

Collier County Tourist Development Tax Referendum

By Sandy Parker | Sparker's Soapbox | Published 2026-08-20

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Collier County voters will decide this November whether to raise the county's Tourist Development Tax from 5% to 6%, adding a sixth cent to the tax charged on short-term rentals of six months or less. Every registered Collier County voter may cast a vote on this measure, which needs support from a simple majority to pass.

Research for this post was compiled with assistance from Claude (Anthropic AI), drawing on internet-accessible public sources. All information was reviewed and verified by the author.

The Referendum

Below is the ballot question as it will appear on the Nov. 3, 2026, ballot:

Shall Collier County Ordinance No. 2025-33 be approved authorizing Collier County to levy and collect an additional one percent Tourist Development Tax from all short-term rentals in order to provide additional revenue to fund promotion, related infrastructure improvements, and other authorized uses as set forth in Section 125.0104, Florida Statutes.

☐ FOR the Tourist Development Tax

☐ AGAINST the Tourist Development Tax

Background: How This Got on the Ballot

Collier County currently levies a 5% Tourist Development Tax, the standard maximum most Florida counties may charge on short-term rentals (six months or less). State law lets a county that qualifies as a "high tourism impact county" seek voter approval for a sixth cent. A county earns that status once the Florida Department of Revenue certifies that its taxable sales subject to the tax exceeded \$600 million

in the prior calendar year, or reached at least 18% of the county's total taxable sales with a minimum of \$200 million. ([Florida Statutes](#))

The Collier County Board of County Commissioners directed staff to pursue the additional cent on May 27, 2025. The board held a public hearing on the proposed ordinance Aug. 12, 2025, then adopted Ordinance No. 2025-33 by unanimous consent on Aug. 26, 2025, sending the question to the Nov. 3, 2026, general election ballot. Florida law requires the increase to clear a countywide referendum before it can take effect, by a simple majority of those voting. ([Collier Clerk of the Circuit Court & Comptroller](#); [Collier Clerk of the Circuit Court & Comptroller](#); [Collier County Board of County Commissioners, Ordinance No. 2025-33](#); [Florida Statutes](#))

The board separately approved up to \$150,000 for a voter education campaign, run through the engineering firm Jacobs Engineering with a dedicated website, CollierTDT.com, and public information meetings held across the county between Aug. 24 and Oct. 15, 2026. Board Chair Burt Saunders set the amount by comparing it to the \$100,000 the county spent educating voters on a 2018 sales tax referendum, adjusted for inflation. "We can't ask people to vote for this, but we can give them information on that," he said. ([Naples Press](#))

What This Would Do

If approved, the additional cent would raise Collier's Tourist Development Tax from 5% to 6% on stays of six months or less at hotels, vacation rentals, and other short-term accommodations, effective Jan. 1, 2027. Whoever collects payment for the rental, not the property owner directly, is responsible for collecting and remitting the tax, and it is charged to the visitor as part of the rental cost. It is not a property tax, and it is not billed to Collier County residents. ([Collier County Tax Collector](#); [Collier County Tourist Development Tax Increase 2026](#))

The county's current 5% tax generates roughly \$48 million to \$50 million a year, with most of that funding beach renourishment and related beach facilities. The additional cent is projected to raise about \$9.7 million to \$10 million more annually. State law allows that revenue to go toward tourism promotion, related infrastructure, and other uses authorized under Section 125.0104, Florida Statutes. The Board of County Commissioners has said its primary goal for the new money is completing the Paradise Coast Sports Complex, a project estimated at roughly \$160 million that would add 11 multipurpose fields under Phase 4 and an indoor fieldhouse for volleyball, basketball, and pickleball under Phase 5. ([Collier Clerk of the Circuit Court & Comptroller](#); [Naples Press](#); [Gulfshore Business](#))

Arguments in Favor

The Board of County Commissioners' vote to place the measure on the ballot was unanimous. Commissioner Burt Saunders, who chairs the county's Tourist Development Council, said his goal "is

to make sure that Collier County and our tourism folks have the resources to promote tourism,” while also funding facilities that draw visitors. Of the sports complex specifically, he said: “We have what I believe to be a real gem of a park. It’s just not finished.” ([Gulfshore Business](#); [Coastal Breeze News](#))

Convention and Visitors Bureau Director Jay Tusa has said completing the sports complex could drive summer visitation through baseball and softball tournaments. John Lai, director for the Southwest Florida region of the Florida Restaurant & Lodging Association, said data shows amateur sports help fill hotel rooms during the offseason, strengthening the county’s tourism economy beyond seasonal leisure travel. A county study found that 70% to 80% of out-of-market sports teams stay three to five nights, with 2.5 to 3.5 guests accompanying each participant, generating lodging, dining, and retail spending. Greater Naples Chamber of Commerce CEO Kristina Park said the added revenue is needed “to help tell that story year-round in a globally competitive marketplace.” ([Coastal Breeze News](#); [Naples Press](#))

A search of the Florida Division of Elections committee database, by name and by keywords including “tourist,” “tourism,” “sixth penny,” “Paradise Coast,” “sports complex,” and “bed tax,” turned up no political committee registered specifically for this measure as of Aug. 14, 2026. Supporters have made their case mainly through county meetings, the board-funded voter education campaign, and public statements from officials and tourism industry leaders. ([Florida Division of Elections](#))

Arguments Against

NABOR is concerned that the increase could have a negative effect on owners of short-term rental properties. NABOR also is concerned that the proposed increase has no sunset provision, meaning the tax could remain in place indefinitely without a defined end date. ([The Naples Press](#))

Some residents have raised broader concerns about growth. One public commenter told the board that the additional tourism the tax would help fund would add strain to “already severely strained infrastructure.” ([Coastal Breeze News](#))

A Florida Division of Elections committee search turned up no registered opposition committee as of Aug. 14, 2026, and no news coverage identified an organized “vote no” campaign.

In the News

- On the table? Collier County could raise tourist tax for Paradise Coast sports build-out. ([Marco Eagle](#), 6/1/25)
- Collier County could raise its tourist tax. Here’s why. ([Naples Daily News](#), 7/8/25)
- Collier to ask voters for 1% tourist tax hike to finish sports complex, fund other needs. ([Gulfshore Business](#), 7/10/25)

- Collier County weighs sixth penny for tourism projects. ([Gulfshore Business](#), 5/12/26)
- Vital Collier County tourist tax increase: the ‘sixth penny’ vote. ([LeAneSuarezGroup](#), 5/14/26)
- Yes or no? Collier County voters to decide on tourist tax hike. ([Marco Eagle](#), 7/5/26)
- Collier County to hold meetings on tourist tax hike for sports complex. ([Naples Daily News](#), 8/13/26)
- Collier County voters to decide on tourist tax increase. ([Naples Press](#), 8/14/26)

What a “Yes” Vote Means / What a “No” Vote Means

A “yes” vote raises Collier County’s Tourist Development Tax from 5% to 6% on short-term rentals of six months or less, starting Jan. 1, 2027, directing the added revenue toward completing the Paradise Coast Sports Complex and other tourism-related uses authorized under state law.

A “no” vote keeps the tax at its current 5% rate.

Learn More

- [Collier County Tourist Development Tax Increase 2026](#): the county’s official information site, including a [public information meeting schedule](#) and FAQs
- [Collier County Supervisor of Elections](#)
- [6th percent tourist tax referendum public hearing notice](#) (Collier Clerk of the Circuit Court & Comptroller)
- [“From beaches to ballfields: Tourist tax may rise to fuel Collier’s tourism boom”](#) (Collier Clerk of the Circuit Court & Comptroller)
- [“Collier voters to consider six-cent tourist tax”](#) (Coastal Breeze News)