



Walton County TDC Funding established by State statute 125.0104 Tourist Development Tax; procedure for levying; authorized uses; referendum; enforcement.

Dedicated Use of “Pennies”

Expenses related to all programs, deployments, payroll, capital improvements, local event grants and other actions of the Walton County Tourist Development Council (Visit South Walton) are solely funded by a 4 cent tax on whole dollars, exclusively collected as a bed tax on short term rental accommodations in South Walton.

The TDC is the primary organization tasked to care for Walton County’s primary economy which is tourism. Walton County government has many other departments, divisions and services which are funded through separate taxing or assessment. The TDC’s annual budget is approximately 15% the size of Walton County’s annual budget. Florida law stipulates what bed tax funds may be used for legally. In Walton County there are four categories of “pennies” collected as bed tax. Note: Approximately 40% of all dollars are dedicated to Beach Nourishment, Beach Maintenance and Capital Improvements.



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CORE FUNDING
Overall Administration, Brand Marketing, Beach Maintenance including more than 70 Access Points plus Trash Collection over 26 miles of beach, Capital Improvements, Infrastructure and Equipment...



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BEACH NOURISHMENT FUNDING
Beach Nourishment, Beach/Dune Restoration, Coastline Erosion Control, Lobbying, Advocating & Administration for Federal Financing, Support of South Walton Turtle Watch Monitoring...



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PRODUCT DEVELOPMENT / SHOULDER SEASON FUNDING
Seasonal Marketing, Beach Safety including Lifeguard Funding, ECO Tourism, Artist of the Year & Recognition Programs, Event Grant Sponsorships & Marketing, Code Enforcement, Beach Ambassador Program