

# 8 WAYS

# Tourist Tax Dollars Work For You



## 01

### BETTER BEACHES

Every time a visitor books a hotel stay, a portion of that goes towards keeping our beaches clean, sand renourishment, and dune walk overs.



## 03

### CREATES JOBS

Tourism keeps locals employed in hospitality, retail, food, and recreation jobs, and encourages new business growth in the community.



## 05

### SUPPORTS EVENTS & ATTRACTIONS

All those festivals and local events that you love? Tourist tax provides funding to make them happen so that they add vibrancy and fun to our community



## 07

### HELPS LOCAL BUSINESSES

Visitors spent **\$3.1 billion** dollars in Lee County in 2024 at hotels, shops, and restaurants, but that money traveled further. It also helped support local businesses and entrepreneurs like taxi drivers, farmers, musicians, cleaners, event planners, and many others behind the scenes - resulting in an overall impact of **\$4.1 billion**.



## 02

### PARK ENHANCEMENTS

The tax collected from tourists goes towards upgrading park facilities like walking paths and public restrooms.



## 04

### PAYS FOR STADIUMS

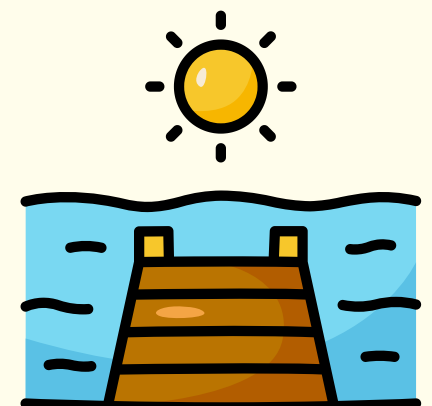
It helps cover debt service payments and major maintenance projects at the Lee County Sports Complex and JetBlue Park, without raising our taxes.



## 06

### FLIGHTS IN & OUT OF RSW

Tourism helps us stay connected by bringing in more flights and better travel options. More visitors mean more flights, which means more choices for residents, too.



## 08

### SUPPORTS HURRICANE RECOVERY

Tourist tax dollars are being used to supplement FEMA hurricane recovery funding to make projects like the Fort Myers Beach pier longer and wider than it was before.

# Which of your favorite local spots or activities have benefitted from Tourist Tax dollars?

## BEACHES, PARKS & PUBLIC SPACES

### Alva

Caloosahatchee Regional Park  
Hickey's Creek Park

### Boca Grande

Beach Accesses (15)  
Gasparilla Island Lighthouse Park  
Gasparilla Island State Park

### Bonita Springs & Estero

Beach Accesses (9)  
Bonita Beach Park  
Dog Beach  
Little Hickory Island Beach Park  
Lovers Key State Park  
Imperial River Park  
Riverside Park Fishing Pier  
Koreshan State Park

### Cape Coral

Four Mile Cove Eco Park  
Jaycee Park  
Lake Kennedy Boardwalk  
Rotary Park  
Sirenia Vista Park  
Yacht Club Beach  
Yellow Fever Creek Preserve

### Captiva Island

Turner Beach Park  
Alison Hagerup Beach Park  
Andy Rosse Beach access

### Fort Myers Beach

Beach Accesses (42)  
Bowditch Point Park  
Bunche Beach  
Crescent Beach Park  
Lynn Hall Memorial Park  
Matanzas Pass Boardwalk  
Mound House Park  
Newton Beach Park  
Fort Myers Beach Fishing Pier  
Free Tram

### Fort Myers

Billy's Creek Restoration  
Downtown Fishing Pier  
Historic Seawall at Edison Estate  
Legacy Island Development  
Manatee Park Shoreline

### Matlacha

Matlacha Park Fishing Pier  
Bat House Park Restroom

### North Fort Myers

Caloosahatchee Creeks Preserve East  
North Shore Park

### Sanibel Island

Bowmans Beach  
Blind Pass Beach  
Causeway Island Park  
DING Darling Boardwalk & Fishing Pier  
Gulfside City Park  
Lighthouse Beach Park  
Tarpon Bay Beach  
Lighthouse Fishing Pier

### Countywide

Beach Renourishment  
Calusa Blueway Paddling Trail

## EVENTS

American Sand Sculpting Championship  
ArtFest Fort Myers  
Big Arts Mini Film Festival  
Bonita Springs National Art Festival  
Calusa Nature Center's Haunted Walk  
Cape Coral Art Festival  
City of Palms Basketball Classic  
CROW's Taste of the Islands  
Edison & Ford Winter Estates' Holiday Lights  
Fort Myers Tip Off  
Fringe Fort Myers Performing Arts Festival  
Island Hopper Songwriter Festival  
Next Level Street Art Event  
Sanibel Shell Show  
Tour de Cape  
Savannah Banana World Tour

## ATTRACTIONS

### Multiple locations

Art Council of Southwest Florida  
Barrier Island Parks Society  
Big Arts  
Bonita Springs Concert Band  
Calusa Nature Center & Planetarium  
Cape Coral Historical Society  
Center for the Arts of Bonita Springs  
Clinic for the Rehabilitation of Wildlife  
Cultural Park Theatre  
Ding Darling Wildlife Society  
ECHO Global Farms  
Edison & Ford Winter Estates  
Estero Island Historical Society  
Florida Repertory Theatre  
Fort Myers Beach Arts Association  
Fort Myers Mural Society  
Friends of Matanzas Pass Preserve  
Gulf Coast Symphony Orchestra  
Gulfshore Opera  
IMAG History & Science Center  
Laboratory Theater  
Lakes Park Enrichment Foundation  
Lee County Alliance of the Arts  
Lee County Parks & Recreation  
Railroad Museum of South Florida  
River District Alliance  
Sanibel Captiva Conservation Foundation  
Sanibel Music Festival  
Sidney & Berne Davis Art Center  
Southwest Florida Symphony  
The Players Circle Art Center  
The Stardust Memories Big Band  
The Wonder Gardens  
Uncommon Friends Foundation (Burroughs Home)

**FACILITATED BY:**

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**MYERS**  
LEE COUNTY VISITOR &  
CONVENTION BUREAU

