



Lodging Tourism Tax Ballot Issue

**Visitors Stay, Visitors Pay,
Our Economy Wins!**

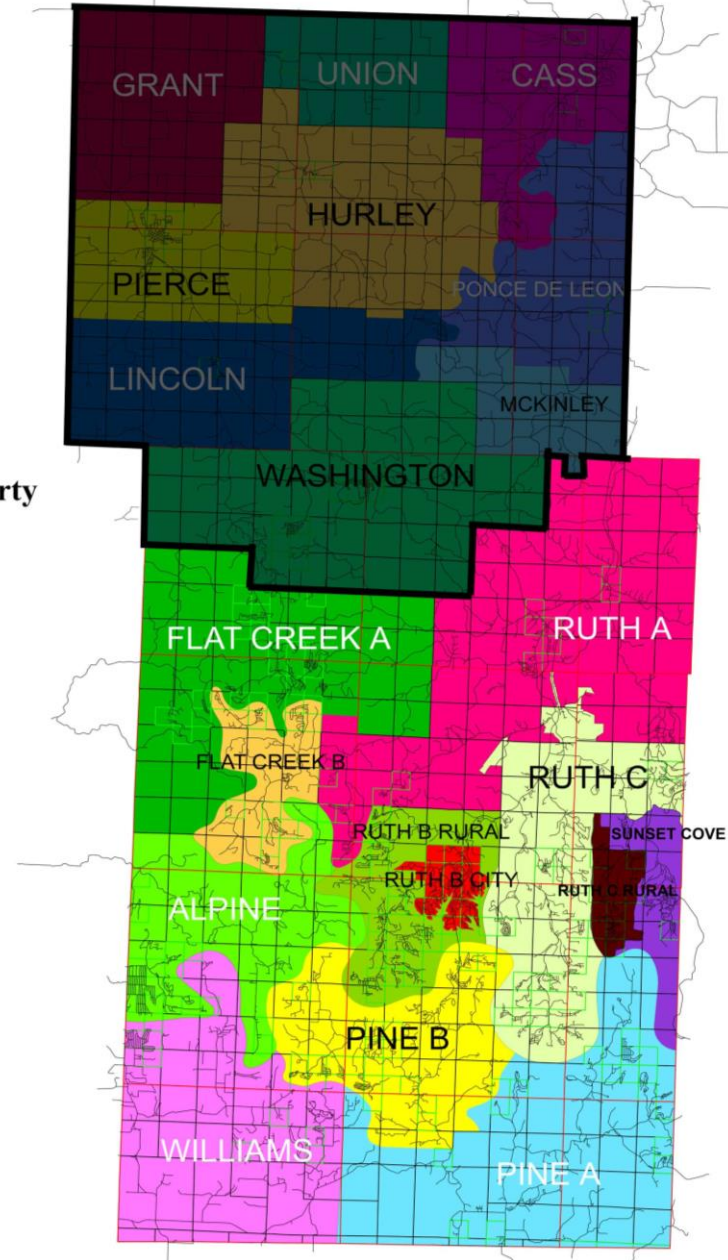
What is being
asked April 8...

**Shall Stone County impose a
tax on the charges for all
sleeping rooms paid by the
transient guests of hotels,
motels, and short-term rentals
situated in specific portions of
Stone County at a rate of 3%
for the sole purpose of tourism
marketing?**

STONE COUNTY, MISSOURI VOTING DISTRICTS



Matt Daugherty
Stone County Assessor
GIS Mapping Department



What the Lodging Tax Is & Who It Affects:

The 3% lodging tax applies to hotels, motels, bed & breakfasts, and short-term rentals (like AirBnB and VRBO). It does not impact apartments or long-term rentals.

The tax is paid primarily by visitors, not local residents, making it an equitable way to fund tourism promotion.



Why Stone County Needs This Tax.



High tide lifts all boats.

Our economy is tourism-driven; if tourism spending goes up, local revenues go up and local businesses prosper. Tourism marketing WORKS to drive visitation to a destination, and we know it works for Stone County.

Stone County must take control of its future by managing how our area is marketed, rather than relying on other communities.

Every **\$1 invested** in local tourism marketing
returns \$275 to the local economy.



Increased visitor spending supports
community infrastructure, public
services, and law enforcement—
benefiting both residents and
businesses.

The tax is estimated to generate between \$500,000-\$1 million per year initially.

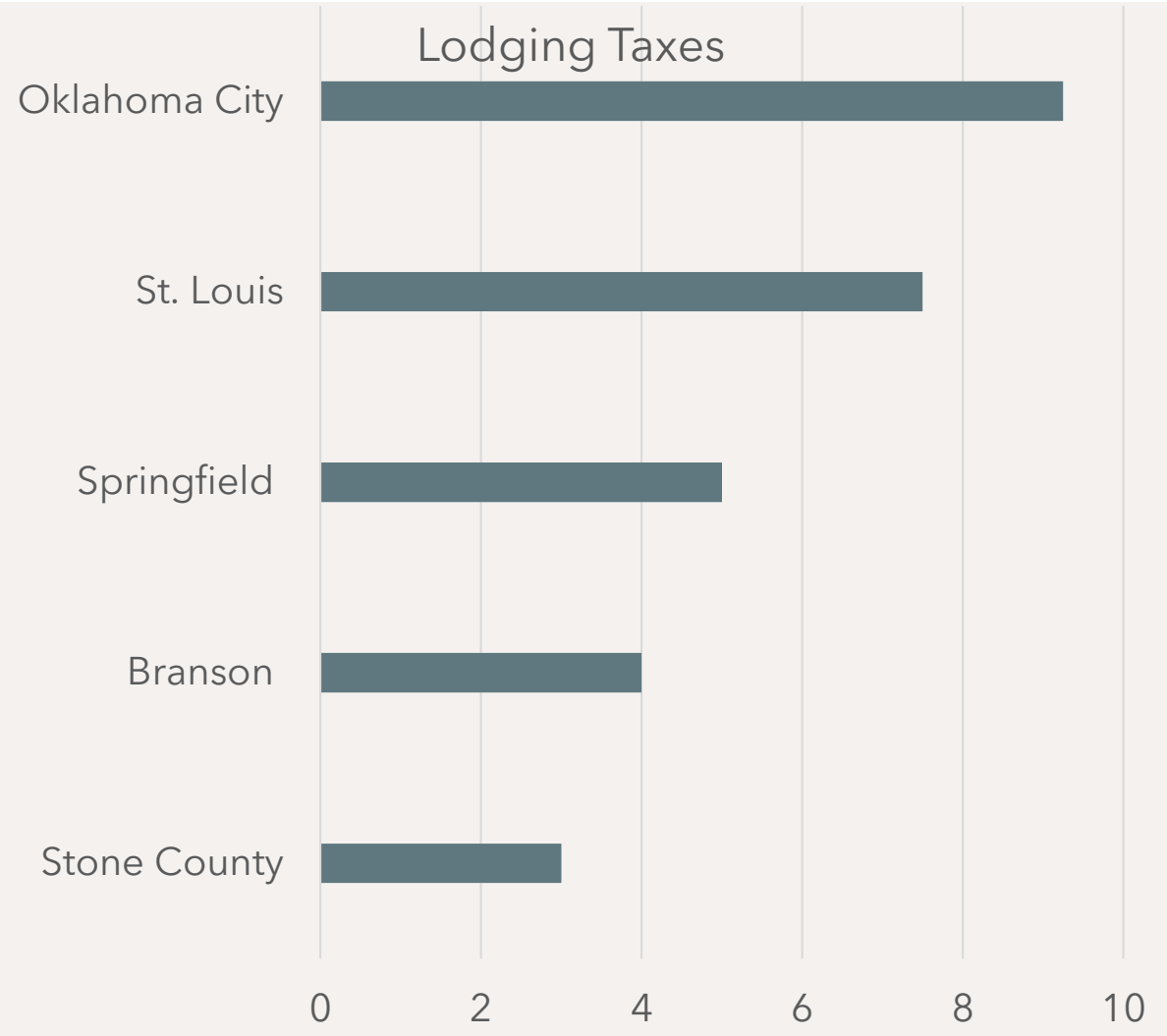
By comparison, the City of Branson and TCED combine to spend approx. \$13 million annually, and have for over 20 years.

Case Study: **Perry County, Missouri**

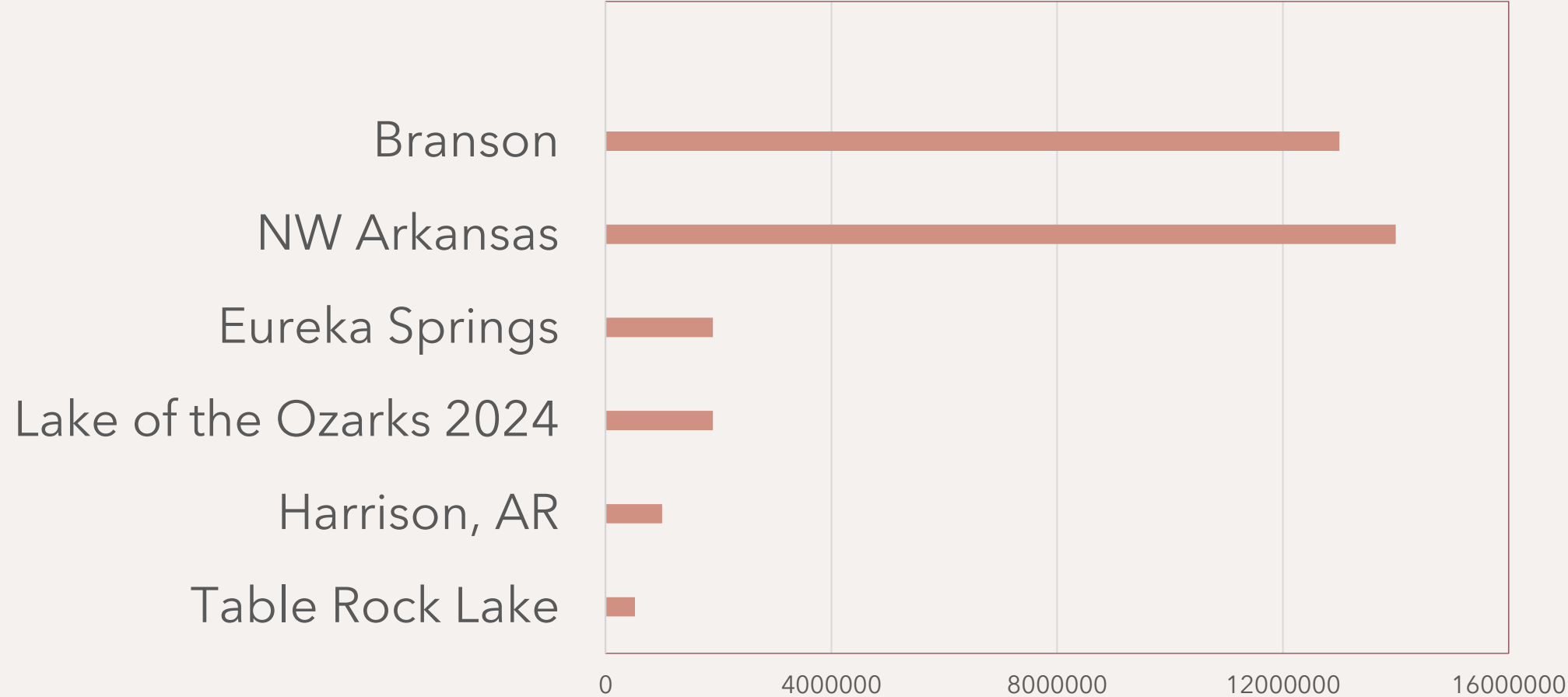
**Population
18,250**

- **Perry County voters approved a 6% lodging tax in 2019 for tourism promotion.**
- **Countywide revenue went from \$27 million in 2019 to \$38.5 million in 2024, a 43% increase!**

How other communities compare



Tourism Marketing Expenditures



Visitors Stay, Visitors Pay, Our Economy Wins!

Vote YES on April 8.



Why Stone County Needs a Dedicated Tourism Fund:

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Questions?

We would appreciate your “yes” vote
April 8

staypaywin.com

or Facebook @
Stronger Stone County = Yes for Tourism