

Tab 1	SB 362 by Hooper (CO-INTRODUCERS) Stewart, Harrell, Baxley, Torres; (Similar to H 00213) Florida Tourism Marketing
Tab 2	SB 426 by Montford (CO-INTRODUCERS) Albritton; Regional Rural Development Grants Program
Tab 3	SB 254 by Rodriguez; Working Persons Tax Rebate Study

The Florida Senate
COMMITTEE MEETING EXPANDED AGENDA

COMMERCE AND TOURISM
Senator Gruters, Chair
Senator Torres, Vice Chair

MEETING DATE: Tuesday, November 5, 2019
TIME: 10:00 a.m.—12:00 noon
PLACE: *Toni Jennings Committee Room, 110 Senate Building*

MEMBERS: Senator Gruters, Chair; Senator Torres, Vice Chair; Senators Hutson, Stewart, and Wright

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	SB 362 Hooper (Similar H 213)	Florida Tourism Marketing; Revising the scheduled repeal of the Florida Tourism Industry Marketing Corporation direct-support organization; abrogating the scheduled repeal of the Division of Tourism Marketing of Enterprise Florida, Inc., etc. CM 11/05/2019 Favorable ATD AP	Favorable Yeas 5 Nays 0
2	SB 426 Montford	Regional Rural Development Grants Program; Defining the term “regional economic development organization”; specifying that the concept of building the professional capacity of a regional economic development organization includes the hiring of professional staff to perform specified services; increasing the maximum amount of annual grant funding that specified economic development organizations may receive; increasing the amount of funds the Department of Economic Opportunity may expend each fiscal year for certain purposes, etc. CM 11/05/2019 Favorable IT AP	Favorable Yeas 5 Nays 0
Workshop - Discussion and testimony only on the following (no vote to be taken):			
3	SB 254 Rodriguez	Working Persons Tax Rebate Study; Requiring the Department of Revenue, in consultation with the Office of Economic and Demographic Research, to conduct a study and prepare a report examining the implementation of a tax rebate program for certain persons or households receiving the federal Earned Income Tax Credit, etc. CM 11/05/2019 Workshop-Discussed FT AP	Workshop-Discussed

Other Related Meeting Documents

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: The Professional Staff of the Committee on Commerce and Tourism

BILL: SB 362

INTRODUCER: Senator Hooper and others

SUBJECT: Florida Tourism Marketing

DATE: November 4, 2019

REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	Reeve	McKay	CM	Favorable
2.			ATD	
3.			AP	

I. Summary:

SB 362 extends the scheduled repeal date for the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, until October 1, 2028, and removes the scheduled repeal date for the Division of Tourism Marketing within Enterprise Florida, Inc.

Without the bill, the statutory provisions for these entities would be repealed on July 1, 2020.

The bill takes effect upon becoming law.

II. Present Situation:

Enterprise Florida, Inc., and VISIT FLORIDA

Enterprise Florida, Inc., (EFI) is a non-profit corporation created to act as the state's economic development organization, using expertise from both the private and public sectors. EFI is not a unit of state government.¹

EFI is statutorily required to maintain at least five divisions related to the following areas:

- International trade and business development;
- Business retention and recruitment;
- Tourism marketing;
- Minority business development; and
- Sports industry development.²

¹ Sections 288.901(1) and (2), F.S.

² Section 288.92, F.S.

EFI's Division of Tourism Marketing is the mechanism created in statute through which EFI interacts and contracts with its direct support organization, VISIT FLORIDA. VISIT FLORIDA is the fictitious name for the Florida Tourism Industry Marketing Corporation, a non-profit corporation that serves as Florida's statewide destination marketing organization and represents the state's tourism industry.³ In practice, VISIT FLORIDA is EFI's tourism marketing division. The division is staffed by VISIT FLORIDA, but that staff is not employed by EFI.⁴ VISIT FLORIDA's primary responsibilities include:

- Administering domestic and international advertising campaigns;
- Conducting research on tourism and travel trends;
- Coordinating domestic and international marketing activities; and
- Managing the state's four welcome centers.⁵

VISIT FLORIDA is required to develop a 4-year marketing plan for the state that addresses issues such as continuation of tourism growth in Florida, expansion to new or underrepresented markets, coordination with local and private sector partners on tourism advertising, and addressing emergency responses to disasters from a marketing standpoint.⁶

VISIT FLORIDA also administers a number of small grant programs that provide organizations and state agencies funding for certain tourism-related activities. Grant funds average less than \$700,000 per year.⁷

EFI, in conjunction with the Department of Economic Opportunity (DEO), appoints VISIT FLORIDA's 31-member board of directors. The board provides guidance, input, and insight into the evolution and development of VISIT FLORIDA programs, processes, and messages; acts as a steering council for various committees; and works directly with VISIT FLORIDA executive staff to guide strategy.⁸ VISIT FLORIDA's board of directors is composed of 16 regional members, with at least two representing each of the six statutorily designated geographic areas of the state, and 15 additional tourism industry related members, including:

- One from the statewide rental car industry;
- Seven from tourist-related statewide associations;
- Three from county destination marketing organizations;
- One from the cruise industry;
- One from an automobile and travel services membership organization;
- One from the airline industry; and
- One from the space tourism industry.⁹

³ Section 288.1226, F.S.

⁴ Section 288.923(5), F.S.

⁵ Office of Program Policy Analysis and Government Accountability, *Florida Economic Development Program Evaluations – Year 5*, 21 (December 2017), available at <http://www.oppaga.state.fl.us/MonitorDocs/Reports/pdf/1713rpt.pdf> (last visited Nov. 4, 2019). Section 288.12265, F.S., provides that VISIT FLORIDA contracts with the Department of Transportation through EFI to employ staff and operate the welcome centers. See also <https://www.visitflorida.com/en-us/visitor-services/florida-welcome-centers.html> (last visited Nov. 4, 2019).

⁶ Section 288.923(4)(c), F.S.

⁷ *Supra* note 5, at 23 and 35.

⁸ *Id.* at 21.

⁹ Section 288.1226(4), F.S.

Both VISIT FLORIDA and EFI's division of tourism marketing will sunset on July 1, 2020, unless reviewed and saved from repeal by the Legislature.¹⁰

Economic Development Programs Evaluations

Pursuant to s. 288.0001(2)(b), the Office of Economic and Demographic Research (EDR) and the Office of Program Policy Analysis and Government Accountability (OPPAGA) must provide a detailed analysis of certain economic development programs according to a recurring schedule established in law. VISIT FLORIDA's most recent evaluation was completed in January of 2018 and covered Fiscal Years 2013-2014, 2014-2015, and 2015-2016.

OPPAGA Review

OPPAGA is required to evaluate programs for effectiveness and value to the state taxpayers and to provide recommendations for consideration by the Legislature. The review determined that Florida is outpacing several other states in tourism growth and has a significant competitive advantage compared to other states with strong tourism industries, such as California, Nevada, New York, and Texas.¹¹

As a public-private partnership, VISIT FLORIDA is expected to obtain private sector revenues to match public contributions. Eligible matching contributions come from four categories:

- Direct cash contributions;
- Fees for services;
- Cooperative advertising, which is limited to partner expenditures for paid media placement and actual market value of contributed products, air time, and print space; and
- Industry-contributed promotional value, which is limited to the actual market value of promotional contributions of partner-supplied benefits.¹²

VISIT FLORIDA has continually met the statutorily required one-to-one match of public and private funding. Over the review period, 73 percent of private sector contributions were in the form of industry-contributed promotional value.¹³ On average, VISIT FLORIDA spends 64 percent of its annual budget on media and industry cooperative advertising efforts; most of the remaining expenditures are comprised of fees and services and salaries and benefits. Certain contracts are subject to several reporting and transparency requirements.¹⁴

VISIT FLORIDA's paying partners, which include members of the hospitality, entertainment, and outdoor recreation industries, have expressed overall support for the agency's mission and services.

¹⁰ Sections 288.1226(14) and 288.923(6), F.S.

¹¹ *Supra* note 5, at 19.

¹² *Id.* at 21.

¹³ *Id.* at 23.

¹⁴ Ch. 2017-233, s. 17, Laws of Fla., created reporting and transparency requirements for contracts valued at \$500,000 or more as well as new provisions for private sector contributions.

EDR Review

EDR is required to analyze the economic benefits of the programs included in OPPAGA's program evaluation. Economic benefit is defined as the direct, indirect, and induced gains in state revenues as a percentage of the state's investment, including state grants, tax exemptions, tax refunds, tax credits, and other state incentives.¹⁵ EDR uses the terms economic benefit and return on investment (ROI) synonymously; these terms do not address the overall effectiveness or benefit of a program and instead focus on tangible financial gains or losses to state revenues.¹⁶

In its most recent review period, VISIT FLORIDA generated a positive ROI of 2.15. For every dollar spent on VISIT FLORIDA's marketing efforts, the state of Florida received 2 dollars and 15 cents back in tax revenue. From the state's investment of \$210.5 million over the review period, VISIT FLORIDA contributed approximately \$13.5 billion to Florida's GDP and \$453.2 million in state revenue. VISIT FLORIDA's positive ROI benefited from both the aggregate amount of spending and the types of purchases made by tourists, the majority of which are subject to state sales and use tax.¹⁷

Though it is difficult to determine VISIT FLORIDA's precise influence on the state's tourism industry compared to that of other marketing efforts, EDR used the agency's Visitor Influencer Study to approximate that the agency was responsible for almost 10 percent of all marketing-influenced tourists over the review period.¹⁸

III. Effect of Proposed Changes:

SB 362 extends the scheduled repeal date for the Florida Tourism Industry Marketing Corporation, known as VISIT FLORIDA, until October 1, 2028. The bill also removes the scheduled repeal date for the division of tourism marketing within Enterprise Florida, Inc. Without the bill, the statutory authorizations for these entities would be repealed on July 1, 2020.

The bill takes effect upon becoming law.

IV. Constitutional Issues:**A. Municipality/County Mandates Restrictions:**

None.

B. Public Records/Open Meetings Issues:

None.

¹⁵ Office of Economic and Demographic Research, *Return on Investment for VISIT FLORIDA*, 1 (January 1, 2018), available at <http://edr.state.fl.us/Content/returnoninvestment/Tourism2018.pdf> (last visited Nov. 4, 2019).

¹⁶ *Id.* at 22. ROI is calculated by summing state revenues generated by a program less state expenditures invested in the program, and dividing that amount by the state's investment. EDR uses the Statewide Model, a model that simulates Florida's economy and captures the indirect and induced economic activity resulting from direct program effects, to calculate these numbers.

¹⁷ *Id.* at 25.

¹⁸ *Id.* at 19. This label is used to distinguish tourists from those who visited Florida due to other influences, such as visiting family and friends or participating in a specific hobby or pastime.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

V. Fiscal Impact Statement:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

None.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Statutes Affected:

This bill substantially amends sections 288.1226 and 288.923 of the Florida Statutes.

IX. Additional Information:

A. Committee Substitute – Statement of Changes:

(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

B. Amendments:

None.

By Senator Hooper

16-00576-20

2020362__

1 A bill to be entitled
2 An act relating to Florida tourism marketing; amending
3 s. 288.1226, F.S.; revising the scheduled repeal of
4 the Florida Tourism Industry Marketing Corporation
5 direct-support organization; amending s. 288.923,
6 F.S.; abrogating the scheduled repeal of the Division
7 of Tourism Marketing of Enterprise Florida, Inc.;
8 providing an effective date.

9
10 Be It Enacted by the Legislature of the State of Florida:

11
12 Section 1. Subsection (14) of section 288.1226, Florida
13 Statutes, is amended to read:

14 288.1226 Florida Tourism Industry Marketing Corporation;
15 use of property; board of directors; duties; audit.-

16 (14) REPEAL.-This section is repealed October 1, 2028 ~~July~~
17 ~~1, 2020~~, unless reviewed and saved from repeal by the
18 Legislature.

19 Section 2. Subsection (6) of section 288.923, Florida
20 Statutes, is amended to read:

21 288.923 Division of Tourism Marketing; definitions;
22 responsibilities.-

23 ~~(6) This section is repealed July 1, 2020, unless reviewed~~
24 ~~and saved from repeal by the Legislature.~~

25 Section 3. This act shall take effect upon becoming a law.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11-5-19

Meeting Date

SB 362

Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Lisa Ard - Florida Agritourism Assoc.

Job Title President

Address 6001 Veterans Memorial Dr

Phone 850-284-5165

Street

Tallahassee

City

FL

State

32309

Zip

Email _____

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Agritourism Assoc.

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. If possible, an alternate time can be heard.

THE FLORIDA SENATE

APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19 Meeting Date

SB 362 Bill Number (if applicable)

Topic Florida tourism marketing/visit FL Amendment Barcode (if applicable)

Name Samantha Padgett

Job Title General Counsel

Address 230 S. Adams St

Phone 850.224.2250

Tallahassee, FL 32303

Email spadgett@frida.org

Speaking: [X] For [] Against [] Information

Waive Speaking: [X] In Support [] Against (The Chair will read this information into the record.)

Representing Florida Restaurant & Lodging Assoc.

Appearing at request of Chair: [] Yes [] No

Lobbyist registered with Legislature: [X] Yes [] No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this time. As much as possible, all persons who wish to speak can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

November 5, 2019

Meeting Date

362

Bill Number (if applicable)

Topic _____

Amendment Barcode (if applicable)

Name Andy Palmer

Job Title _____

Address 119 S. Monroe Street, Suite 200

Phone 850-205-9000

Street

Tallahassee

FL

32301

Email Andy.Palmer@mhdfirm.com

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Asian American Hotel Owners' Association

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Persons wishing to speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

November 5, 2019

Meeting Date

362

Bill Number (if applicable)

Amendment Barcode (if applicable)

Topic _____

Name Andy Palmer

Job Title _____

Address 119 S. Monroe Street, Suite 200

Phone 850-205-9000

Street

Tallahassee

FL

32301

Email Andy.Palmer@mhdfirm.com

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Asian American Hotel Owners' Association

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19
Meeting Date

362
Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Candice Ericks

Job Title Consultant

Address 205 S. Adams St.

Phone 954-648-1204

Tallahassee FL 32301
City State Zip

Email Candice@ericksconsultants.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Association of Counties

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19

Meeting Date

362

Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Christopher Emmanuel

Job Title Policy Director

Address 136 S. Bronough St.

Phone 850 933 1223

Street

TLH

City

FL

State

32801

Zip

Email cemmanuel@flchamber

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Chamber of Commerce

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

362

Bill Number (if applicable)

11/5/19

Meeting Date

Amendment Barcode (if applicable)

Topic Florida Tourism Marketing

Name Jennifer Ungau

Job Title _____

Address 215 S Monroe Ste 130

Phone 850 425 7800

Tallahassee FL 32301
City State Zip

Email Jungau@deanmead.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Association of RV Parks & Campgrounds

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. It is the intent of this form to ensure that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/4/19
Meeting Date

SB 362
Bill Number (if applicable)

Topic Support

Amendment Barcode (if applicable)

Name Andrew Ketchel

Job Title Consultant

Address 101 E. College Ave.

Phone 222-8075

Tallahassee FL 32301
City State Zip

Email Andrew@cccfla.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Vacation Rentals Management Association

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19.
Meeting Date

STB 362
Bill Number (if applicable)

Topic Visit Florida

Amendment Barcode (if applicable)

Name Kyle Balloch (Baltic)

Job Title Economist

Address 106 N. Bronough St
Street

Phone _____

Tallahassee
City

FL
State

32301
Zip

Email _____

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing _____

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19
Meeting Date

362
Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Natalie King

Job Title VP COO

Address 235 W Brandon Blvd 640
Street

Phone 813 924 8218

Brandon FL 33511
City State Zip

Email Natalie.Dracon@Hyatt.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Visit Tampa Bay

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11-5-19
Meeting Date

362
Bill Number (if applicable)

Topic TL Tourism Marketing

Amendment Barcode (if applicable)

Name Kim McGlynn

Job Title Govt Affairs

Address 101 N Monroe St Ste 1090

Phone 850 681 0411

Tallah FL 32301
City State Zip

Email kim.mcglynn@bipa.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Universal Orlando

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE

APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/15/19
Meeting Date

SB 362
Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Gina Evans

Job Title Director Government Relations

Address PO Box 20087
Street

Phone 238 70-0759

Tampa FL 33622
City State Zip

Email g.evans@tampairport.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Tampa International Airport

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

Nov 5-19
Meeting Date

362
Bill Number (if applicable)

Topic TOURISM - VISIT FLA RE - AUTH

Amendment Barcode (if applicable)

Name RAMON MAURY

Job Title MANAGING PARTNER

Address PO BOX 10245

Phone 222 1568

Street
TALL FL 32302

Email Ramon@RamonMaury.com

City State Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing FLORIDA NATURALIST ASSISTANT/INDUSTRY ASSOC (AANK)

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

5 Nov. 19

Meeting Date

362

Bill Number (if applicable)

Topic FL Tourism Marketing

Amendment Barcode (if applicable)

Name Grace Lovett

Job Title VP Government Relations

Address 227 S. Adams St.

Phone 850.222.4082

Street

Tallahassee

City

FL

State

32301

Zip

Email grace@frf.org

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Retail Federation

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19

Meeting Date

362

Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Mat Forrest

Job Title Lobbyist

Address 201 E. Park Ave.
Street

Phone 850-577-0444

Tallahassee FL 32301
City State Zip

Email Mat@ballardpartners.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Destinations Florida

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19
Meeting Date

362
Bill Number (if applicable)

Topic Florida Tourism Marketing - SB 362

Amendment Barcode (if applicable)

Name Jennifer Green

Job Title President, Liberty Partners of Tallahassee, LLC.

Address 113 E. College Ave. #400
Street

Phone (850) 841-1726

Tallahassee FL 32302
City State Zip

Email jennifere@libertypartnersfl.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Attractions Association

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19
Meeting Date

362
Bill Number (if applicable)

Topic Florida Tourism Marketing - SB 362

Amendment Barcode (if applicable)

Name Melanie Bestick

Job Title Vice President, Liberty Partners of Tallahassee, LLC

Address 113 E. College Ave, #400
Street

Phone (850) 841-1726

Tallahassee FL 32302
City State Zip

Email melanie@libertypartnersfl.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Expedia

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19

Meeting Date

362

Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Brewster Bevis

Job Title Senior Vice President

Address 516 N. Adams St

Phone 8502247173

Street

Tallahassee

FL

32301

Email bbevis@aif.com

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Associated Industries of Florida

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11-5-2019
Meeting Date

SB302
Bill Number (if applicable)

Topic VISIT FIA

Amendment Barcode (if applicable)

Name JACK HEBERT

Job Title Govt Relations Dir.

Address 2055 Ulmerton Rd #276 Phone _____
Street

Clearwater FL 33762 Email _____
City State Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing American Advertising Federation

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/3
Meeting Date

SB 362
Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Natalie Kato

Job Title _____

Address _____
Street

Phone _____

City

State

Zip

Email _____

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing St. Lucie County

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19
Meeting Date

362
Bill Number (if applicable)

Topic FLORIDA TOURISM MARKETING

Amendment Barcode (if applicable)

Name BRIAN BARSTA

Job Title LOBBYIST

Address 123 S ADAMS ST
Street

Phone 950-570-3016

TALLA. FL 32301
City State Zip

Email brian.barsta@floridatourism.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing AIRBNB

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE

APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

10:05 AM
5/19
Meeting Date

SB 362
Bill Number (if applicable)

Topic TOURISM

Amendment Barcode (if applicable)

Name SEX & BUDS CLAY COUNTY FL HOLES

Job Title SEX TOYS CLAY COUNTY FL HOLES

Address 2904-2910 Hwy 21

Phone 904-415-3221

Street

32069

Email SEXBUDS1@GMAIL.COM

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing _____

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

362

Bill Number (if applicable)

Meeting Date

Amendment Barcode (if applicable)

Topic

Name Clark Smith

Job Title Consultant

Address 123 Santa Rosa

Street

Phone

Email

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing AAA

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19

Meeting Date

SB 367

Bill Number (if applicable)

Topic VISIT FLORIDA REAUTHORIZATION

Amendment Barcode (if applicable)

Name KERRI POST

Job Title EXEC. DIRECTOR - VISIT TALLAHASSEE

Address 315 S. CALHOUN ST.

Phone 850-606-7310

Street

TALLAHASSEE, FL

City

State

32301

Zip

Email kerripost@visitallahassee.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing ~~LEGISLATURE~~

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19

Meeting Date

362

Bill Number (if applicable)

Topic Florida Tourism Marketing

Amendment Barcode (if applicable)

Name Phillip Suderman

Job Title Policy Director

Address _____

Phone _____

Street

Email psuderman@afphq

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Americans for Prosperity

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: The Professional Staff of the Committee on Commerce and Tourism

BILL: SB 426

INTRODUCER: Senators Montford and Albritton

SUBJECT: Regional Rural Development Grants Program

DATE: November 4, 2019

REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	Reeve	McKay	CM	Favorable
2.			IT	
3.			AP	

I. Summary:

SB 426 makes changes to how the Regional Rural Development Grants Program operates. Specifically, the bill:

- Requires grant recipients to serve or be located in a rural area of opportunity;
- Authorizes organizations that serve an entire rural area of opportunity to receive grants of up to \$250,000 annually;
- Increases the maximum amount of funds the Department of Economic Opportunity may expend for the program from \$750,000 to \$1 million annually;
- Reduces the percentage of grant funds that must be matched with non-state funds from 100 percent to 25 percent of the state's contribution;
- Specifies that regional economic development organizations may use grant funds to build their professional capacity and provide technical assistance; and
- Establishes certain contract and public notice requirements.

The bill takes effect July 1, 2020.

II. Present Situation:

Rural Economic Development Initiative

The Rural Economic Development Initiative (REDI) was established by the 1997 Legislature to encourage and facilitate the location and expansion of major economic development projects of significant scale in rural communities.¹ The REDI is responsible for coordinating and focusing the efforts and resources of state and regional agencies on the problems that affect the fiscal, economic, and community viability of Florida's economically distressed rural communities.² The

¹ Section 288.0656, F.S.

² Agencies required to participate in the REDI are found in s. 288.0656(6)(a), F.S.

REDI works with local governments, community-based organizations, and private organizations that have an interest in the growth and development of these communities to find ways to balance environmental and growth management issues with local needs.

Rural Areas of Opportunity

A rural area of opportunity (RAO) is a rural community, or a region of rural communities, that has been adversely affected by an extraordinary economic event, severe or chronic distress, or a natural disaster or that presents a unique economic development opportunity of regional impact.³ The Governor may designate by executive order up to three RAOs, establishing the areas as priority assignments for the REDI. The Governor may waive criteria, requirements, or similar provisions of any economic development incentive for projects located in an RAO.⁴ The designated RAOs are:⁵

- The Northwest RAO, comprised of Calhoun, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Wakulla, and Washington counties and the cities of DeFuniak Springs, Freeport, and Paxton in Walton County;
- The South Central RAO, comprised of DeSoto, Glades, Hardee, Hendry, Highlands, and Okeechobee counties, the cities of Pahokee, Belle Glade, and South Bay in Palm Beach County, and the City of Immokalee in Collier County; and
- The North Central RAO, comprised of Baker, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Putnam, Suwannee, Taylor, and Union counties.

There are currently three regional economic development organizations operating in areas that coincide with the areas designated as RAOs. Opportunity Florida serves the Northwest RAO, Florida's Heartland Regional Economic Development Initiative, Inc., serves the South Central RAO, and the North Florida Economic Development Partnership serves the North Central RAO.⁶ These public/private 501(c)(6) organizations provide economic development support to local governments within the RAOs.

Regional Rural Development Grants Program

The Regional Rural Development Grants Program (grants program or program) was established to provide funding, through matching grants, to build the professional capacity of regionally based economic development organizations. These grants may also be used by economic development organizations to provide technical assistance to businesses within the rural counties and communities they serve.⁷

³ Section 288.0656(1)(d), F.S.

⁴ Section 288.0656(7)(a), F.S.

⁵ Florida Department of Economic Opportunity, *Rural Areas of Opportunity*, <http://www.floridajobs.org/community-planning-and-development/rural-community-programs/rural-areas-of-opportunity> (last visited Nov. 4, 2019).

⁶ *Id.* See also generally <http://www.opportunityflorida.com/> (last visited Nov. 4, 2019), <http://flaheartland.com/> (last visited Nov. 4, 2019), and <http://www.nflp.org/Home.aspx> (last visited Nov. 4, 2019).

⁷ Section 288.018(1), F.S.

To be approved for a matching grant, applicants must provide the Department of Economic Opportunity (DEO) with proof of:⁸

- A demonstrated need for assistance;
- Official commitments of support from each of the units of local government represented by the organization;
- Financial or in-kind commitments from the private sector and each of the units of local government represented by the organization;
- Documentation of the organization's existence and active involvement in economic development activities in the region; and
- The manner in which the organization coordinates its efforts with those of other local or state governments.

The maximum amount any organization may receive annually is \$50,000, or \$150,000 if an organization is located in a rural area of opportunity, and the grant funds must be matched by an equivalent amount of non-state resources.⁹ The DEO may expend up to \$750,000 each fiscal year from funds appropriated to the Rural Community Development Revolving Loan Fund for the program.¹⁰ The DEO may also contract with Enterprise Florida, Inc., the state's principal economic development organization, to administer the program.¹¹

III. Effect of Proposed Changes:

SB 426 makes changes to how the Regional Rural Development Grants Program in s. 288.018, F.S., operates. The bill clarifies that the concept of building the "professional capacity" of an economic development organization includes hiring professional staff to develop, facilitate the delivery of, and directly provide economic development professional services. Professional services include technical assistance, education and leadership development, marketing, and project recruitment.

Currently, grant funds may be used to provide technical assistance to businesses within the rural counties and communities a regional economic development organization serves. Under the bill, grant funds may also be used to provide technical assistance to local governments, local economic development organizations, and existing and prospective businesses. Regional economic development organizations that provide taxpayer-funded incentives to local or prospective businesses are not eligible to participate in the grants program under the bill.

The bill defines a "regional economic development organization" as an economic development organization located in or contracted to serve a rural area of opportunity, as defined in s. 288.0656, F.S. It also removes references to "regionally based economic development organizations" and "economic development organizations," and replaces them with "regional economic development organizations."

⁸ Section 288.018(2), F.S.

⁹ Section 288.018(1), F.S.

¹⁰ Section 288.018(4), F.S. Section 288.065, F.S., establishes the Rural Community Development Revolving Loan Fund to facilitate the use of existing federal, state, and local financial resources by providing local governments with financial assistance to further promote the economic vitality of rural communities.

¹¹ *Id.* Enterprise Florida, Inc., is a nonprofit corporation, not a unit of state government, established under s. 288.901, F.S.

The grants program currently authorizes the DEO to approve grants of up to \$50,000 for economic development organizations not located in an RAO and grants of up to \$150,000 for organizations located in an RAO.

Under the bill, organizations that represent rural counties and communities, but do not operate in or serve an RAO, would not meet the definition of “regional economic development organizations” and therefore would no longer be eligible to receive grant funds; however, the bill maintains the maximum annual grant amount for organizations located in or contracted to serve an RAO at \$150,000.

Additionally, the bill authorizes the three regional economic development organizations recognized by the DEO as serving an entire RAO (Opportunity Florida, Florida’s Heartland Regional Economic Development Initiative, Inc., and the North Florida Economic Development Partnership) to receive grants of up to \$250,000 per year.

The percentage of grant funds received by a regional economic development organization that must be matched with non-state funds is reduced from 100 percent (a one to one match) to 25 percent of the state’s contribution.

The amount the DEO may expend on the program each fiscal year is increased from \$750,000 to up to \$1 million. These funds are from the funds appropriated to the Rural Community Development Revolving Loan Fund.

The bill also provides new requirements for contracts entered into for the purpose of expending grant funds. Under the bill, contracts and agreements must include:

- The purpose of the contract or agreement;
- Specific performance stands and responsibilities for all parties involved;
- A detailed project or contract budget, if applicable;
- The value of any services provided; and
- The projected travel expenses for employees and board members, if applicable.

The bill requires a contracting regional economic development organization to post any contract or agreement involving the expenditure of grant funds on its website at least 14 days before execution.

Specific contracts and agreements that exceed \$35,000 and expend grant funds must also be posted on the contracting regional economic development organization’s website in a “plain-language version.” This applies to contracts or agreements with private entities, municipalities, and vendors of services, supplies, or programs, including marketing, as well as contracts or agreements for the purchase, lease, or use of lands, facilities, and properties.

The bill takes effect July 1, 2020.

IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

V. Fiscal Impact Statement:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

The percentage of funds disbursed through the Regional Rural Development Grants Program that must be matched with non-state funds is reduced from 100 percent (a one to one match) to 25 percent of the state's contribution.

C. Government Sector Impact:

The Rural Community Development Revolving Loan Fund receives a recurring appropriation of \$1.6 million, \$750,000 of which the DEO may expend on the Regional Rural Development Grants Program. The bill increases the amount the DEO may expend on the program to up to \$1 million annually. If the DEO expends the maximum amount allowable on the program each year, the amount remaining in the Rural Community Development Revolving Loan Fund would decrease by up to \$250,000 per year.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Statutes Affected:

This bill substantially amends section 288.018 of the Florida Statutes.

IX. Additional Information:

A. Committee Substitute – Statement of Changes:

(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

B. Amendments:

None.

This Senate Bill Analysis does not reflect the intent or official position of the bill's introducer or the Florida Senate.

By Senator Montford

3-00491A-20

2020426__

1 A bill to be entitled
 2 An act relating to the Regional Rural Development
 3 Grants Program; amending s. 288.018, F.S.; defining
 4 the term "regional economic development organization";
 5 specifying that the concept of building the
 6 professional capacity of a regional economic
 7 development organization includes the hiring of
 8 professional staff to perform specified services;
 9 providing that matching grants may be used to provide
 10 technical assistance to local governments and economic
 11 development organizations and to existing and
 12 prospective businesses; specifying that a regional
 13 economic development organization that provides
 14 taxpayer-funded incentives is not eligible to
 15 participate in the matching grant program; increasing
 16 the maximum amount of annual grant funding that
 17 specified economic development organizations may
 18 receive; revising the required amount of nonstate
 19 matching funds; requiring that certain information be
 20 included in a contract or agreement involving the
 21 expenditure of grant funds; requiring that contracts
 22 or agreements involving the expenditure of grant
 23 funds, and a plain-language version of certain
 24 contracts or agreements, be placed on the contracting
 25 regional economic development organization's website
 26 for a specified period before execution; deleting an
 27 obsolete provision; increasing the amount of funds the
 28 Department of Economic Opportunity may expend each
 29 fiscal year for certain purposes; providing an

Page 1 of 5

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

3-00491A-20

2020426__

30 effective date.
 31
 32 Be It Enacted by the Legislature of the State of Florida:
 33
 34 Section 1. Subsections (1), (3), and (4) of section
 35 288.018, Florida Statutes, are amended to read:
 36 288.018 Regional Rural Development Grants Program.—
 37 (1)(a) For the purposes of this section, a "regional
 38 economic development organization" means an economic development
 39 organization located in or contracted to serve a rural area of
 40 opportunity, as defined in s. 288.0656.
 41 (b) The department shall establish a matching grant program
 42 to provide funding to regional ~~regionally based~~ economic
 43 development organizations representing rural counties and
 44 communities to build ~~for the purpose of building~~ the
 45 professional capacity of those ~~their~~ organizations. Efforts to
 46 build the professional capacity of regional economic development
 47 organizations include the hiring of professional staff to
 48 develop, facilitate the delivery of, and directly provide needed
 49 economic development professional services, including technical
 50 assistance, education and leadership development, marketing, and
 51 project recruitment. ~~Such~~ Matching grants may also be used by a
 52 regional ~~an~~ economic development organization to provide
 53 technical assistance to local governments, local economic
 54 development organizations, and existing and prospective
 55 businesses within the rural counties and communities that it
 56 serves. A regional economic development organization that
 57 provides taxpayer-funded incentives to existing or prospective
 58 businesses is not eligible to participate in the matching grant

Page 2 of 5

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

3-00491A-20

2020426__

59 program.

60 (c) A regional economic development organization may apply
 61 annually to the department for a matching grant. The department
 62 is authorized to approve an application for a grant of: ~~on an~~
 63 ~~annual basis, grants~~

64 1. Up to \$150,000 to an organization located ~~to such~~
 65 ~~regionally based economic development organizations. The maximum~~
 66 ~~amount an organization may receive in any year will be \$50,000,~~
 67 ~~or \$150,000 in or contracted to serve a rural area of~~
 68 opportunity designated pursuant to s. 288.0656(7).

69 2. Up to \$250,000 to any of the three regional economic
 70 development organizations that serve an entire region of a rural
 71 area of opportunity designated pursuant to s. 288.0656(7) and
 72 that are recognized by the department as serving such a region.

73 (d) Grant funds received by a regional economic development
 74 organization recommended by the Rural Economic Development
 75 Initiative and designated by the Governor, and must be matched
 76 each year by an equivalent amount of nonstate resources in an
 77 amount equal to 25 percent of the state contribution.

78 (3)(a) A contract or agreement that involves the
 79 expenditure of grant funds provided under this section,
 80 including a contract or agreement entered into between another
 81 entity and a regional economic development organization, a unit
 82 of local government, or an economic development organization
 83 substantially underwritten by a unit of local government, must
 84 include:

85 1. The purpose of the contract or agreement.

86 2. Specific performance standards and responsibilities for
 87 each entity.

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2020426__

88 3. A detailed project or contract budget, if applicable.

89 4. The value of any services provided.

90 5. The projected travel expenses for employees and board
 91 members, if applicable.

92 (b) At least 14 days before execution, the contracting
 93 regional economic development organization shall post on its
 94 website:

95 1. Any contract or agreement that involves the expenditure
 96 of grant funds provided under this section.

97 2. A plain-language version of a contract or agreement with
 98 a private entity, a municipality, or a vendor of services,
 99 supplies, or programs, including marketing, or for the purchase
 100 or lease or use of lands, facilities, or properties which
 101 involves the expenditure of grant funds provided under this
 102 section and which is estimated to exceed \$35,000 ~~The department~~
 103 may also contract for the development of an enterprise zone web
 104 portal or websites for each enterprise zone which will be used
 105 to market the program for job creation in disadvantaged urban
 106 and rural enterprise zones. Each enterprise zone web page should
 107 include downloadable links to state forms and information, as
 108 well as local message boards that help businesses and residents
 109 receive information concerning zone boundaries, job openings,
 110 zone programs, and neighborhood improvement activities.

111 (4) The department may expend up to \$1 million ~~\$750,000~~
 112 each fiscal year from funds appropriated to the Rural Community
 113 Development Revolving Loan Fund for the purposes outlined in
 114 this section. The department may contract with Enterprise
 115 Florida, Inc., for the administration of the purposes specified
 116 in this section. Funds released to Enterprise Florida, Inc., for

3-00491A-20

2020426__

117 this purpose shall be released quarterly and shall be calculated
118 based on the applications in process.

119 Section 2. This act shall take effect July 1, 2020.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19
Meeting Date

426
Bill Number (if applicable)

Topic RRDG

Amendment Barcode (if applicable)

Name Richard Williams

Job Title Executive Director

Address 4636 Hwy 90 East, Suite K
Street

Phone 850.557.2441

Marianna, FL 32446
City State Zip

Email richardw@opportunityflorida.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Opportunity Florida

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

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THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/11
Meeting Date

426
Bill Number (if applicable)

Topic Regional Rural Dev. Grants

Amendment Barcode (if applicable)

Name Christopher Emmanuel

Job Title Policy Director

Address 36 S. Bronough St

Phone 850 933 1223

Street

TLH

City

FL

State

32301

Zip

Email cemmanuel@flchamber

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Florida Chamber of Commerce

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

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THE FLORIDA SENATE

APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/19
Meeting Date

426

Bill Number (if applicable)

Topic Regional Rural Development

Amendment Barcode (if applicable)

Name Chris Doolin

Job Title SMALL COUNTY COALITION

Address 1118-B Thomasville Rd.

Phone 850-508-5492

Street
TALLA. FLA 32303
City State Zip

Email cdoolin@netally.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing SMALL COUNTY COALITION

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

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THE FLORIDA SENATE

APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

10/5/2019

Meeting Date

426

Bill Number (if applicable)

Topic Regional Rural Development Grant

Amendment Barcode (if applicable)

Name Darryl Register

Job Title Executive Director

Address 20 E. Macclenny Ave

Phone 904-226-4780

Macclenny

City

FL

State

32063

Zip

Email dregister@bakerchamberfl.com

Speaking: [X] For [] Against [] Information

Waive Speaking: [] In Support [] Against (The Chair will read this information into the record.)

Representing Baker County Economic Development Commission

Appearing at request of Chair: [] Yes [X] No

Lobbyist registered with Legislature: [] Yes [X] No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

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THE FLORIDA SENATE

APPEARANCE RECORD

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11/5/2019
Meeting Date

SB426
Bill Number (if applicable)

Topic Regional Rural Development Grants Program Amendment Barcode (if applicable)

Name Meghan Holley

Job Title Executive Director

Address 4318 Lafayette Street

Phone 850-718-1022

Marianna FL 32446
City State Zip

Email mainstreet@mariannacity

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Main Street Marianna

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

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THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11/5/2019
Meeting Date

SB 426
Bill Number (if applicable)

Topic Regional Rural Development Grants Program

Amendment Barcode (if applicable)

Name Tiffany Garling

Job Title Executive Director

Address 4318 Lafayette St

Phone 850 482 8060

Street

Manama
City

FL
State

32446
Zip

Email tiffany@jacksoncounty.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Jackson County Chamber of Commerce + Jackson County EDC

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

S-001 (10/14/14)

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11-5-19
Meeting Date

SB 426
Bill Number (if applicable)

Topic SB 426 - REGIONAL RURAL DEVELOPMENT GRANTS PROJECT Amendment Barcode (if applicable)

Name LAURA YOUMANS

Job Title LEGISLATIVE COUNSEL

Address 100 N. MONROE ST

Phone 850-294-1838

Street

TAL

City

FL

State

32801

Zip

Email LYOUMANS@FLCOUNTIES.COM

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing FLORIDA ASSOCIATION OF COUNTIES

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

S-001 (10/14/14)

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

11-5-19
Meeting Date

426
Bill Number (if applicable)

Topic Regional Rural Development.

Amendment Barcode (if applicable)

Name Richard Gentry

Job Title _____

Address 3074 OBRIEN

Phone 251-1837

Tall. Fl. 32309
City State Zip

Email rgentry@comcast.net

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Stand Up. for North Fla.

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

THE FLORIDA SENATE

APPEARANCE RECORD

11-5-2019
Meeting Date

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

SB 426
Bill Number (if applicable)

Topic RURAL DEV. GRANT

Amendment Barcode (if applicable)

Name Sgt & Buds Clay County FL

Job Title Sgt Toy Clay County FL

Address 2904-2910 Hwy 21
Street

Phone 904-2415-3225

MIDDLEBURGH FL 32068
City State Zip

Email SGT BUDS CLAY@GMAIL.COM

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing CLAY COUNTY FL

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

By Senator Rodriguez

37-00395A-20

2020254__

A bill to be entitled

An act relating to a working persons tax rebate study; requiring the Department of Revenue, in consultation with the Office of Economic and Demographic Research, to conduct a study and prepare a report examining the implementation of a tax rebate program for certain persons or households receiving the federal Earned Income Tax Credit; specifying requirements for the report; requiring the department to submit the report to the Governor and Cabinet and the Legislature by a certain date; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. (1) The Department of Revenue, in consultation with the Office of Economic and Demographic Research, shall conduct a study and prepare a report examining the implementation of a tax rebate program for persons or households who qualify for and receive a tax credit under the federal Earned Income Tax Credit program and who maintained residence in this state during the entire tax year for which the credit was claimed.

(2) The report must include all of the following:

(a) An analysis of the economic activity of, and state taxes paid by, persons and households residing in this state who qualify for the federal Earned Income Tax Credit.

(b) Legislative proposals to implement a program providing a rebate of state taxes paid by such persons and households during the tax year for which the federal Earned Income Tax

Page 1 of 2

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

37-00395A-20

2020254__

Credit was claimed, up to a limit of 10 percent of the amount of the federal Earned Income Tax Credit received by the person or household.

(c) An analysis of the feasibility of creating and implementing the tax rebate program using data provided by the Internal Revenue Service or another federal agency so that a person or household may receive funds from the state without having to complete an annual application and provide documentation.

(d) If the analysis conducted under paragraph (c) determines that an automatic program is not feasible, the identification and analysis of specific barriers to the creation of such a program and proposed solutions for the removal of the barriers.

(e) If the analysis conducted under paragraph (c) determines that an automatic program is feasible, a legislative proposal to implement the automatic program.

(3) The Department of Revenue shall submit the report to the Governor and Cabinet, the President of the Senate, the Speaker of the House of Representatives, the Minority Leader of the Senate, and the Minority Leader of the House of Representatives by December 31, 2020.

Section 2. This act shall take effect July 1, 2020.

Page 2 of 2

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: The Professional Staff of the Committee on Commerce and Tourism

BILL: SB 254

INTRODUCER: Senator Rodriguez

SUBJECT: Working Persons Tax Rebate Study

DATE: November 4, 2019

REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	Harmsen	McKay	CM	Pre-meeting
2.			FT	
3.			AP	

I. Summary:

SB 254 requires the Department of Revenue, in consultation with the Office of Economic and Demographic Research, to study the possible implementation of a state tax rebate for Florida residents who receive the federal Earned Income Tax Credit. The Department of Revenue must submit a report with its findings by December 31, 2020; this report must also include legislative proposals to implement the rebate.

II. Present Situation:

Florida Tax Collection

Florida is one of seven states that do not levy a personal income tax.¹ A vast majority of Florida's tax revenues—77 percent—come from its sales and use tax.² In FY 2018-2019, Florida residents and visitors paid \$25,194,500 in sales tax.³ Florida's 6 percent sales tax is collected by the dealer (seller) at the point of sale and remitted to the Florida Department of Revenue (department).⁴

¹ Office of Economic and Demographic Research, The Florida Legislature, *Florida Tax Handbook, Including Fiscal Impact of Potential Changes*, 301 (2019), available at <http://edr.state.fl.us/Content/revenues/reports/tax-handbook/taxhandbook2019.pdf> (last visited Nov. 4, 2019). The remaining states with no personal income tax are: Alaska, Nevada, South Dakota, Texas, Washington, and Wyoming. Morgan Scarborough, *State Individual Income Tax Rates and Brackets for 2018* (Mar. 5, 2018), Tax Foundation, <https://taxfoundation.org/state-individual-income-tax-rates-brackets-2018/> (last visited Nov. 4, 2019).

² Office of Economic and Demographic Research, The Florida Legislature, *Florida Tax Handbook, Including Fiscal Impact of Potential Changes*, 16-18 (2019), available at <http://edr.state.fl.us/Content/revenues/reports/tax-handbook/taxhandbook2019.pdf> (last visited Nov. 4, 2019).

³ Office of Economic and Demographic Research, The Florida Legislature, *Florida Tax Handbook, Including Fiscal Impact of Potential Changes*, 16 (2019), available at <http://edr.state.fl.us/Content/revenues/reports/tax-handbook/taxhandbook2019.pdf> (last visited Nov. 4, 2019).

⁴ Florida Department of Revenue, *Florida Sales and Use Tax*, https://floridarevenue.com/taxes/taxesfees/Pages/sales_tax.aspx (last visited Nov. 4, 2019).

Florida residents, depending on their purchases, may also be subject to other state-levied taxes, including:⁵

- ad valorem (property) tax,
- documentary stamp tax,
- fuel tax,
- communication services tax, and
- other miscellaneous fees and surcharges, such as the local option transient rental tax, rental car surcharge, and lead-acid battery fee.

Additionally, local governments have the discretion to levy up to an additional 2.5 percent sales tax on the first \$5,000 of qualified transactions.⁶ Florida business owners must also pay sales and use tax, discretionary sales surtax, reemployment tax, and corporate income tax on behalf of their business.⁷

The department administers the collection of statewide taxes⁸ and assists with the oversight of local property tax administration.⁹ The department generally does not collect, store, or use federal tax returns or related data (federal tax information, “FTI”). The release of any such FTI to a state agency is regulated by 26 U.S.C. s. 6103, which prohibits its disclosure unless used for tax administration purposes.^{10,11}

⁵ Florida Department of Revenue, *Tax Information for New Residents* (Dec. 2017), available at https://floridarevenue.com/Forms_library/current/gt800025.pdf (last visited Nov. 4, 2019).

⁶ Florida Department of Revenue, *Discretionary Sales Surtax, Form GT-800019*, 2 (Jan. 2019), available at https://floridarevenue.com/Forms_library/current/gt800019.pdf (last visited Nov. 4, 2019).

⁷ Florida Department of Revenue, *supra*, note 5, at 3.

⁸ Florida Department of Revenue, *General Tax Administration Program*, https://floridarevenue.com/taxes/Pages/gta_about_us.aspx (last visited Nov. 4, 2019).

⁹ Florida Department of Revenue, *The Role of the Property Tax Oversight Program*, <https://floridarevenue.com/property/Pages/aboutus.aspx> (last visited Nov. 4, 2019).

¹⁰ “Tax administration” is “the administration, management, conduct, direction, and supervision of the execution and application of the internal revenue laws or related statutes (or equivalent laws and statutes of a State) and tax conventions to which the United States is a party, and the development and formulation of Federal tax policy relating to existing or proposed internal revenue laws, related statutes, and tax conventions, and includes assessment, collection, enforcement, litigation, publication, and statistical gathering functions under such laws, statutes, or conventions.” 26 U.S.C. § 6103(4).

¹¹ US Internal Revenue Service, *Publication 1075: Tax Information Security Guidelines for Federal, State and Local Agencies, Safeguards for Protecting Federal Tax Returns and Return Information*, 30 (Nov. 2016), available at <https://www.irs.gov/pub/irs-pdf/p1075.pdf> (last visited Nov. 4, 2019).

Federal Earned Income Tax Credit

The federal Earned Income Tax Credit (EITC) is a federal tax policy that reduces the tax liability of qualified workers who file a tax return according to their income, marital status, and number of dependent children.¹² The maximum EITC amounts for the 2018 tax year are as follows:¹³

Children	Maximum Credit	Max. Earnings (Single)	Max. Earnings (Married)
0	\$529	\$15,570	\$21,370
1	\$3,526	\$41,094	\$46,884
2	\$5,828	\$46,703	\$52,493
3+	\$6,557	\$50,162	\$55,952

The EITC is a refundable tax credit that permits recipients to apply their credit to their federal income tax payment and to receive any credit in excess of their tax obligation via tax refund.¹⁴ This allows the policy to operate as a cash benefit to moderate-to-low-income individuals and families.¹⁵ Overall, the federal EITC grants larger benefits to families than childless workers. While childless workers made up 25 percent of the federal EITC claims in 2017, they received only 3 percent of the credits distributed under the program.¹⁶

For the 2018 tax year, 25 million individuals or families who filed tax returns with the U.S. federal government received approximately \$61 billion in EITC; the average EITC was \$2,504. Florida residents or families made 2.02 million federal EITC claims, and received a statewide total of \$5.1 billion dollars. The average EITC received by a Florida resident or family was \$2,541.¹⁷

State equivalents to EITC

In 1986, Rhode Island implemented the first state EITC. Now 29 states, the District of Columbia, Guam, and Puerto Rico have state EITCs that reduce their residents' state income tax liability.¹⁸ Most state EITC policies provide a percentage of the recipient's federal EITC—ranging from 3 to 125 percent. States have also tailored their EITC policies to require educational campaigns or

¹² US Internal Revenue Service, *Earned Income Tax Credit* (Jul. 10, 2019), <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit> (last visited Nov. 4, 2019).

¹³ US Internal Revenue Service, *2018 EITC Income Limits, Maximum Credit Amounts and Tax Law Updates* (Jul. 10, 2019), <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/eitc-income-limits-maximum-credit-amounts> (last visited Nov. 4, 2019).

¹⁴ US Internal Revenue Service, *supra*, note 12.

¹⁵ Elaine Maag, *Refundable Credits: The Earned Income Tax Credit and the Child Tax Credit* (Mar. 23, 2017), Urban Institute & Brookings Institution Tax Policy Center, <https://www.taxpolicycenter.org/publications/refundable-credits-earned-income-tax-credit-and-child-tax-credit/full> (last visited Nov. 4, 2019).

¹⁶ *Id.*

¹⁷ US Internal Revenue Service, *Statistics for Tax Returns with EITC* (Oct. 2, 2019), <https://www.eitc.irs.gov/eitc-central/statistics-for-tax-returns-with-eitc/statistics-for-tax-returns-with-eitc> (last visited Nov. 4, 2019).

¹⁸ National Conference of State Legislatures, *Tax Credits for Working Families: Earned Income Tax Credit (EITC)* (Mar. 25, 2019), <http://www.ncsl.org/research/labor-and-employment/earned-income-tax-credits-for-working-families.aspx> (last visited Nov. 4, 2019).

tax preparation assistance to promote participation in the federal and state EITC programs. Others have expanded their eligibility to better include childless workers.¹⁹

Washington, which does not have a personal income tax, is the only state that has a tax rebate or “remittance” version of the EITC.²⁰ However, Washington’s EITC has not been funded since its passage in 2008.²¹

III. Effect of Proposed Changes:

The bill requires the department, in consultation with the Office of Economic and Demographic Research (EDR), to study a potential tax rebate program in Florida and complete a report with its findings. This rebate program would be available only to residents who have lived in Florida for the prior tax year and who received the federal Earned Income Tax Credit. Those who are eligible for the potential rebate program could receive a rebate of the state taxes they paid in an amount equal to or less than 10 percent of their federal Earned Income Tax Credit.

The department’s report must specifically analyze the following:

- The economic activity of, and state taxes paid by, Florida residents who qualify for the federal Earned Income Tax Credit and their households;
- Whether the tax rebate program can use data from the U.S. Internal Revenue Service or other federal agency to bypass any requirement that state rebate applicants annually submit an application or other documentation to participate in the state rebate; and
- If federal tax data is unavailable to the department for administering the possible rebate program, what barriers make it unavailable, and can they be removed?

The department’s report must also include legislative proposals to implement the possible state rebate program; to make program enrollment automatic, if possible; and if automatic enrollment is not possible, to overcome the barriers that prevent it.

The department must submit its report to the Governor, Cabinet, President of the Senate, Speaker of the House of Representatives, Minority Leader of the Senate, and Minority Leader of the House of Representatives by December 31, 2020.

The bill takes effect July 1, 2020.

IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

¹⁹ California and Maryland expanded their state EITC eligibility to include childless workers between the ages of 18 and 24 and older than 65. This eligibility is more expansive than the federal EITC program. *Id.*

²⁰ Wash. Rev. Code § 82.08.0206 (2008).

²¹ National Conference of State Legislatures, *supra*, note 18.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

V. Fiscal Impact Statement:**A. Tax/Fee Issues:**

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

The department and EDR will be required to allocate resources to study and craft a report and related legislative proposals on this issue.

VI. Technical Deficiencies:

It is unclear in which tax year a recipient must have received the federal Earned Income Tax Credit to be eligible to receive the potential Florida tax rebate.

The bill requires the department and the EDR to study the economic activity of Florida residents who may be eligible for the potential Florida tax rebate. The term “economic activity” may include economic activity conducted outside of Florida and other unintended forms of an individual’s economic impact.

VII. Related Issues:

None.

VIII. Statutes Affected:

This bill creates an unnumbered section of law in the Florida Statutes.

IX. Additional Information:

- A. **Committee Substitute – Statement of Changes:**
(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

- B. **Amendments:**

None.

This Senate Bill Analysis does not reflect the intent or official position of the bill's introducer or the Florida Senate.

Adopting a Florida EITC Would Help Build A Stronger Future Economy

Presentation to Florida Senate Commerce
and Tourism Committee

Elizabeth McNichol

Senior Fellow

Center on Budget and Policy Priorities

Washington DC

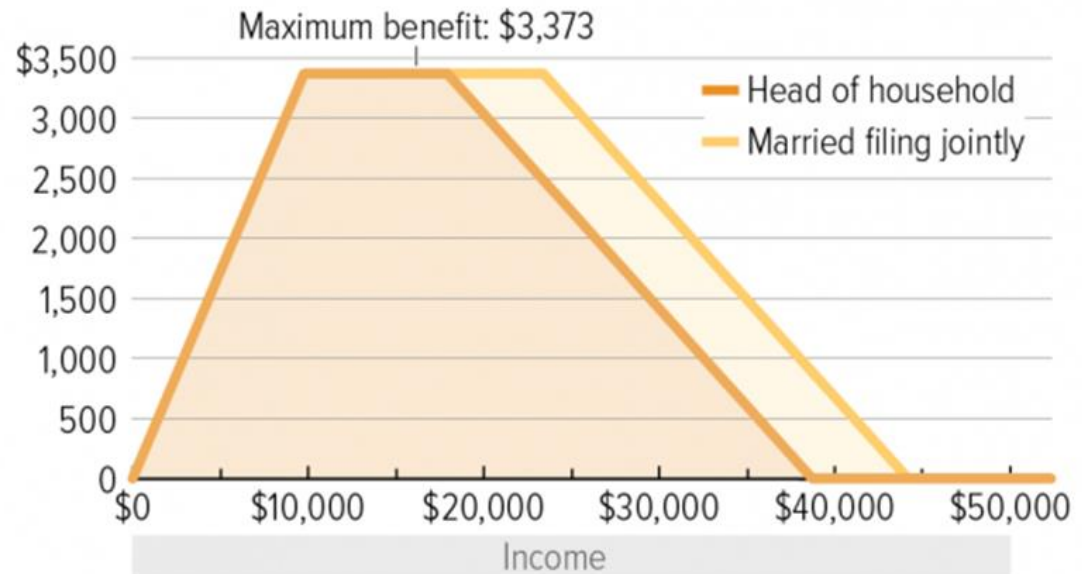
November 5, 2019



How Does the Earned Income Tax Credit (EITC) Work

- The Earned Income Tax Credit (EITC) is a **federal tax credit** for low- and moderate-income working people.
- It helps working families make ends meet, keeps families working, and has a lasting effect.

Earned Income Tax Credit for Households with One Child, 2016



Note: Assumes all income is from earnings (as opposed to investments, for example).

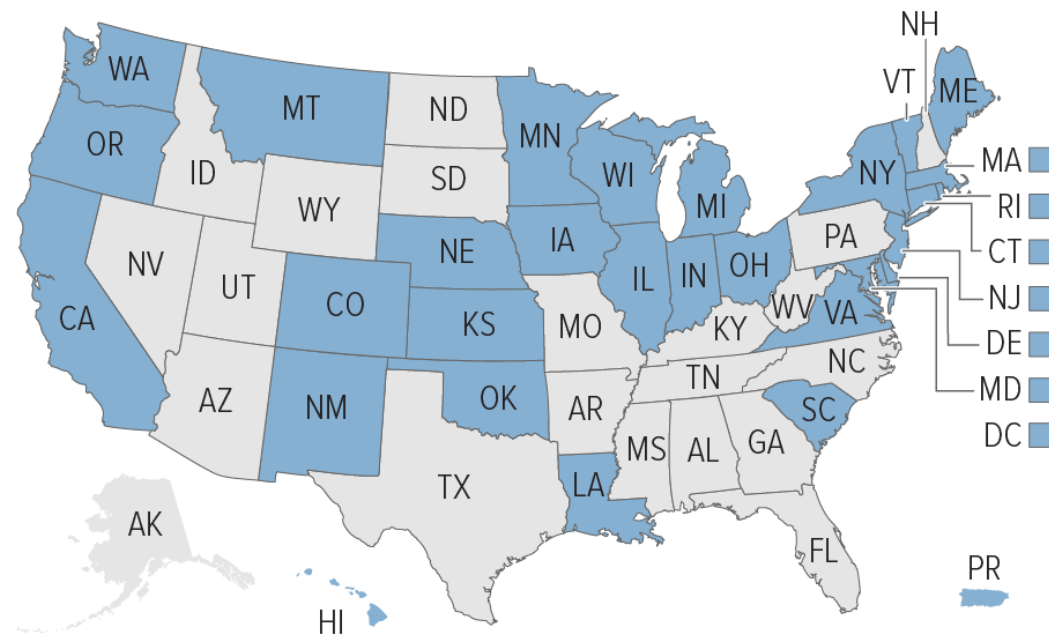
Source: Internal Revenue Service

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

How Does the Earned Income Tax Credit (EITC) Work

- Most state EITCs are set as a **percentage of the federal credit**, and apply to state tax liability
- Most are **refundable**
- **A few states use a different formula** to calculate the value of the state EITC
- **States without an income tax** can still offer an EITC

Twenty-Nine States, D.C., and Puerto Rico Have Enacted EITCs as of 2019



Source: CBPP analysis

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

Earned Income Tax Credits: Help at Every Stage of Life



Improved infant
& maternal health



Increased work & earnings
in the next generation



Greater college
enrollment



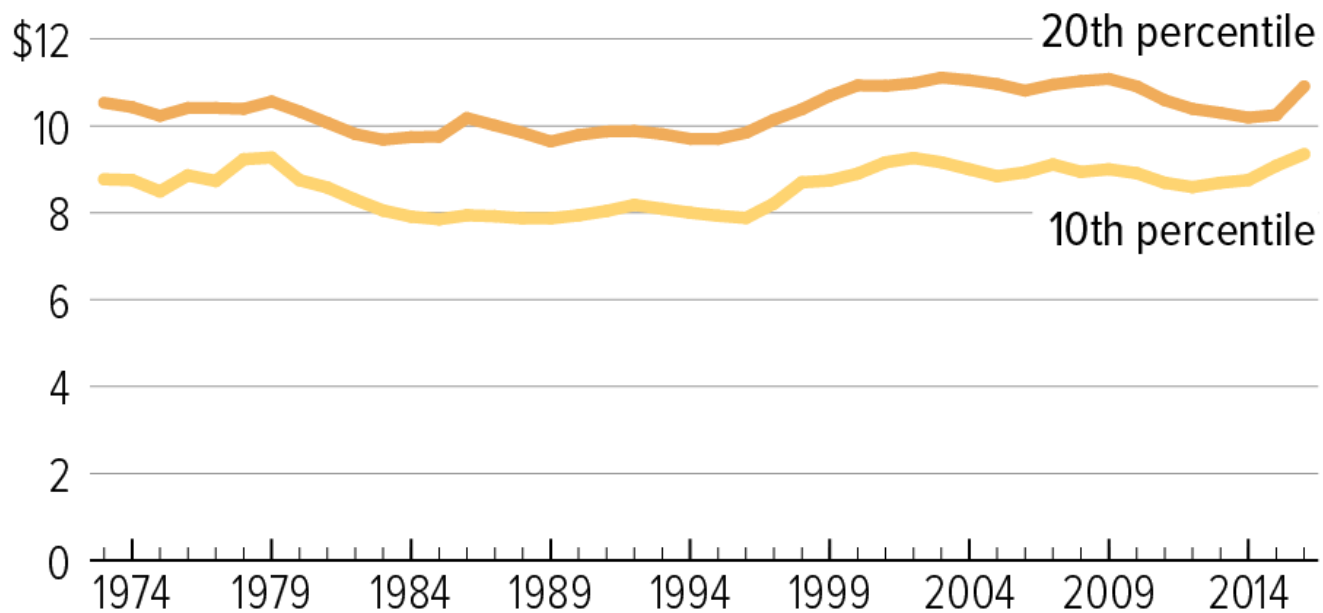
Better school
performance



Social Security
retirement

Wages for Low-Paid Workers Same as Over 40 Years Ago

Hourly wages at the 10th and 20th percentiles of the wage scale, adjusted for inflation

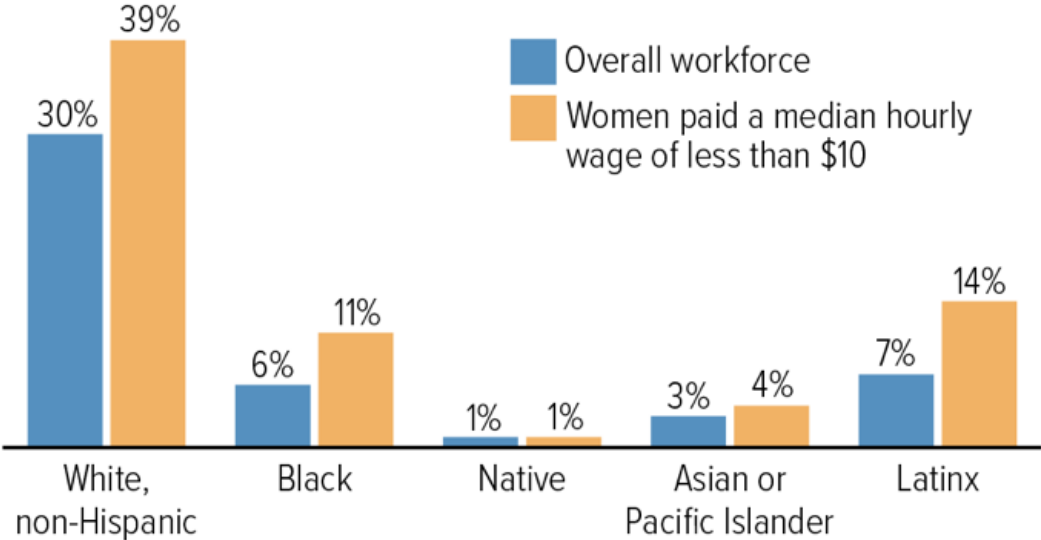


Note: At the 10th percentile of the wage scale, 90 percent of American workers earn more in wages. At the 20th percentile, 80 percent of American workers earn more in wages.

Source: Economic Policy Institute

Women, Especially Black and Latinx Women, Overrepresented in Jobs That Pay Less Than \$10

Women's share of overall and lowest-wage workforces by race/ethnicity, 2016



Source: National Women's Law Center analysis of Census data

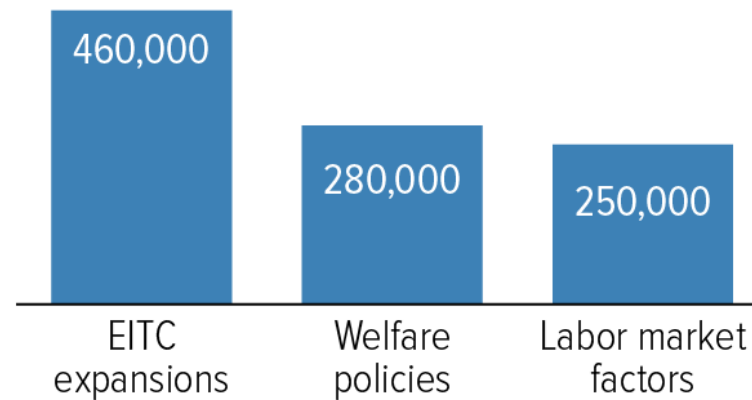
More info: [State Earned Income Tax Credits Help Build Opportunity for People of Color and Women](#)

EITCs Boost State Economies

- Makes work pay and increases income.
- Helps families meet their basic needs.
- Families with more money to spend, spend in their communities.

EITC Biggest Factor Boosting Single Mothers' Employment, Research Finds

Increase in employed female heads of households in 1999 due to changes since 1993



EITC=Earned Income Tax Credit

Note: Categories from study were combined for simplicity. Categories "time limits," "other reforms," and "maximum benefits" were combined into "welfare policies." Categories "minimum wage" and "unemployment rate" were combined into "labor market factors."

Source: CBPP analysis of results from Jeffrey Grogger, "The Effects of Time Limits, the EITC, and Other Policy Changes on Welfare Use, Work, and Income among Female-Headed Families," 2003, and data from March 1999 Current Population Survey.

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

Earned Income Tax Credits Improve Educational Outcomes

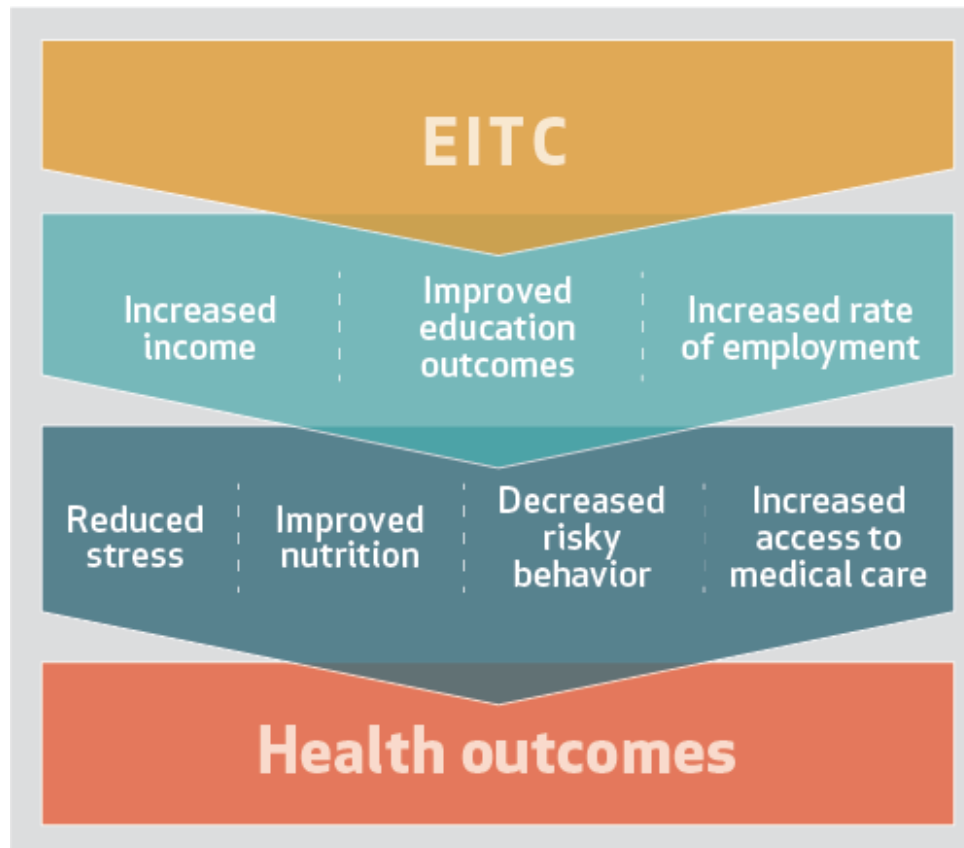
- Higher test scores for kids.
- Greater college enrollment.
- Increased work and earnings in the next generation.



1

EITCs Help Families Thrive in the Long Term

Health Pathways



The Earned Income Tax Credit, Poverty, and Health, " Health Affairs Health Policy Brief, October 4, 2018.

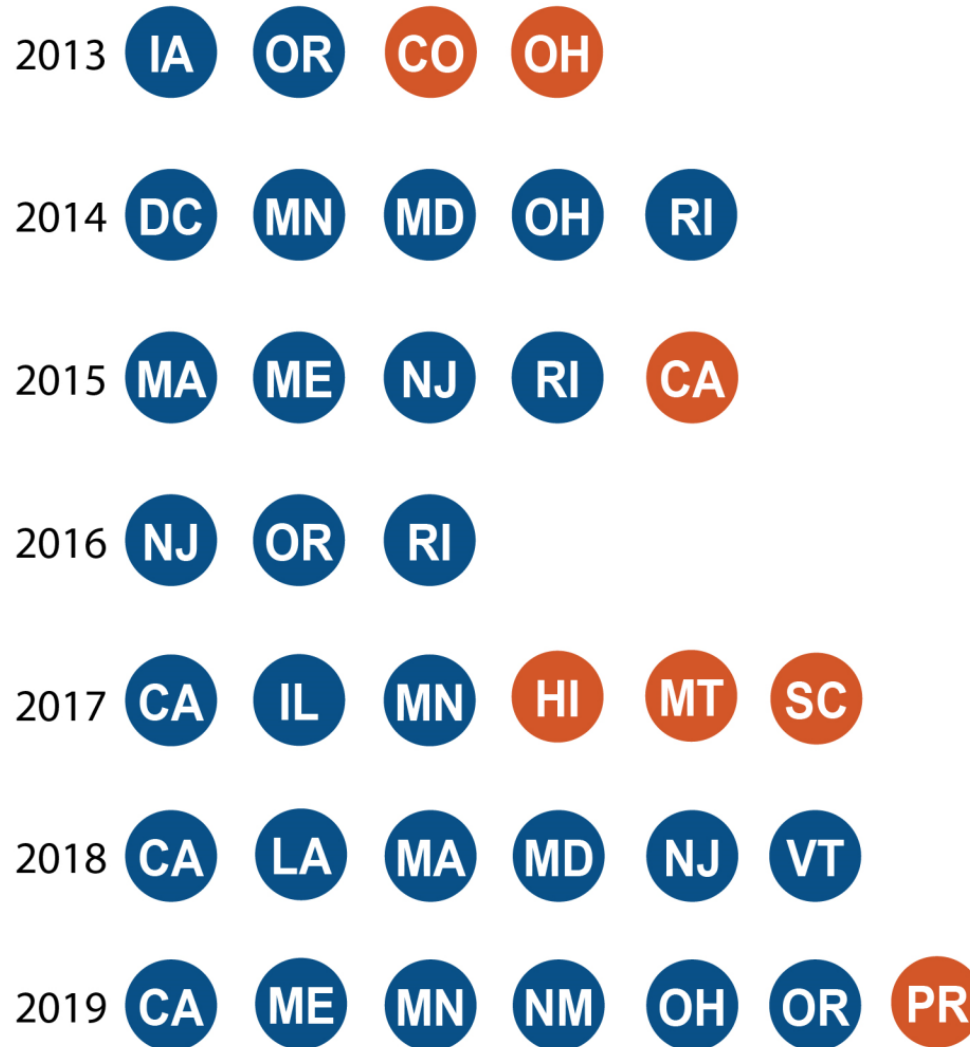
EITCs Can Help With a More Secure Retirement

- Increased Social Security retirement savings.
- Especially for women.



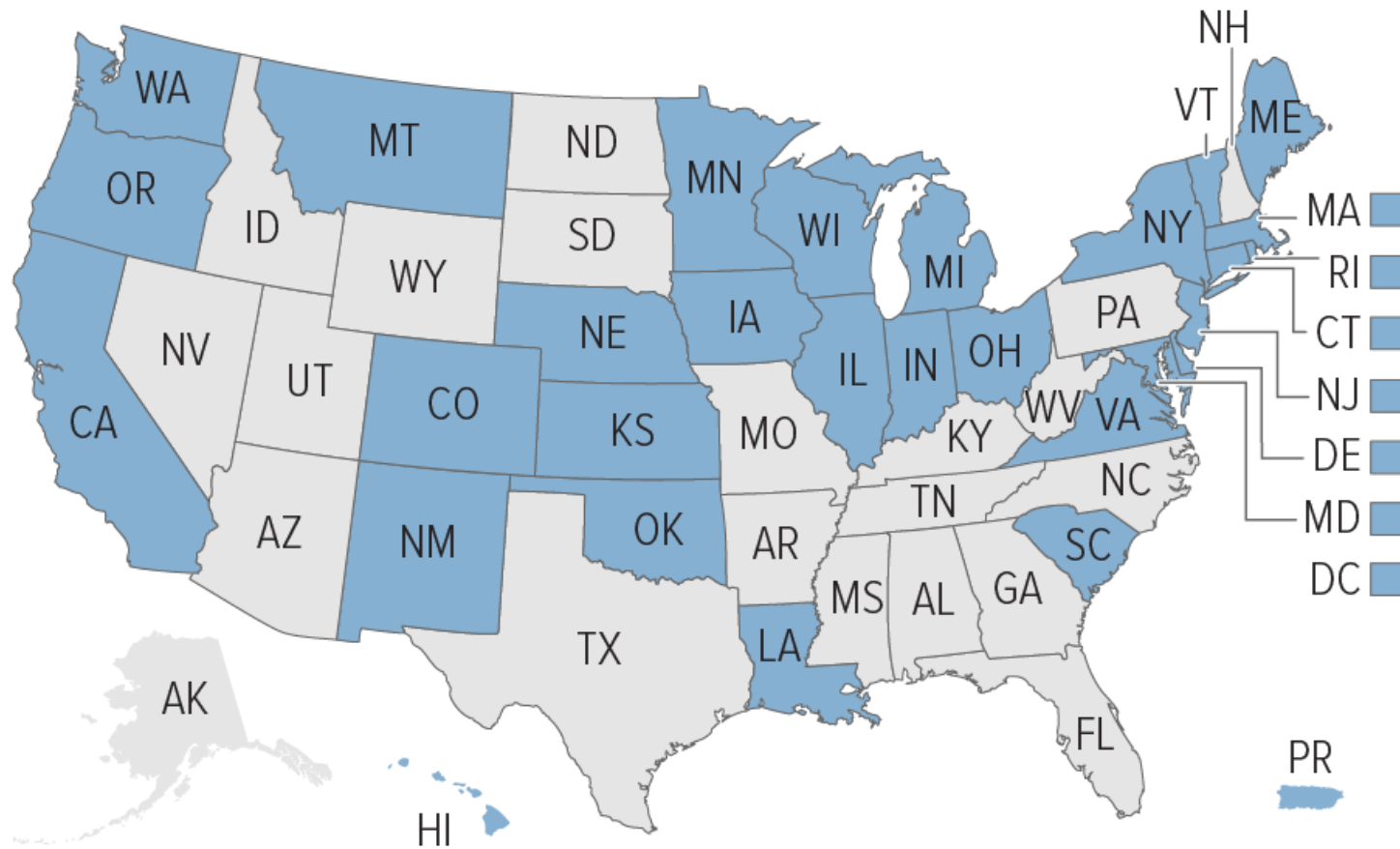
Gains in State Earned Income Tax Credits

■ Expanded EITC ■ New EITC



CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

Twenty-Nine States, D.C., and Puerto Rico Have Enacted EITCs as of 2019



Source: CBPP analysis

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

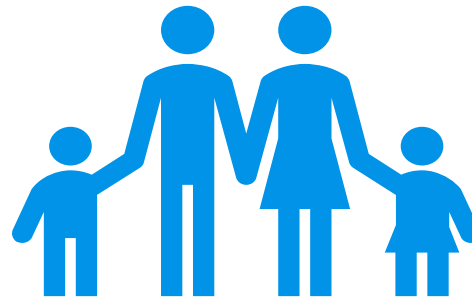
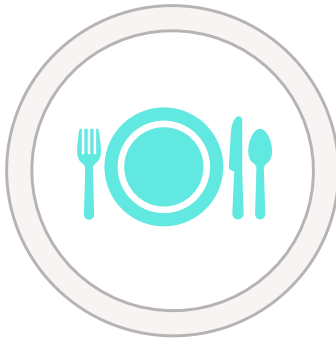
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www.cbpp.org





WORKING PERSONS TAX REBATE

Presentation to the Senate Commerce and Tourism Committee

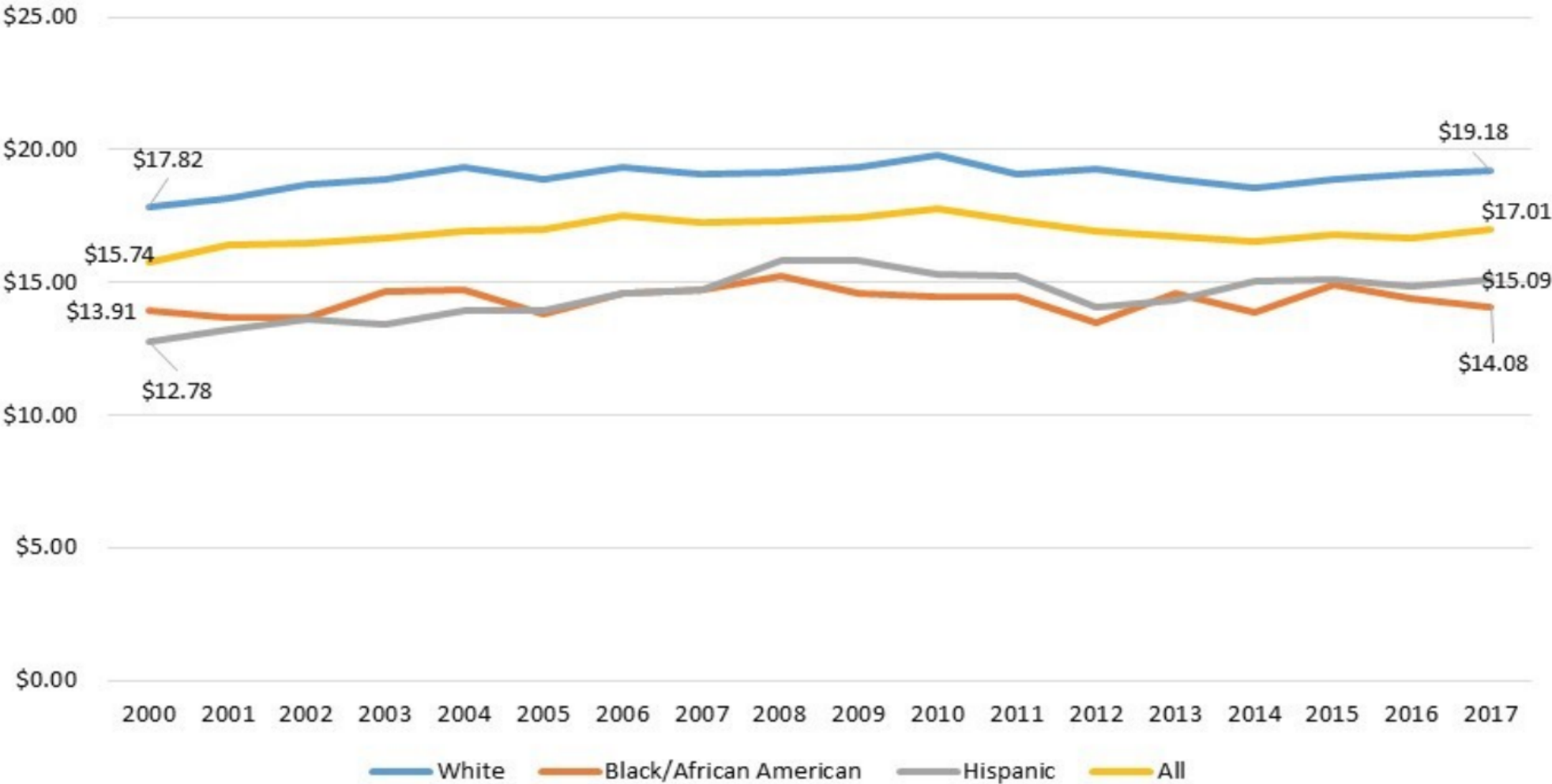
November 2019

ABOUT US

- ▶ **Florida Policy Institute** is committed to advancing state policies and budgets that improve the economic mobility and quality of life for all Floridians.
- ▶ Analyze state budget and revenue trends, propose common-sense policy options with the aim of encouraging broad public education, discussion and informed action.

ECONOMIC GAINS HAVE NOT REACHED EVERYONE

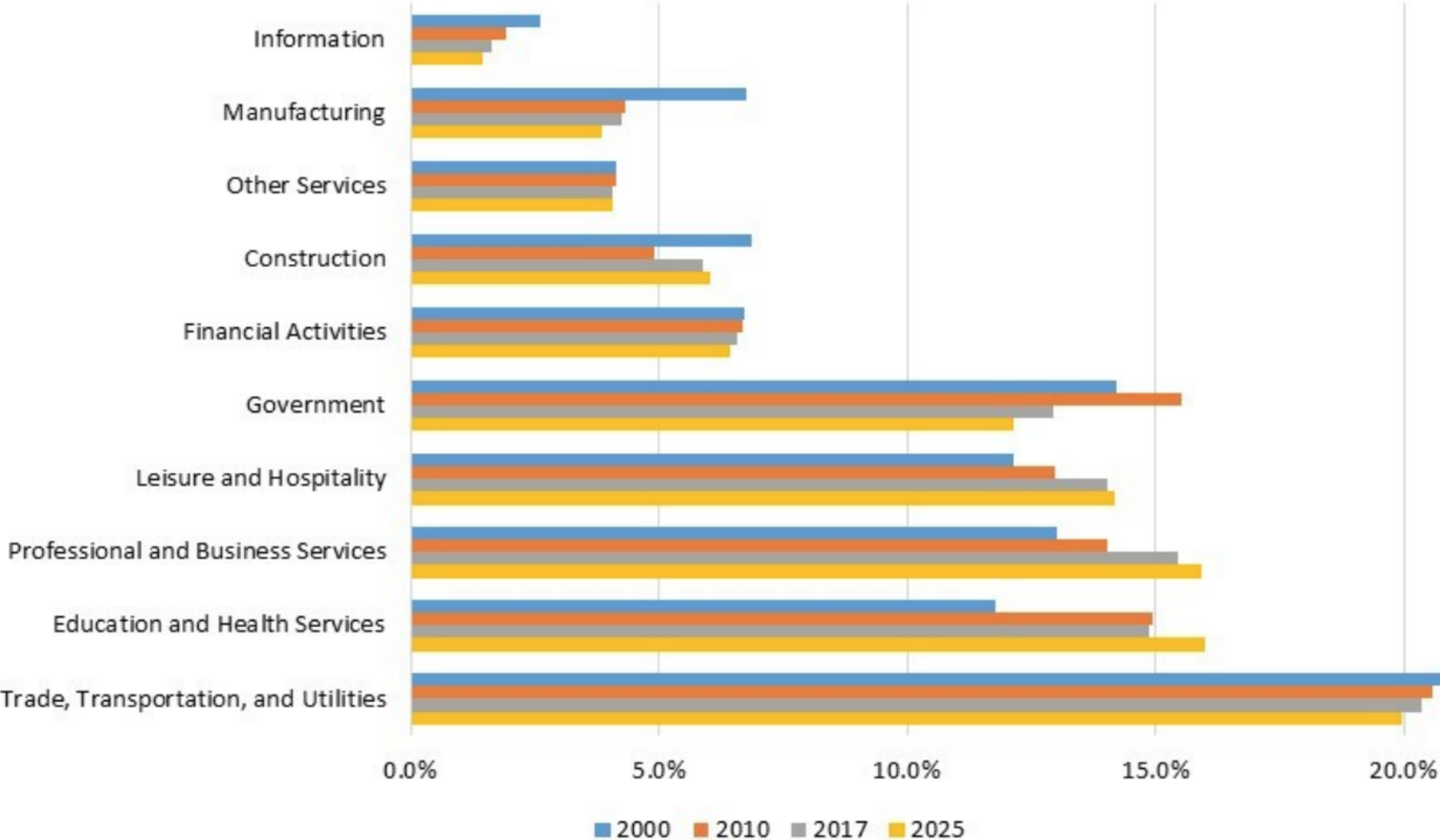
Figure 8: Florida's Median Wage by Demographic Group: 2000-2017
(2017 dollars)



Source: Economic Policy Institute analysis of Current Population Survey data

GROWTH OF “KNOWLEDGE-BASED” INDUSTRIES

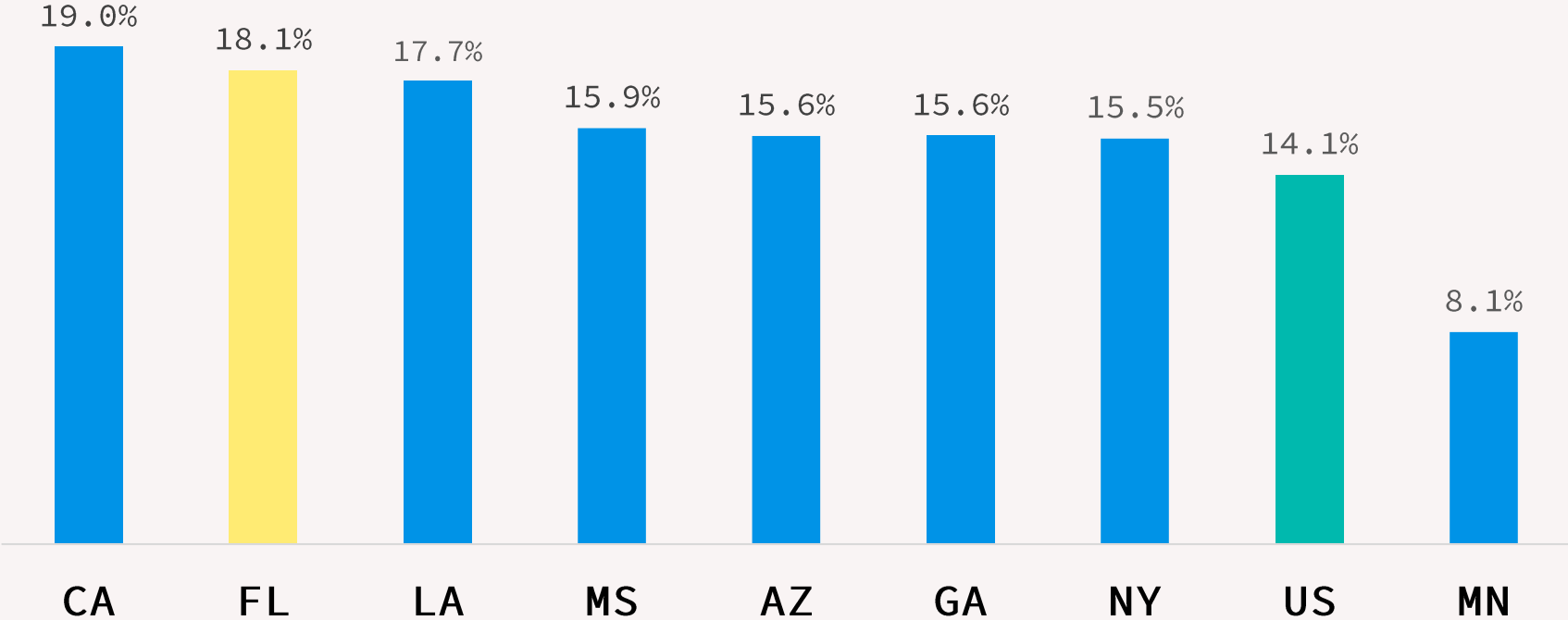
Figure 5: Florida's Employment by Industrial Sector Share: 2000-2025



Source: Florida Department of Economic Opportunity Employment Projections and Current Employment Statistics survey data

FLORIDA'S HIGH POVERTY RATE

FLORIDA'S POVERTY LEVEL SECOND WORST IN THE NATION



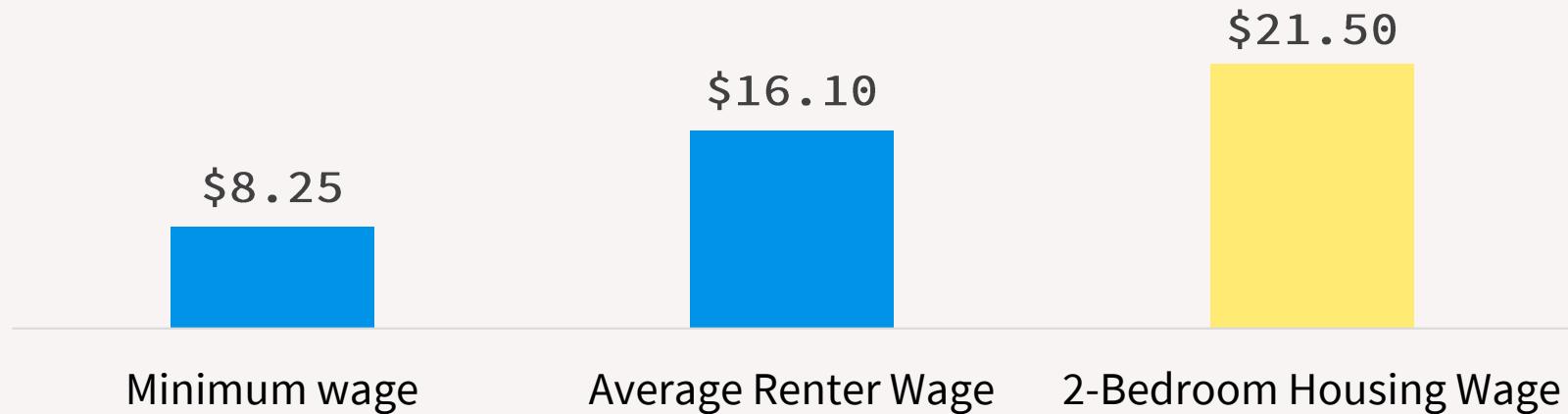
**Florida is statistically tied for the highest poverty rate with California and Louisiana*

Source: Supplemental Poverty Measure, US Census, 2017.

FLORIDA'S AFFORDABLE HOUSING CRISIS

LOW WAGES KEEP HOUSING AFFORDABILITY OUT OF REACH

Hourly wage required to afford a 2-bedroom rental, compared to minimum and average wages



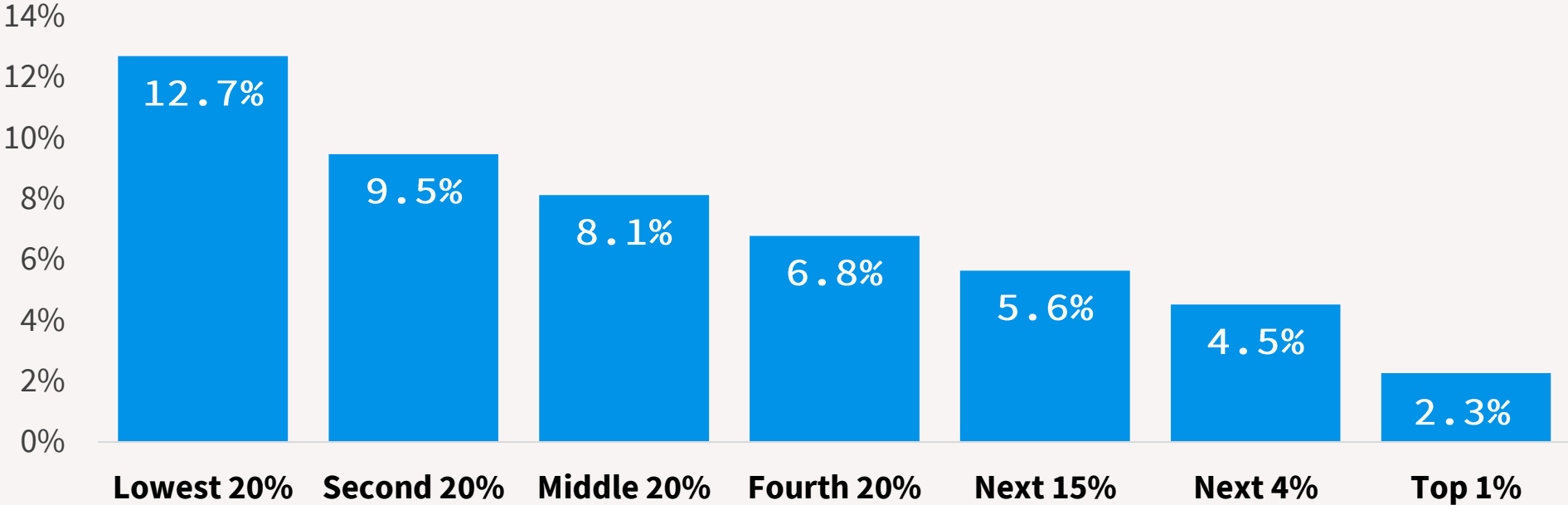
Source: National Low Income Housing Coalition. Out of Reach 2018: Florida.

- Florida has the highest share of cost-burdened renters in the nation
- A worker earning minimum wage would have to work 84 hours/week to afford a 1-br rental

MYTH OF FLORIDA AS “LOW TAX” – FOR WHOM?

FLORIDA RANKS 48th IN THE NATION FOR TAX FAIRNESS

State and local taxes, as a percentage of income, 2015.

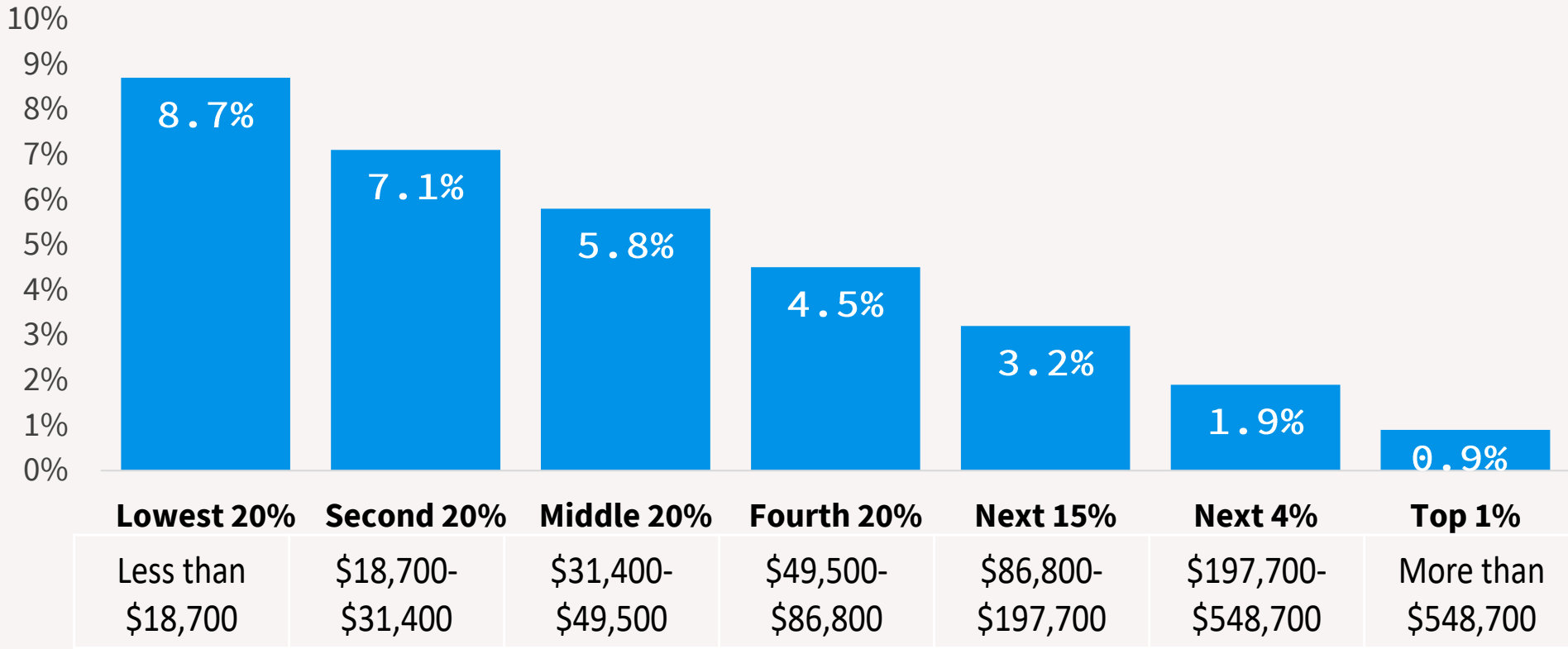


Source: ITEP, "Who Pays? 6th Edition." Accessed via: <http://whopays.org/>

DEPENDENCE ON SALES & EXCISE TAXES

FLORIDA'S SALES & EXCISE TAXES DRIVE INEQUALITY

Sales and excise taxes, as a percentage of income, 2015.

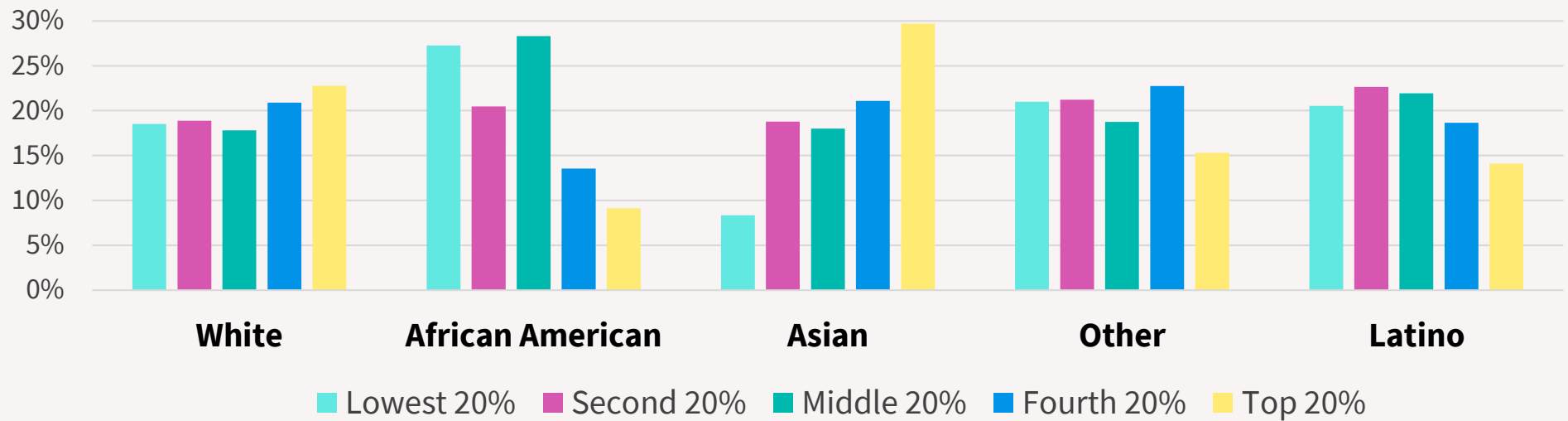


Source: ITEP, "Who Pays? 6th Edition." Accessed via: <http://whopays.org/>

TAXES & INEQUITY

FLORIDA'S UPSIDE-DOWN TAX SYSTEM LOCKS IN INEQUALITY

Income distribution within racial and ethnic groups, 2015.



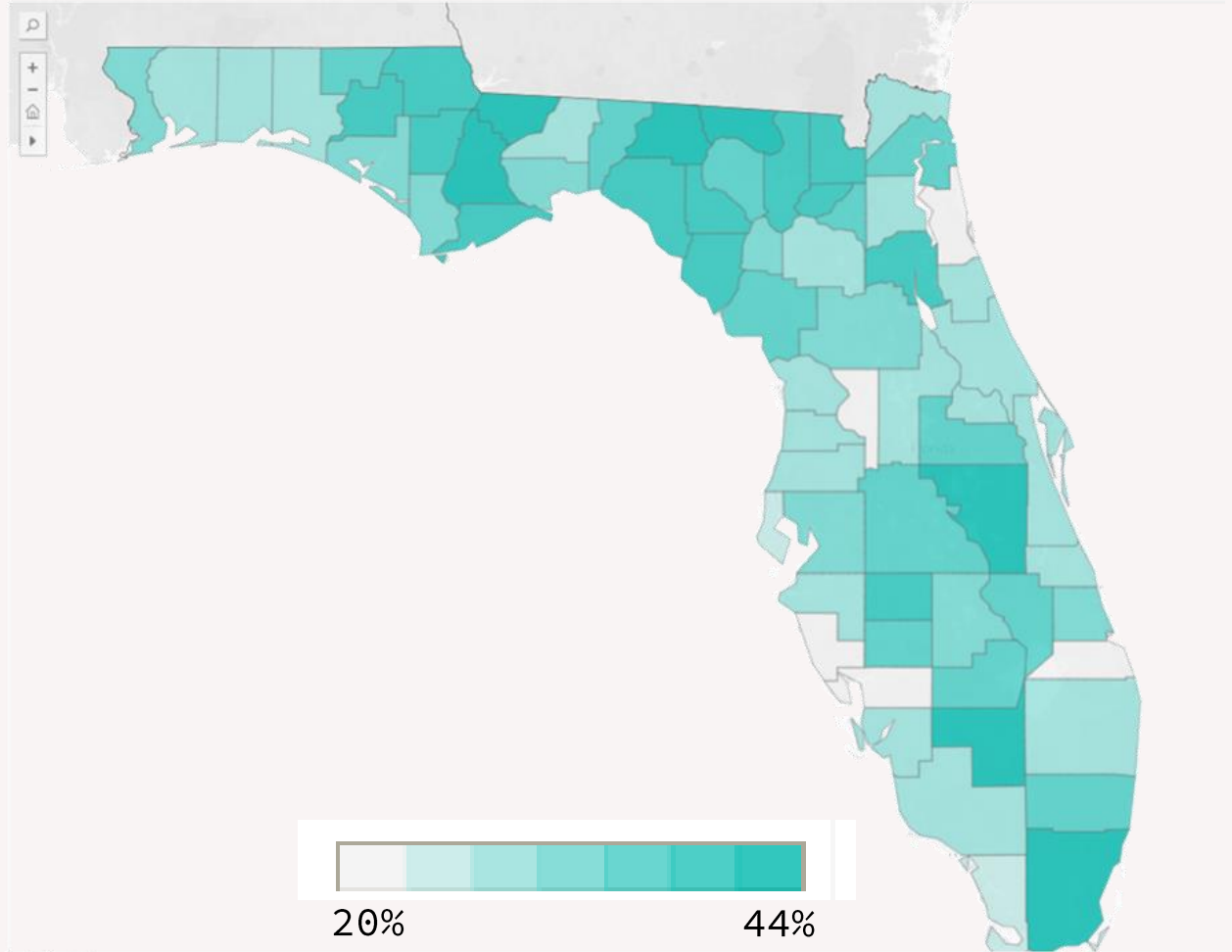
Source: Data analysis by the Institute on Taxation and Economic Policy.

- Florida's regressive tax structure disproportionately impacts communities of color

FEDERAL EITC HELPS FLORIDIANS MAKE ENDS MEET

- One-third of tax returns filed in FL received a federal EITC
- The EITC averaged \$2,500 per return
- At least 20% of returns in all counties received an EITC

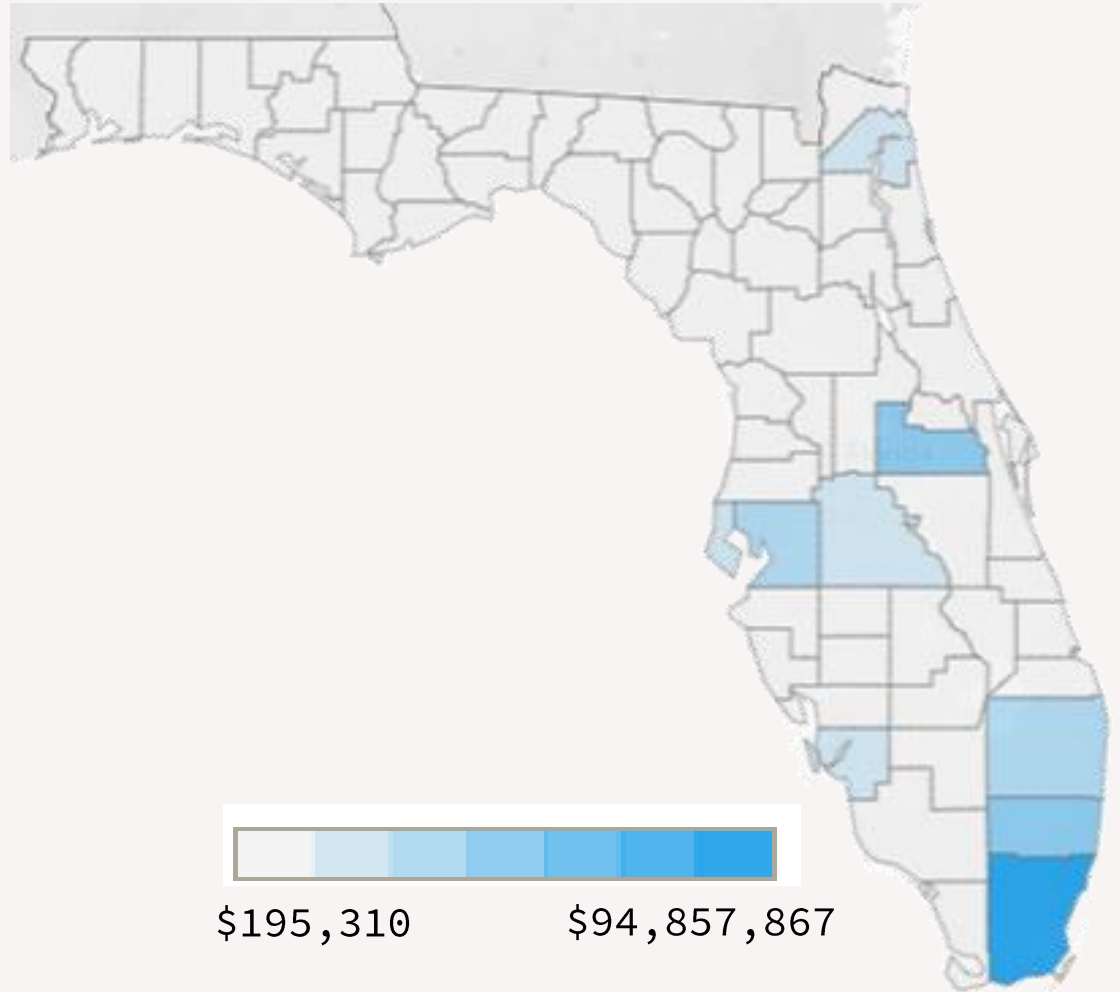
PERCENT OF TAX RETURNS RECEIVING FEDERAL EITC
By county, 2015



A STATE EITC WOULD BOOST FAMILY INCOMES

PROJECTED VALUE OF WORKING PERSONS TAX REBATE
10% of Federal EITC, by county, 2015

- A 10% state EITC would bring \$522 million to working families in FL
- The average would be \$250 per tax return



STATE EITC HELPS FAMILIES PAY FOR NECESSITIES

AN EXTRA \$250 FOR WORKING FAMILIES IN FLORIDA WOULD MEAN...



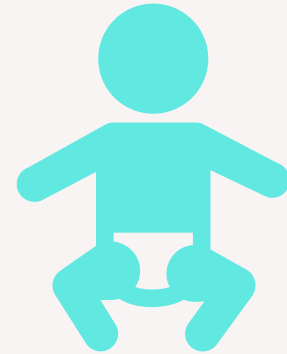
3 weeks of
groceries

OR



100 gallons
of gasoline

OR



Over 1,000
diapers

STATE EITC IS AN ECONOMY-BOOSTING POLICY

- ▶ Gives working parents a boost to their incomes.
- ▶ Allows families to spend on everyday needs.
- ▶ Generates economic activity in communities.
- ▶ Increases employment for workers in the long term.
- ▶ Counteracts growing inequality.
- ▶ Reduces child poverty.
- ▶ Sets up families and children with for better future outcomes.

FLORIDA

POLICY

INSTITUTE

Sadaf Knight

Chief Executive Officer

Knight@floridapolicy.org



@FLPolicyInstitute



@FloridaPolicy

www.floridapolicy.org

CourtSmart Tag Report

Room: EL 110

Case No.:

Type:

Caption: Senate Commerce Committee Judge:

Started: 11/5/2019 10:01:20 AM

Ends: 11/5/2019 11:12:17 AM

Length: 01:10:58

10:01:26 AM Meeting come to order
10:01:33 AM Quorum present
10:01:53 AM SB 426, Sen. Montford
10:04:29 AM Sen. Montford close on bill
10:04:40 AM Roll call on SB 426
10:04:53 AM SB 426 Favorable
10:05:04 AM Workshop on SB 254 by Sen. Rodriguez, Working Persons Tax Rebate Study
10:07:44 AM SB 362 by Sen. Hooper
10:10:37 AM Phillip Snderman, speaker, Americans for Prosperity
10:12:46 AM
10:13:50 AM Sex & Buds Clay County FL Hotels, speaker
10:15:26 AM Sen. Torres question to sponsor
10:15:47 AM Response
10:16:14 AM Sen. Wright comments
10:16:50 AM Sen. Stewart comments
10:17:24 AM
10:18:15 AM Sen. Hooper close on bill
10:18:16 AM Roll call on SB 362
10:18:30 AM Roll call on SB 362, Favorable
10:18:45 AM Back on Workshop
10:18:59 AM Speakers are Ms. Amy Baker, Jim Zingale, Sadaf Knight, and Elizabeth McNichol
10:19:42 AM Mr. Zingale first speaker
10:30:43 AM Chair question to Mr Zingale
10:30:56 AM Sen. Torres questions to speaker
10:31:23 AM Responses
10:32:16 AM Ms. Amy Baker, Coordinator of FL ECO and Demographic Research
10:38:23 AM Question, Sen. Torres to speaker
10:38:59 AM Response of Ms. Baker
10:40:37 AM Speaker, Elizabeth McNichol, Senior Fellow, Center on Budget and Policy Priorities
10:51:11 AM Questions, Sen. Torres
10:54:45 AM Comments of speaker, Ms. McNichol
10:55:17 AM Speaker, Ms. Sadaf Knight, CEO FL Poliy Institute
10:55:56 AM Speaker, Ms. Sadaf Knight, CEO FL Policy Institute
11:06:22 AM Sen. Torres questions/comments
11:08:20 AM Comments of the Chairman re workshop to Sen. Rodriguez and speakers
11:09:33 AM
11:10:14 AM Sen. Rodriguez closing comments
11:11:50 AM Final comments from Chair
11:11:59 AM Sen. Wright moved adjournment