for future economic development.

### **Why protecting the TDT and TDC's are important to Miami-Dade County**

#### Messages

- Miami-Dade County is competing globally for leisure and business travelers. We must remain top-of-mind in promoting our destination and the TDT helps us do that. Otherwise, other markets will woo our visitors away.
- The TDT is paid for mostly by visitors. By reallocating where these funds go, the community benefits they enable from the added generation of sales taxes and how tourism marketing programs are funded disappear and that means the revenues must come from other places.

- The TDT contributes to the economic multiplier effect of tourism. In Miami-Dade County, for each dollar invested in promotion, this yields up to \$63 in economic impact
- Florida just celebrated its sixth consecutive record-breaking year in tourism, and Miami-Dade has enjoyed similar success. Now is the time to invest in what's powering our economy, and the TDT plays a vital role.
- Tourist Development Council's (TDC) give local voices the ability to ensure TDTs and other tax-funded programs celebrate communities and what makes them unique.
- Florida has no income tax. You raise the tax burden on each resident if tourist development taxes go away.

#### Soundbites

- (GMCVB) – Miami-Dade is one of the world's top travel destinations. That's where we want to remain and the TDT is vital to ensuring that as our future.
- (Proxy) – Experimenting with changes to the TDT can have dire consequences, gambling the livelihoods of 200,000-plus people. If it's not broken, why fix it?
- (GMCVB) – Miami-Dade residents receive \$2,200 in annual tax savings due to visitor tax revenues. Changes to the TDT could put those savings at risk.
- (Proxy) – Let's not hurt locals and jeopardize an industry for an experiment that saves resident's approximately \$60 on their property taxes. The TDT is worth far more.
- (All) – The TDT does its job and does it well. Each dollar invested in Miami-Dade tourism promotion yields \$63 in local economic impact.

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