

# Beach Nourishment and Tourism Revenue

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# ...the Big Picture...

## The Economic Value of Beaches – a 2013 Update by Jim Houston

- Travel & Tourism has the largest trade surplus of any industry (\$43 billion in 2011)...runner up is Civilian Aircraft (\$24 billion)
- Beaches dominate tourism Day Visits, more than National/State Parks & Theme Parks combined.
- “...for every \$1 the federal government spent on beach nourishment in 2012, it collected \$570 annually in tax revenues from beach tourists.”

# ...at the Federal level...

- Project-specific benefits are the federal basis for benefit/cost analyses
  - Storm Damage Reduction,
  - Loss of Land and
  - Recreational Benefits
- Benefit/Cost Ratio Competition: 2.5 or better!

## ...at the State level...

- Competition is steep with Funding Requests typically 3 to 5 times greater than appropriations.
- Chapter 62B-36 cites Recreational & Economic Benefits
  - As % of shoreline zoned commercial, recreational or Public Lodging
  - Only 8.7% of total points!

## ...at the Local level...

- Competition for Tourist Tax and other local government revenue.
- Even within Counties, there's competition between Restoration projects and Maintenance projects

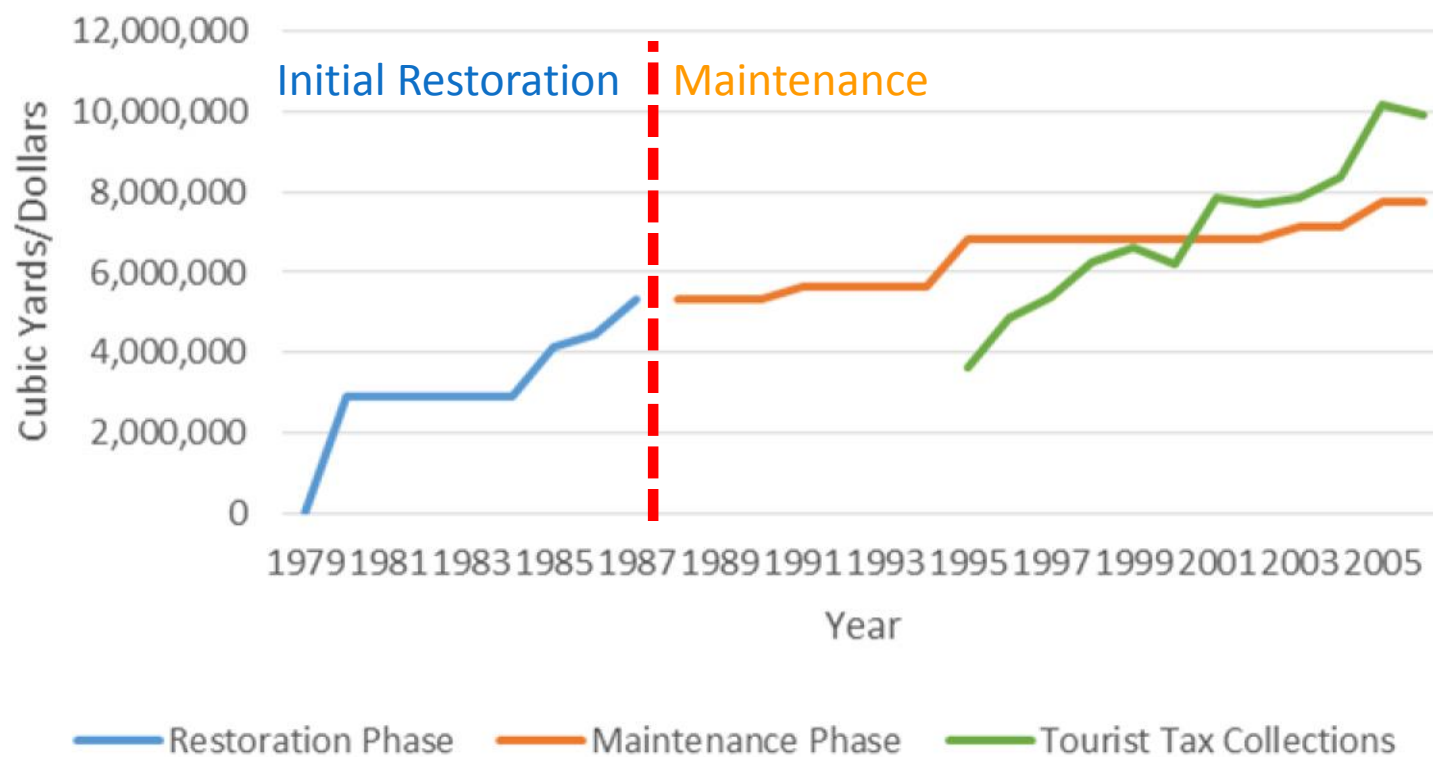
# Our Premise

- In Maintenance Phase, Tourist Tax Revenue increases are greatest
- Study Period – 1995-2006
- 8 Counties – 2 per region
- Data Sources:
  - Fill volumes from FDEP's 2008 Strategic Beach Mgt. Plan
  - Tourist Tax Collections from Florida Department of Revenue



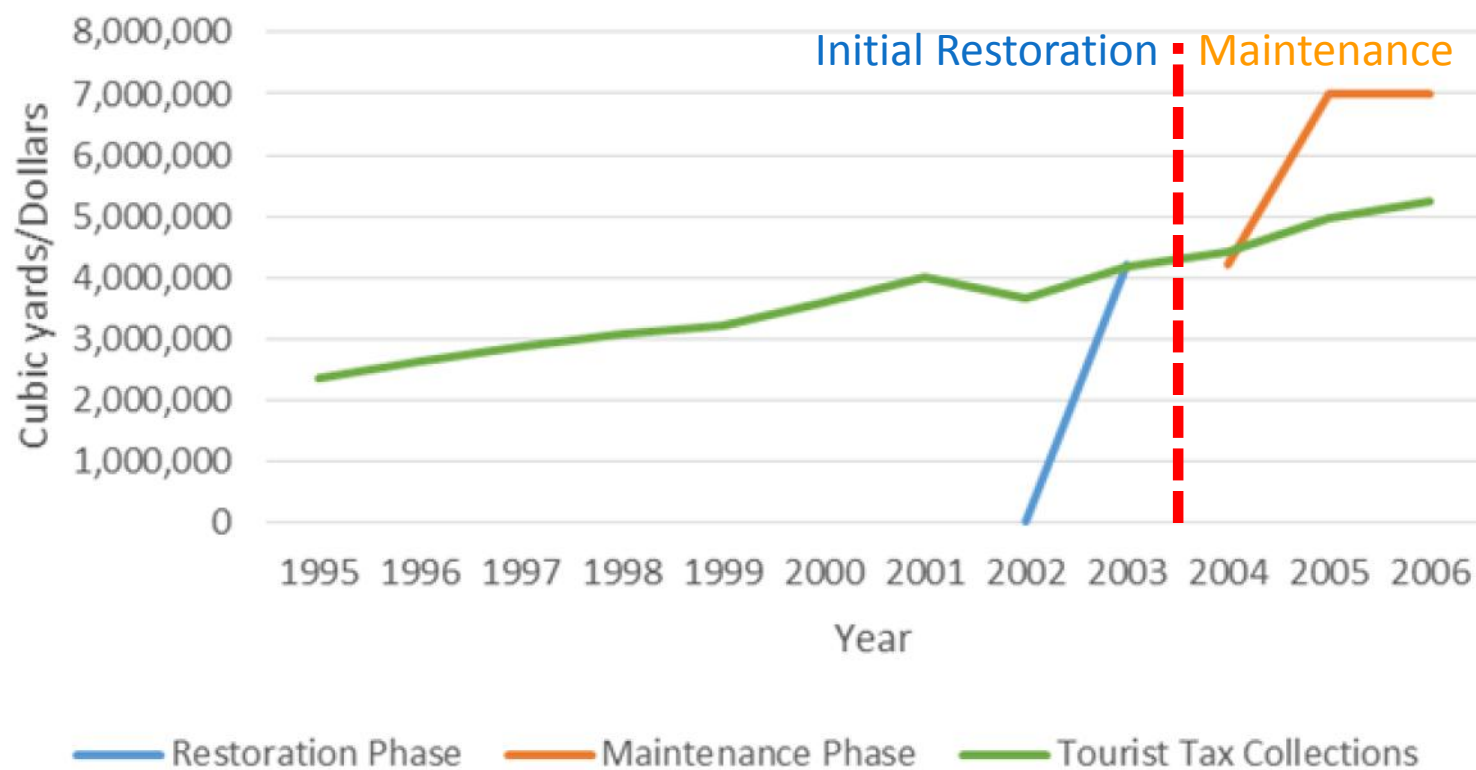
# Duval County

Duval Cumulative Fill & Tourist Tax Collections



# St. Johns County

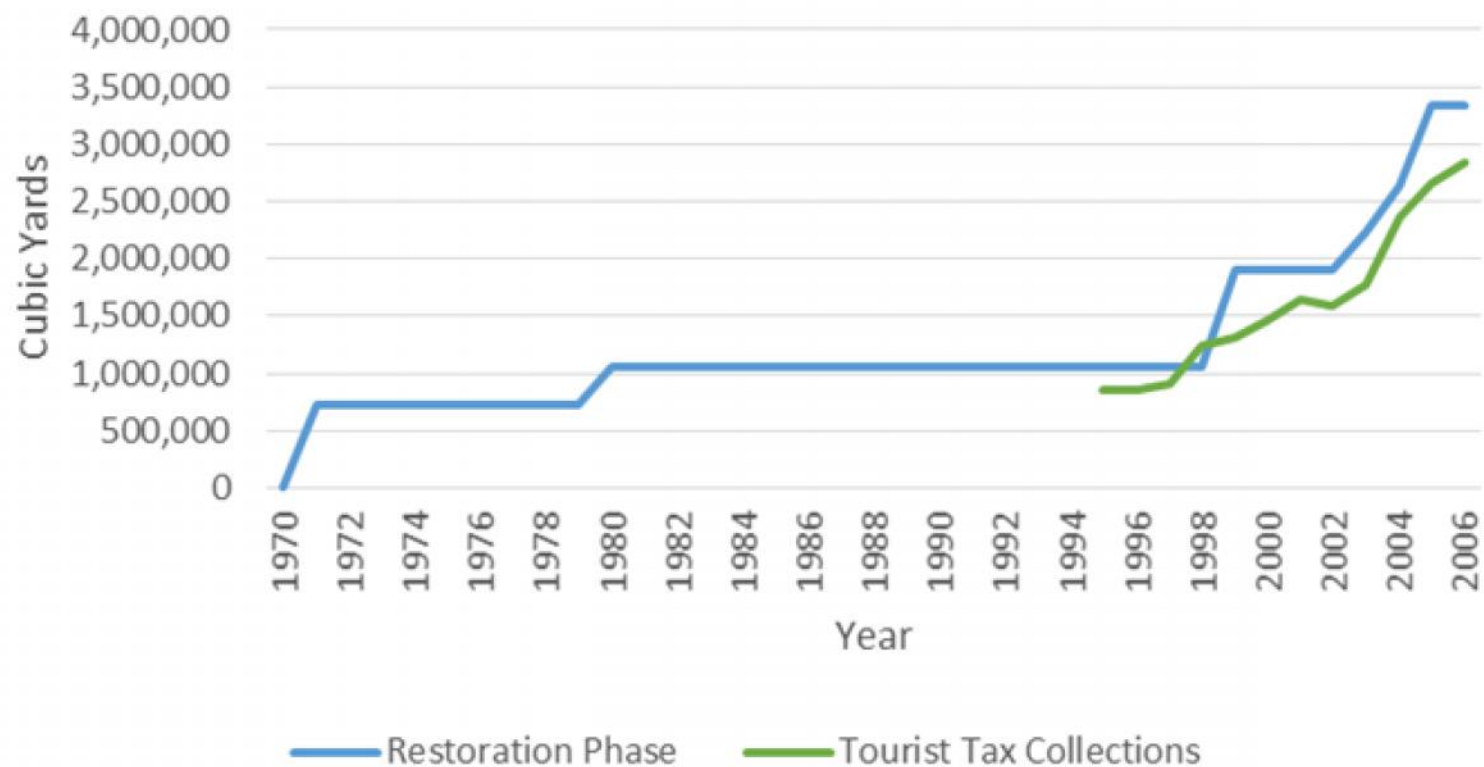
St. Johns Cumulative Fill & Tourist Tax Collections





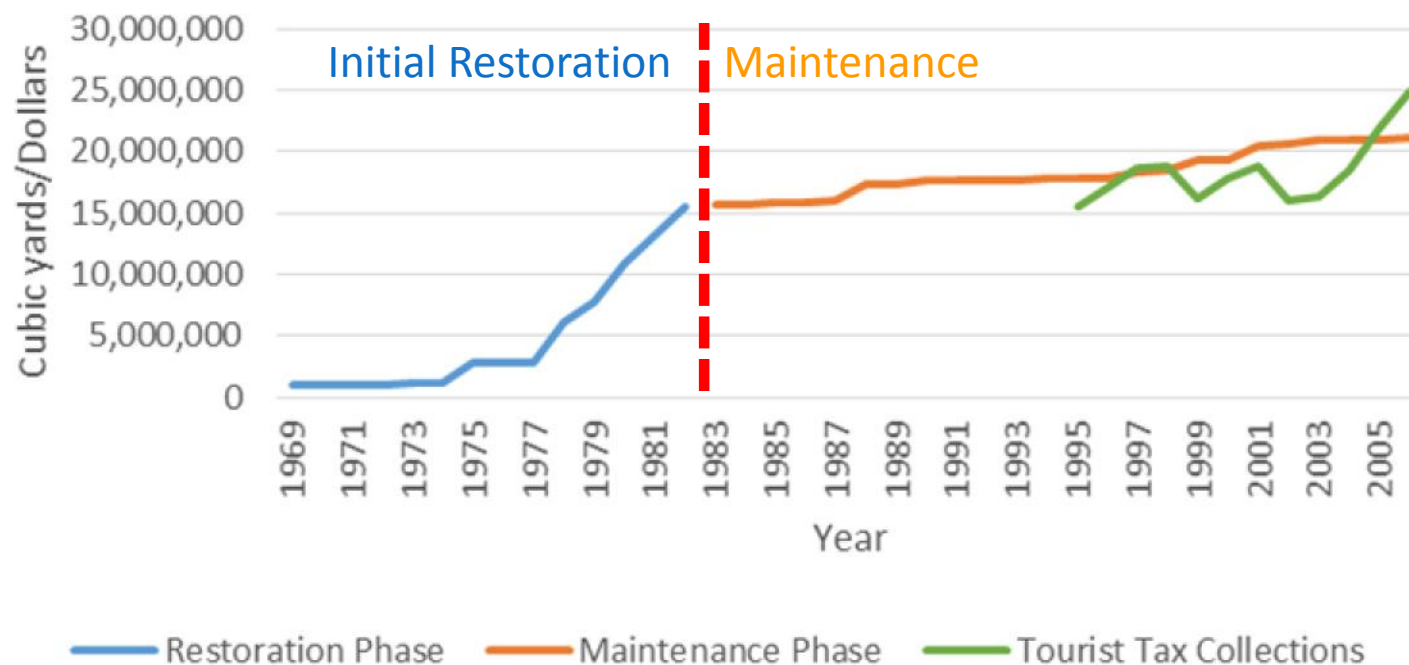
# St. Lucie County

St. Lucie Cumulative Fill & Tourist Tax Collections

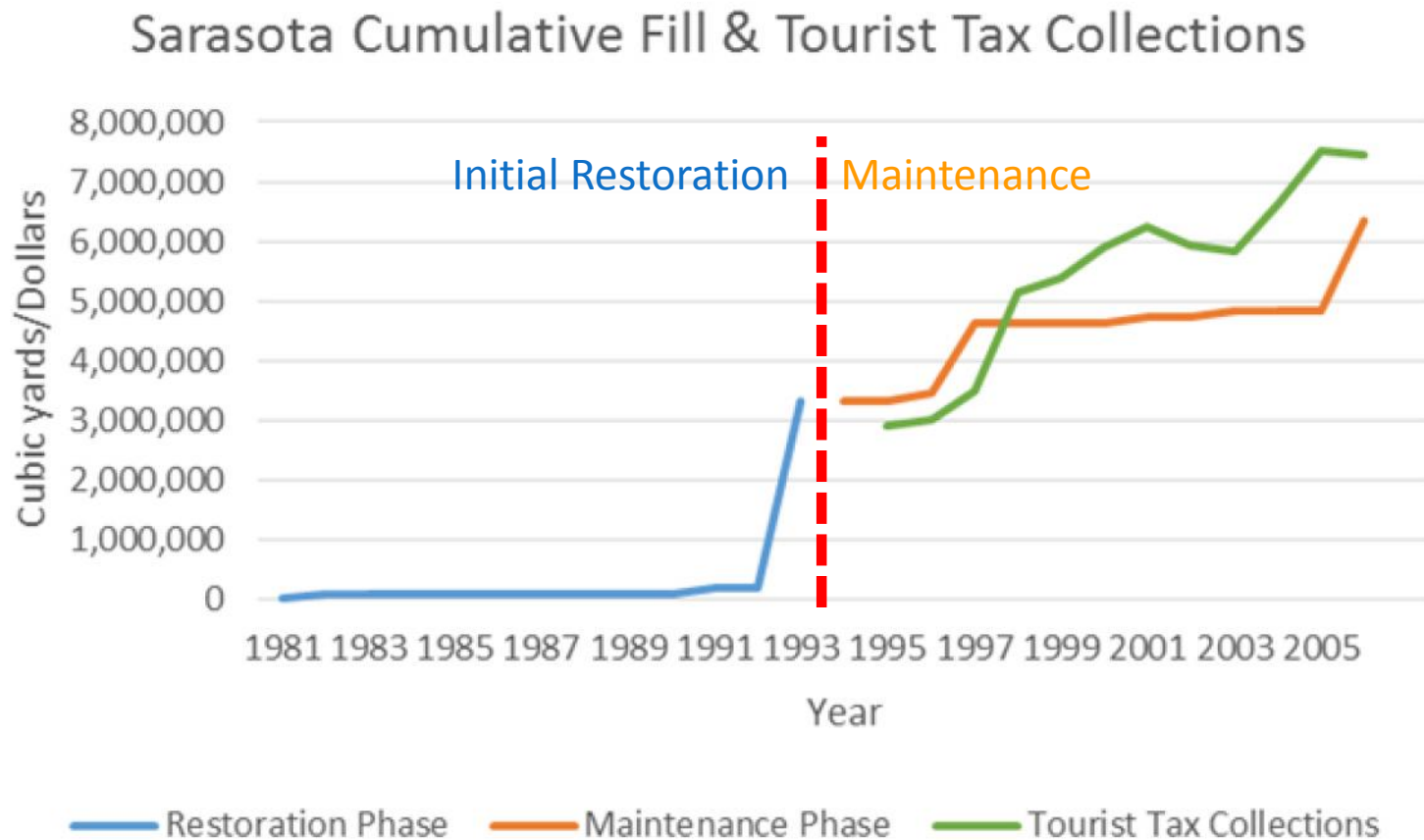


# Miami-Dade County

Miami-Dade Cumulative Fill & Tourist Tax Collections



# Sarasota County

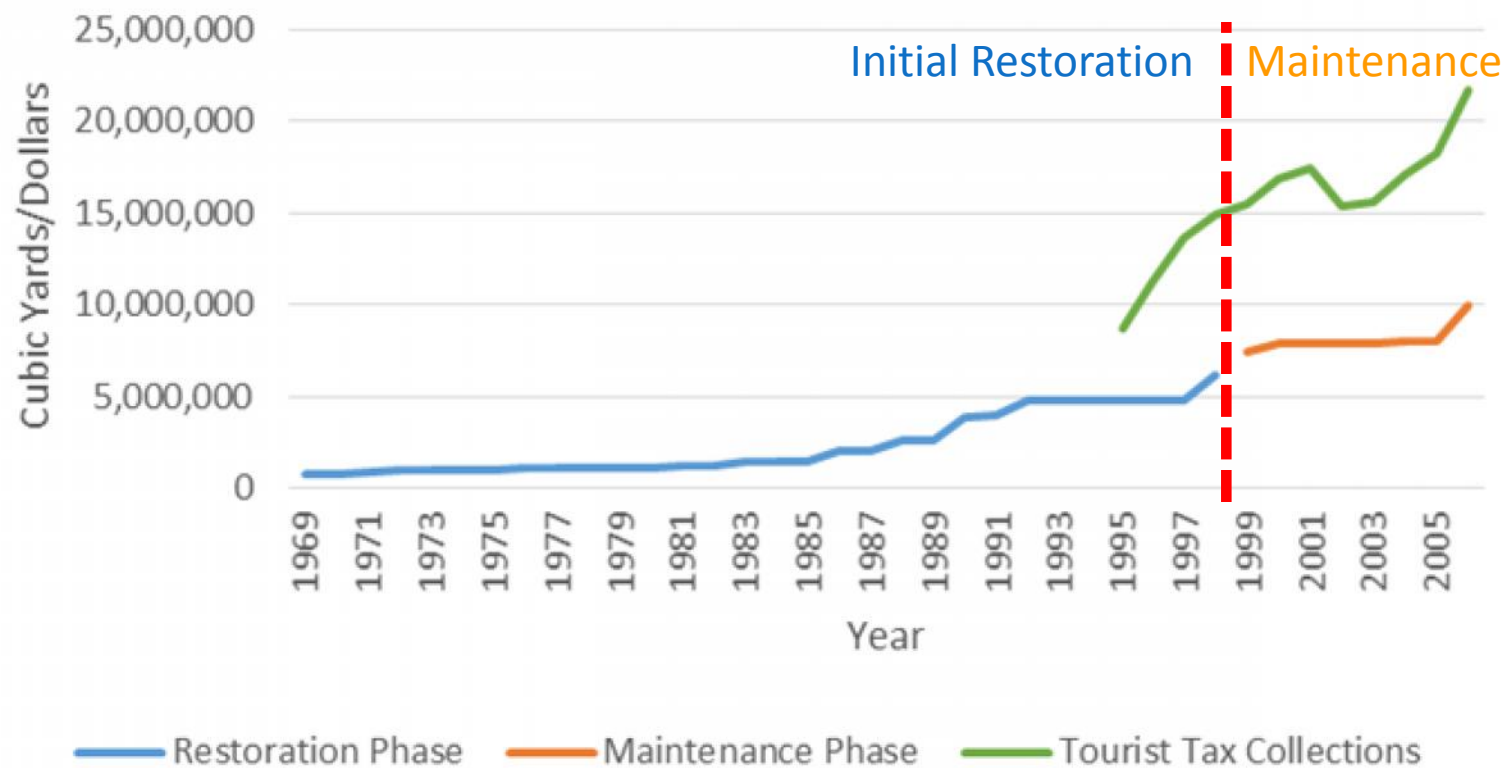


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# Pinellas County

Pinellas Cumulative Fill & Tourist Tax Collections



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# Okaloosa County

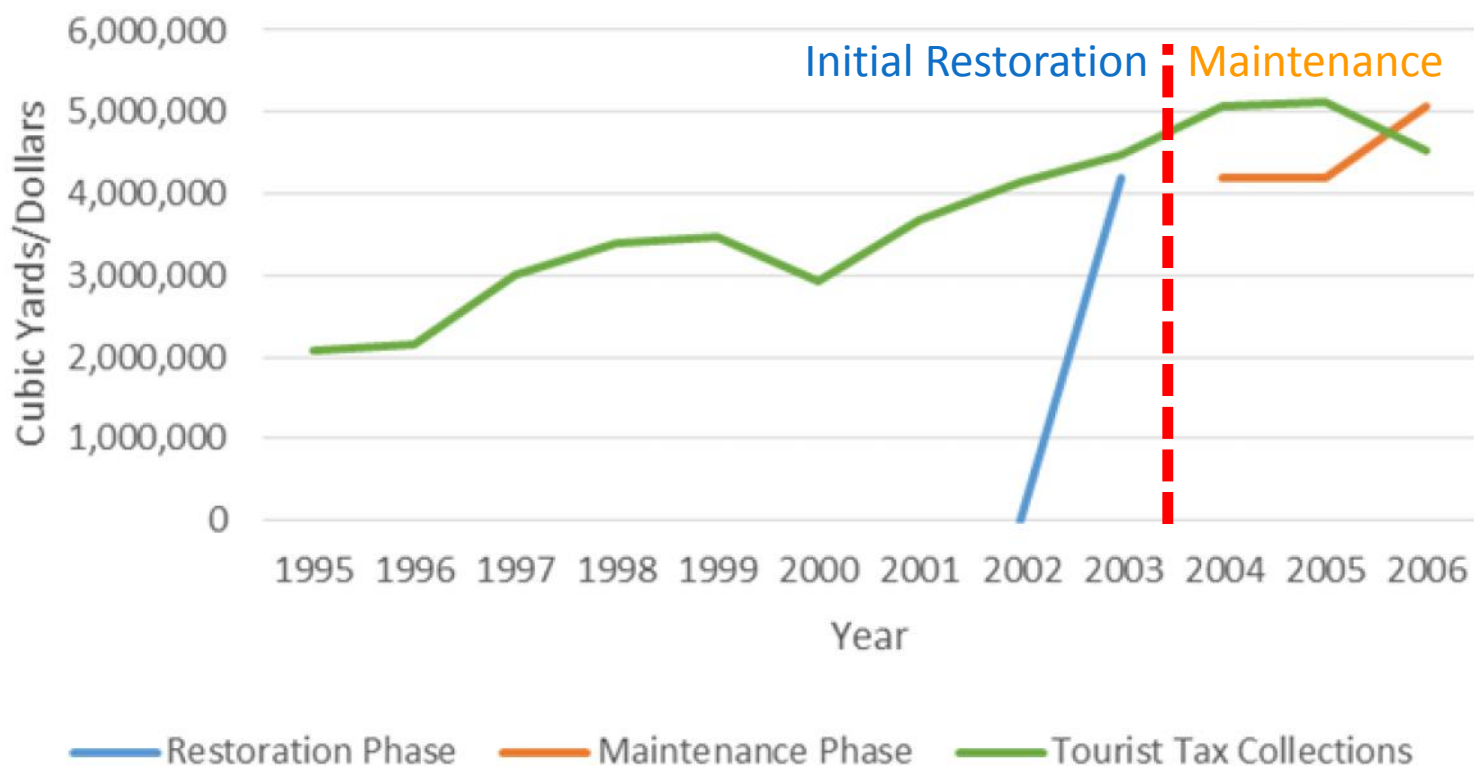
Okaloosa Cumulative Fill & Tourist Tax Collections





# Escambia County

Escambia Cumulative Fill & Tourist Tax Collections





# Tourist Tax Collections

## % Increase for Counties in Project Restoration Mode 1995-2006

County	Average Annual % Increase
St. Johns (1995-2003)	8%
St. Lucie	12%
Pinellas (1995-1998)	20%
Okaloosa	18%
Escambia (1995-2003)	11%
<b>Average</b>	<b>13%</b>

# Tourist Tax Collections

## % Increase for Counties in **Project Maintenance** Mode 1995-2006

County	Average Annual % Increase
Duval	10%
St. Johns (2004-2006)	8%
Miami-Dade	5%
Sarasota	10%
Pinellas (1999-2006)	5%
Escambia (2004-2006)	1%
<b>Average</b>	<b>7%</b>

# Summary of Results

Average:	Annual Increase in Collections	Annual Collections
Restoration Phase	13%	\$3,268,784
Maintenance Phase	7%	\$10,853,415
Overall	10%	\$7,535,415

# Other Interesting Data

County	Tourist Tax Dollars Collected per CY Placed (1995-2006)
Duval	\$40.08
St. Johns	\$6.32
St. Lucie	\$8.58
Miami-Dade	\$67.04
Sarasota	\$21.65
Pinellas	\$36.07
Okaloosa	\$58.86
Escambia	\$8.68
<b>Average</b>	<b>\$25.00</b>

# Other Interesting Data

Timeframe	Average Annual Increase in Tourist Tax Collections
All	10%
Fill in Previous Year	10%
Fill Year	7%

# Conclusions

- Premise is not supported...
  - Tourist Tax increases are greater during restoration than maintenance.
  - ...but...collections continue to increase with beach maintenance activities.
- Beach Restoration & Maintenance provide a high rate of return to local communities.
- More data and analysis are desirable.



# Thank you!