



Broward County Tourist Development Tax (TDT) Study
Phase I: Room Tax Policy Analysis
Phase II: Impact and Tourism Development Tax Investment Analysis

July 29, 2015

Dear Community Stakeholder:

On behalf of the Broward Workshop, we are pleased to present you with a copy of our recent study on Broward County's Tourist Development Tax prepared by Charles Johnson Consulting, an internationally recognized firm with expertise in convention, hospitality, sport and real estate consulting.

The Broward Workshop's mission is to facilitate positive solutions to Broward County's critical issues and to serve as a catalyst to encourage the cooperative effort between various entities working for specific, countywide, long-range common goals. The overarching goal of this study is to provide the County Commission with recommendations to improve the process by using both quantitative and qualitative methods that will provide the hospitality, tourism and maritime industries, as well as the business community and general population with a higher degree of assurance that TDT funds are being spent in focused areas that are consistent with Florida law and Broward County ordinance without overburdening the funding sources.

Our members are committed to partnering with elected leaders to find solutions for improving the way local governments serve our community. To that end, we trust the results of this study will be the platform for continued dialogue and eventual public policy changes to achieve local government efficiencies.

This study is available on our website: www.browardworkshop.com

Sincerely,

Handwritten signature of Charles Caulkins in black ink.

Charles Caulkins
Chairman

Handwritten signature of Bernard Moyle in black ink.

Bernard Moyle
Co-Chair, Tourism Committee

Handwritten signature of Tim Petrillo in blue ink.

Tim Petrillo
Co-Chair, Tourism Committee