

TDA Bulletin

A PUBLICATION OF THE TOURIST DEVELOPMENT ACADEMY

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Joe G. Tedder, CFC, Tax Collector

Polk County, Florida



The Tax Collector's Tourist Development Academy:

The Academy is an education arm of the Polk County Tax Collector's Office. The Academy consists of tri-annual series of informational programs focusing on current regulatory and compliance issues that most affect visitor accommodation rental businesses.

TDA Mission:

To advise, educate and inform providers of accommodations in Polk County

Polk County Tax Collector's Office

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TDA BOARD OF TRUSTEES ANNOUNCED

Academy Expands Outreach with Leadership Board

Recently, the Tourist Development Academy named four individuals to their newly-formed Board of Trustees. The Tourist Development Academy was formed in 2005 and serves as the educational arm of the Tax Collector's Office for Tourist Development.

In an effort to provide the best in compliance, business development and educational programs, a board of advisors was chosen to guide the organization and refine its goals and

objectives.

The newly-appointed members of that board are:

Mark Jackson

Director, Tourism and Sports Marketing

Connie Bartels

Tax Specialist, Department of Revenue

David Leather

President, Central Florida Property Managers Association
President, Hayes Vacation Homes

Artis Dukes

Director, Economic Development Support Services
Polk County Tax Collector's Office

Fall Forum Looks To Log 2007 Flight Plan

Event to be held at Fantasy of Flight

The TDA will announce its program offerings for 2007 when it hosts the second annual **Fall Forum** on Tuesday, November 14, 2006 at the Officer's Mess inside Fantasy of Flight, in Polk City.

The event will be a morning session of speakers, including presentations from the newly-formed *Board of Trustees* who will share their recommendations and goals. An update from Polk County Tourist and Sports Marketing on the new year's calendar is slated.

There is no charge for the event and guests are invited to reserve their place by contacting the Tax Collector's office, either by return postcard or by phone. Registration may also be completed online by going to www.PolkTaxes.com and clicking on the Tourist Development Academy page. The event will run from 9:00 a.m. until noon and the public is invited to attend.

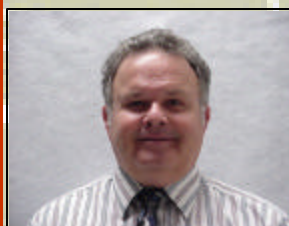
DON'T MISS IT!

Field Manager Focuses On Occupational Licenses

In an effort to assist all businesses throughout Polk County in meeting their county occupational license tax requirements, the Tax Collector's Office has recently reorganized its Delinquency and Enforcement Department.

Field Deputy Manager, Wade Whiddon, the agency's senior Field Deputy, will now focus almost exclusively on field operations involving businesses and assisting them with their occupational

license tax responsibilities.



Whiddon has served in the Tax Collector's Office since 1977. His knowledge and familiarity with local business

taxes will be useful to all classes of business owners, including vacation home owners and managers. Occupational licenses are required for any individual, partnership or corporation,

(Wade Whiddon continued from page one)

"The short-term rental industry makes up over 50 percent of the Polk tourism tax money. As lodging providers, your business plays an important role in Central Florida's economic engine. Working with you, we recognize the contributions of the short-term rental industry to Polk County's growth."

Joe G. Tedder

etc., that is not otherwise exempt and compensated for providing a service and/or product and is located and/or operating in Polk County, Florida.. Anyone seeking more information on these classifications and costs may go to www.PolkTaxes.com or they can contact **Wade Whiddon** at (863) 534-4746 ext. 5739.

Occupational license tax revenues are generally distributed to the Polk County Board of County Commissioners (BOCC) and are primarily used to fund economic development activities in Polk County.

Tax Collector's Message

Remember... Our office takes the issue of delinquent tourist development taxes very seriously. Everyone is required to collect and remit taxes monthly. My staff is actively involved in bringing every account current.

If you know of anyone who is either not registered with an Occupational License or is failing to comply with state and local statutes, please contact our office.

1-866-OUR-TURN (1-866-687-8876)

Upcoming Deadlines:

- ▶ Mobile Home and Heavy Vehicle Registration Renewal Due December 31
- ▶ Property Tax Due November 1
- ▶ December 1 deadline for Seal of Compliance Application for 2007
- ▶ 2007 SOC Recipients announced January 1, 2007

Sea of Orange Stickers



You may have seen a rash of orange stickers on a number of rental properties recently. Our Field Deputies are working hard to post delinquent tangible personal property taxes notices and other *tax due notices*.

TDA 2007 Seal of Compliance Request for Applications Announced



The Tax Collector's Office announces that it is accepting applications now for the **2007 SEAL OF COMPLIANCE**.

The **SEAL OF COMPLIANCE** is a designation earned by management companies that represent one or more tourist development tax accounts on file with the Polk County Tax Collector's Office and who have met or exceeded the industry specific criteria established relating to local tax compliance. Participation in the program is voluntary. This is the first issuance of the "SOC" certificates, which will be issued annually on January 1 of each year. All participants in the "SOC" program must apply to the Tax Collector's Office at least 30 days prior to the issuance of the annual certificates. (*Applications are available online*)

Applicants who submitted a completed application by June 1 were eligible to receive a 2006 "SOC" Certificate and

will automatically qualify for the 2007 "SOC" Certificate. Participants applying after June 1, 2006 and before December 1, 2006, will be eligible for a 2007 "SOC" Certificate.

SOC recipients will receive: a Letter of Commendation, a Certificate of Award, table tents for display in rental units, and a listing on the Tax Collector's website, among other benefits. For more information, go to www.polktaxes.com.

The inaugural members of the **2006 SEAL OF COMPLIANCE** are:

- Sovereign Vacation Villas
- Hayes Vacation Home Rentals
- CJ Management, LLC
- Liberty Vacation Homes
- J & M Management Services, Inc.
- Personalized Property Management Service
- Premier Home Management