



# What is the Gulf County Tourist Development Council?

It is the governing body that oversees the **collection** and distribution of the local-option tourist development tax authorized to counties by Florida Statutes.

The Gulf County Tourist Development Council (GCTDC) was approved in 1998 and began collecting taxes.

## The Funding

The GCTDC is funded from a 5% Tourist Development Tax generated from **overnight stays** on all transient rentals of **6 months or less**. The GCTDC taxing district includes all of Gulf County. Allocation of the 5% tax is as follows:

- 3% to be used for Marketing and Administration annually
- 1% to be used for Beach Restoration annually
- 1% to be used for Sports Complex and Parks annually



## The Mission

The Gulf County TDC (GCTDC) is a responsible partner-based industry organization that takes a leadership role in addressing issues that affect **tourism** and the **quality of life** in Gulf County. The GCTDC will strive to grow in a **balanced and sustainable manner** while effectively executing marketing activities that will strengthen the position of Gulf County in the tourism marketplace. To further strengthen this position, the GCTDC will proactively manage and maintain the quality of Gulf County beaches and waterways as the primary attraction and work together to unify the master- and sub-brands with clear, concise messaging to **broaden the awareness of Gulf County Florida** and ultimately **increase tourism**.

## The Structure

There is a lot to the GCTDC, and there are a few different jobs that we are in charge of. Below are some of the main components of the GCTDC.

- Tourism Marketing
- Event Marketing
- Operations of the Welcome Center
- Parks and Recreation
- Destination Management
- Film Commission
- Tourism Industry Partner Programs
- Beach Restoration & Preservation
- Administration & Operations

## The Goals

- 01** Effective Management of the Gulf County Tourist Development Council
- 02** Promote the Gulf County Brand
- 03** Support the needs of the Tourism Industry
- 04** Promote Environmental Stewardship by prioritizing Gulf County's Natural & Cultural Environment
- 05** Enhance and promote all Gulf County Parks, Sports Complexes, and Recreational Facilities