

## Structure of the Pinellas County CVB At a Glance: 1978-2023

1978

- Resolution 78-20 established 2% Tourist Tax, the TDC and the TDC Plan
- Staff of (3) County employees performed all functions except advertising and research.
- Discover Florida's Suncoast (DFS) Council established by local business community to advise TDC on tourism and to participate in TDC Programs.

1978-1981

- Clerk of the Court/County Attorney determined it was not legal for County employees to perform sales functions.

1981

- DFS, Inc. was established as a non-profit corporation.
- TDC contracts with DFS to perform its sales functions - this arrangement continued until 1998.

1996

- Tourist Tax Laws amended, or possibly the County Attorney's interpretation of the law changed allowing County employees to participate in direct sales.

1997

- TDC directs CVB to complete an analysis of organizational structure and operations.

1998

- TDC and BCC approve CVB's restructure plan bringing Film Commission and DFS staff into County.
- DFS, Inc. is dissolved.

1998-2023

- No significant structural changes