### COMMITTEE MEETING EXPANDED AGENDA

**APPROPRIATIONS SUBCOMMITTEE ON TRANSPORTATION, TOURISM, AND ECONOMIC DEVELOPMENT**  
Senator Latvala, Chair  
Senator Clemens, Vice Chair

**MEETING DATE:** Tuesday, February 10, 2015  
**TIME:** 1:00 — 5:00 p.m.  
**PLACE:** 301 Senate Office Building

**MEMBERS:** Senator Latvala, Chair; Senator Clemens, Vice Chair; Senators Brandes, Detert, Diaz de la Portilla, Gibson, Hukill, Sachs, and Thompson

<table>
<thead>
<tr>
<th>TAB</th>
<th>BILL NO. and INTRODUCER</th>
<th>BILL DESCRIPTION and SENATE COMMITTEE ACTIONS</th>
<th>COMMITTEE ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agency Overviews and Updates on Tourism Promotion and Marketing Programs</td>
<td>Presented</td>
<td></td>
</tr>
</tbody>
</table>

Other Related Meeting Documents
Florida Tourism by the Numbers

Will Seccombe
President & CEO
VISIT FLORIDA

Mission
To promote travel and drive visitation to and within Florida

Vision
VISIT FLORIDA establishes Florida as the No. 1 travel destination in the world

Purpose
To brighten the lives of all

All VISIT FLORIDA programs support the Governor’s priorities of job creation and making sure Florida is a great place to live, work and visit.
Florida Tourism Has Momentum

- Tourism-related employment has seen 57 consecutive months of job growth

- **Three** consecutive years of record visitation
  - 93.7 million visitors in 2013
  - 91.5 million visitors in 2012
  - 87.3 million visitors in 2011

- Record high visitation for Q1, Q2 & Q3 2014
  - 26.3 million visitors in Q1
  - 24.0 million visitors in Q2
  - 23.7 million visitors in Q3
Florida Tourism by the Numbers
(Year-to-Date 2014 Indicators)

- $68.0 B in travel spending YTD October* - up 7.7%
- $4.1 B in sales tax collections YTD October* - up 7.7%
  - 23% of all sales tax generated from travel spending in YTD October* 2014
- 1,135,700 Floridians employed in 2014* - up 3.6%
  - Tourism related employment grew 57 straight months as of December 2014
- 2014 Hotel average daily rate - up 5.7%
- 2014 Hotel occupancy - up 4.4%

*preliminary, subject to change
Market Share in Vacations

- 2007: 14.0%
- 2008: 14.5%
- 2009: 15.0%
- 2010: 15.5%
- 2011: 16.0%
- 2012: 15.7%
- 2013: 16.5%
VISIT FLORIDA Total Budget & Visitation:  
(in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Public Investment</th>
<th>Visitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/10</td>
<td>$28,498,884</td>
<td>80.8%</td>
</tr>
<tr>
<td>10/11</td>
<td>$31,882,282</td>
<td>82.3%</td>
</tr>
<tr>
<td>11/12</td>
<td>$34,899,209</td>
<td>87.3%</td>
</tr>
<tr>
<td>12/13</td>
<td>$54,000,000</td>
<td>91.5%</td>
</tr>
<tr>
<td>13/14</td>
<td>$63,500,000</td>
<td>93.7%</td>
</tr>
</tbody>
</table>
Return on investment

For every $1 invested in tourism advertising, VISIT FLORIDA generates $300 in tourism spending and more than $18 in new sales tax collections – paid by visitors, not residents.

38% of Florida visitors from domestic markets were significantly influenced by VISIT FLORIDA marketing efforts.

Every 85 visitors to the Sunshine State supports one Florida job.

Florida tourism industry invests $2 in marketing programs for every $1 the state of Florida invests.
Expanded Efforts in 2012/13

- **$108.6M** private contribution
- **$54M** public funding
  - **$19.1M** public funding increase over 2011/12
    - Increased media buys of **$13.5M**
    - New VISITFLORIDA.com consumer website
    - Increased international marketing
    - Added representation in India
    - Increased funding for AirTeam Florida
    - Integrated VIVA Florida marketing efforts
    - New CRM system - partnership/consumer direct marketing
    - Created Small Business Destination marketing grant program
Expanded Efforts in 2013/14

- **$111.9M** budgeted private contribution
- **$63.5M** public funding
  - **$9.5M** public funding increase over 2012/13
    - Additional **$6.5M** in domestic marketing
      - Four major campaigns (Summer, Fall, Winter & Spring)
      - Geographic expansion
    - Additional **$2M** in International marketing
    - Additional **$750K** for Air Lift grants to increase lift to FL
    - 2020 Plan Research – **$250K**
Expanded Efforts in 2014/15

- **$138.5M** budgeted private contribution
- **$74M** public funding
  - **$10.5M** public funding increase over 2013/14
    - **$5M** for Medical Tourism marketing
    - **$1.3M** for Florida is for Veterans marketing and research
    - Additional **$2.2M** in domestic marketing
      - Four major campaigns (Summer, Fall, Winter & Spring)
      - Geographic expansion (21 markets)
    - Additional **$2M** in International marketing
      - Foundation Five (Brazil, Canada, Germany, Mexico, United Kingdom)
      - AirTeam Florida Grant
In Florida, we don’t have winter.
Florida Beach Finder
Use the sliders below to find your beach

75M+ Virtual Beach Views
Connect via Social Media

Facebook.com/FloridaTourism
Twitter.com/FloridaTourism
SunshineMatters.org
Contact Us

Will Seccombe
President & CEO
wseccombe@VISITFLORIDA.org
(850) 205-3803

Katie Juckett
Public Affairs Manager
kjuckett@VISITFLORIDA.org
(850) 583-5663
Florida Sports Foundation’s 2013-2014 Economic Impact Survey of Sports shows Florida Sports and Recreation spending is responsible for $44.4 billion in total economic impact, or roughly 3.5% of Florida’s Gross State Product.

In 2013-2014, Sports Events and Recreation activities attracted more than 13.3 million out-of-state visitors to the state of Florida.

Sports and Recreation activities throughout the state of Florida support over 431,812 jobs.
Grant Program

The Florida Sports Foundation’s Grant Programs assist communities and host organizations in attracting sporting events, which bring out-of-state visitors and generate significant economic impact for the state of Florida.

Florida Sports Foundation worked closely with our 27 Regional Sports Commissions assisting them as they bid on events in the state of Florida.

Last year the Florida Sports Foundation awarded 116 grants totaling $3,205,000, brought in 705,396 out-of-state visitors, which resulted in $633,020,654 in out-of-state economic impact.
The NCAA announced hosts for 83 of its 89 championships for the 2014-18 seasons and the State of Florida leads the way as the state awarded the most championship site selections with a total of 43. The 43 NCAA Championship events will be held in 16 Florida communities.

Some highlighted events include: College Football Championship Game, College Football Semi-Final Game, NCAA Women’s Final Four-Basketball, NCAA Frozen Four, NCAA Soccer Final Four, and NCAA Men’s Regional Basketball Playoffs.
Specialty License Plates

The sale of Florida’s nine professional sports team license plates provides funding for the Foundation to award grants to statewide sports commissions hosting the events.
Florida Senior Games

For 23 years, the Florida Senior Games has served as a world-class, Olympic-style international sporting event for athletes 50 years and older.

The Senior Games are dedicated to fitness and wellness, symbolizing Florida’s emphasis on promoting healthy aging through sport.
Sunshine State Games

Florida’s Sunshine State Games is the longest standing multi-sport festival in the U.S. serving amateur athletes for 35 years. The Sunshine State Games offers diverse sports competition.
Florida Grapefruit League

February through March, the State of Florida plays host to 15 Major League Baseball teams for their annual Spring Training. It is a tradition dating back more than 100 years, bringing over 1.5 million fans to the state annually.
Sporting Guides

With over 500,000 copies produced in print and digital forms, these publications serve as Official State of Florida sporting guides.

Fishing & Boating

Sports Directory & Facilities Guide

The World’s Leading Golf Destination

Spring Training Guide and Mobile App

### State of Florida Funding

<table>
<thead>
<tr>
<th>Description</th>
<th>FY2014/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Sports Teams Tag Revenue</td>
<td>$2,600,000</td>
</tr>
<tr>
<td>Sunshine State Games Funds</td>
<td>$-</td>
</tr>
<tr>
<td>Grant Assistance Funding</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Florida Senior Games Funding</td>
<td>$500,000</td>
</tr>
<tr>
<td>USOC Tag Revenue</td>
<td>$45,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,145,000</strong></td>
</tr>
</tbody>
</table>

### Budgeted Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>FY2014/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunshine State Games &amp; Senior Games</td>
<td>$1,020,000</td>
</tr>
<tr>
<td>Grant Awards</td>
<td>$2,055,000</td>
</tr>
<tr>
<td>Professional Sports League Royalties</td>
<td>$28,100</td>
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<tr>
<td>Professional Sports Team Charities</td>
<td>$278,700</td>
</tr>
<tr>
<td>Programs*</td>
<td>$166,300</td>
</tr>
<tr>
<td>Marketing*</td>
<td>$171,594</td>
</tr>
<tr>
<td>Operating, General &amp; Administration</td>
<td>$425,306</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,145,000</strong></td>
</tr>
</tbody>
</table>
John Webb, President
101 N. Monroe Street, Suite 1000
Tallahassee, FL 32301
jwebb@flasports.com
850-488-8347
Department of State
Cultural Heritage Programs

- DOS promotes cultural heritage tourism through:
  - Programs and Initiatives
  - Museums and Living History
  - Grant Programs
  - Historic Site Management

$2.5 Billion in Direct Spending in Cultural Heritage Tourism Activities
Department of State
Cultural Heritage Programs

Promoting 12,000 years of Florida’s people, places and cultural achievements

• Florida Main Street
• Mission San Luis
• Museums in the Sea

• Museum of Florida History
• Victory Florida
• Florida Heritage Trail Guides
Department of State
Cultural Heritage Programs

Partnerships and Support

• VISIT FLORIDA
• BP Gulf Seafood and Tourism Fund Grant
• Florida Sports Foundation
• Florida Lottery
• Florida Department of Transportation
• Department of Environmental Protection/State Parks
• Department of Agriculture
Florida Historic Golf Trail commercial featuring...

Brought to you by:
Florida Department of State & VisitFlorida.com

FloridaHistoricGolfTrail.com

VISITFLORIDA.COM/golf

0:00 / 1:02
54% of visitors participate in history-based activities.

65% of visitors participate in culturally-based activities.

95 Million visitors in 2013.

Every 85 visitors supports one Florida job.

$72 Billion in economic impact.

60% of Floridians say that they would travel more than 50 miles from their home and stay overnight to engage in a cultural activity.

69% of Floridians say that they would travel more than 50 miles from their home and stay overnight to visit a historic site.

$24.4 Million State Aid for Libraries.

$6.9 Million Cultural, Museum and Historic Preservation Grants.

Governor’s Funding Recommendations for FY 2015-2016.

$2.55 Billion in direct spending in cultural heritage tourism activities between August 2012 - August 2013.
Florida Department of State
Cultural Heritage Programs

Promoting 12,000 years of Florida’s people, places and cultural achievements

2,000 Viva Florida partners

905 Viva themed events statewide

Participation from 67 Florida counties

44,000 visitors annually enjoy this recreated 1703 Spanish and Indian living history village

Over $2.3 Billion reinvested in Florida Main Street Communities

22,000 new jobs created since Florida Main Street program was established

Commemorating the 70th anniversary since then ending of WWII

Over 29,000 visitors to the 12 Underwater Preserves

Over 60,000 visitors annually

12 shipwrecks in Florida’s Panhandle

51 publicly accessible historic golf courses

Florida Department of State
Cultural Heritage Programs

Promoting 12,000 years of Florida’s people, places and cultural achievements

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Over 60,000 visitors annually

12 shipwrecks in Florida’s Panhandle

51 publicly accessible historic golf courses
1:00:27 PM Meeting called to order
1:00:45 PM Sen. Latvala (Chair)
1:01:16 PM TAB 1 Agency Overviews and Updates of Tourism Promotion and Marketing Programs
1:01:31 PM Will Seccombe, President & CEO, Visit Florida
1:06:31 PM Sen. Latvala - asks - about budget and tourism line closer
1:07:03 PM Recording Paused
1:07:05 PM Recording Resumed
1:07:35 PM W. Seccombe
1:08:17 PM Sen. Diaz de la Portilla - asks harder to make gains when at the top
1:09:12 PM Sen. Diaz de la Portilla - asks is that so because other states are also increasing dollars
1:09:32 PM W. Seccombe
1:10:46 PM Sen. Detert - asks what kind of private contributions
1:11:23 PM W. Seccombe
1:13:31 PM Sen. Detert - asks do you reach out to them
1:13:40 PM W. Seccombe
1:13:54 PM E. Caum
1:13:57 PM Sen. Detert - roads are crowded, do we have a point of diminishing returns
1:14:29 PM W. Seccombe
1:16:12 PM Sen. Gibson - asks how is it a private contribution
1:16:40 PM W. Seccombe
1:17:37 PM Sen. Gibson - comments - not a contribution
1:17:54 PM W. Seccombe
1:18:11 PM Sen. Gibson - asks number of visitor counted
1:18:35 PM W. Seccombe
1:19:34 PM Sen. Gibson - asks why increase budget for repeat visitors
1:20:29 PM W. Seccombe
1:20:39 PM Sen. Thompson - asks how to focus on niche markets
1:21:04 PM W. Seccombe
1:23:05 PM Sen. Thompson -asks to compare theme parks, beach to historic tourism
1:23:19 PM W. Seccombe
1:25:09 PM Sen. Thompson -asks about plans to bring more African American tourists to Florida
1:26:22 PM W. Seccombe
1:26:47 PM Sen. Sachs - comments on shifting the population of tourism around
1:28:25 PM W. Seccombe continues presentation
1:32:34 PM Sen. Latvala - asks about medical tourism and veteran allocations
1:32:53 PM W. Seccombe
1:34:50 PM Sen. Latvala - asks for examples of kind of grants
1:34:56 PM W. Seccombe
1:36:27 PM Sen. Brandes - asks are we getting a better ROI
1:36:46 PM W. Seccombe
1:37:47 PM Sen. Sachs comments about medical tourism in West Palm Beach
1:38:56 PM W. Seccombe
1:39:34 PM Sen. Gibson - asks is there private participation in the medical tourism
1:40:08 PM W. Seccombe
1:40:28 PM Sen. Gibson - asks why are we calling this tourism
1:41:05 PM W. Seccombe
1:43:58 PM Florida Sports Foundation
1:46:55 PM Sen. Latvala comments to committee to prepare observations or requests from their counties
1:48:40 PM John Webb, President
1:55:54 PM Sen. Latvala - asks about stimulating areas that are under utilized
1:56:20 PM J. Webb rural counties more involved now
1:57:57 PM Sen. Sachs comments on having a sports field in West Palm Beach
1:58:43 PM Sen. Clemens
1:59:10 PM Tourist Development Councils
1:59:12 PM Robert Skrob, Executive Director, Florida Association of Destination Marketing Organizations
2:01:51 PM R. Skrob introduces Ed Caum
2:02:44 PM Ed. Caum, Tourism Manager, Pasco County of Tourism Promotion Agencies
2:07:39 PM E. Caum discusses grants
2:09:52 PM Sen. Detert - asks how the bed tax money is used
2:10:12 PM E. Caum
2:10:50 PM Sen. Detert - asks what is a Capital project they would be interested in funding
2:10:58 PM E. Caum
2:11:31 PM Sen.Detert -asks you would be looking for a Professional Baseball team
2:12:29 PM E. Caum
2:13:38 PM Sen. Latvala - asks about the rattlesnake festival
2:13:54 PM E. Caum
2:14:07 PM Sen. Latvala - asks should we consider multi-county efforts
2:14:56 PM E. Caum
2:15:57 PM Sen. Gibson - asks budget funding
2:16:58 PM E. Caum
2:19:37 PM Department of State
2:19:38 PM Kerri Post, Deputy Secretary
2:31:19 PM Sen. Sachs - asks about the African American areas fit into historic funding
2:33:04 PM K. Post comments on grant programs for support
2:33:37 PM Sen. Sachs
2:33:47 PM Sen. Thompson - asks is there a way to developing museum ratings for grants
2:34:37 PM K. Post
2:35:04 PM Sen. Thompson - asks would they have to produce a one to one match
2:35:18 PM K. Post
2:36:00 PM Sen. Thompson
2:36:33 PM Sen. Gibson -asks is there a funding application process
2:38:26 PM K. Post
2:38:48 PM Sen. Gibson - comments on need for collaboration on applications
2:39:33 PM Sen. Latvala
2:39:52 PM Closing Remarks
2:40:25 PM Meeting adjourned
THE FLORIDA SENATE

APPEARANCE RECORD

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

Meeting Date

Bill Number (if applicable)

Topic Tourism

Name Will Seccombe

Job Title President & CEO

Address 8540 W. Executive Center Cir.

Street Tallahassee FL 32310

City State Zip

Phone 850 223-3805

Email WILL@VISITFLORIDA.NET

Speaking: ☐ For ☐ Against ☐ Information

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

Representing VISIT 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.

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)

Meeting Date 2-10-15

Bill Number (if applicable)

Topic Sports Devi Fir Sports Found.

Name John Webb

Job Title President

Address

101 N Monroe St

Tallahassee FL 32

City State Zip

Phone 850-245-3223

Email JWebb@FLASPORTS.com

Speaking: [ ] For [ ] Against [ ] Information

Waive Speaking: [ ] In Support [ ] Against

(The Chair will read this information into the record.)

Representing

Tourism Day Senate Comm.

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.
Meeting Date: 2/10/15

Topic: Florida Tourism

Name: Robert Shrode

Job Title: Executive Director

Address: 1390 Timberlane Rd

Street: Tallahassee

City: FL

State: 32312

Zip: Phone: 850-222-6070

Email: DShrode@FADM.org

Speaking: [X] For

Representing: Florida Association of Destination Marketing Organizations

Appearing at request of Chair: [X] Yes

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.

This form is part of the public record for this meeting.
2/10/15
Meeting Date

Topic: Florida Tourism

Name: Ed Caum

Job Title: Pasco County Tourism Manager

Address: 10131 Ramona Dr.
New Port Richey, FL 34655

Phone: 813-620-0524

Email: ecaum@pascocounty.net

Speaking: ☑ Information

Representing: Pasco County

Appearing at request of Chair: ☑ 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)

2/10/2015

Meeting Date

Bill Number (if applicable)

Topic Tourism

Amendment Barcode (if applicable)

Name Kerri Post


Job Title Deputy Secretary for Cultural, Historical and Information Programs

Article 80245-6514

Address 500 S. Bronough St.

Email kerri.post@dos.myflorida.com

Street

City Tallahassee

State FL

Zip 32399

Phone

Speaking: □ For □ Against ✓ Information

Waive Speaking: □ In Support □ Against

(The Chair will read this information into the record.)

Representing Florida Department of State

Appearing at request of Chair: ✓ Yes □ No Lobbyist registered with Legislature: ✓ Yes □ No

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