

By Senator Gutman

34-1339-98

See HB

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A bill to be entitled
An act relating to tourism; amending s.
288.1221, F.S.; revising legislative intent;
amending s. 288.1222, F.S.; clarifying a
definition; amending s. 288.1223, F.S.;
clarifying meeting and vice chair election
provisions; providing an effective date.

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

Section 1. Subsection (1) of section 288.1221, Florida
Statutes, is amended to read:

288.1221 Legislative intent.--

(1) It is the intent of the Legislature to establish a
public-private partnership to provide policy direction to and
technical expertise in the promotion and marketing of the
state's tourism attributes. The Legislature further intends to
authorize this partnership to recommend the tenets of an
industry standard 4-year ~~5-year~~ marketing plan for an annual
marketing plan for tourism promotion and recommend a
comparable organizational structure to carry out such a plan.
The Legislature intends to have such a plan funded by that
portion of the rental car surcharge annually dedicated to the
Tourism Promotional Trust Fund, pursuant to s. 212.0606, and
by the tourism industry. The Legislature intends that the
exercise of this authority by the public-private partnership
shall take into consideration the recommendations made to the
1992 Legislature in the report submitted by the Florida
Tourism Commission created pursuant to chapter 91-31, Laws of
Florida.

1 Section 2. Subsection (2) of section 288.1222, Florida
2 Statutes, is amended to read:

3 288.1222 Definitions.--For the purposes of ss.
4 288.017, 288.121-288.1226, and 288.124, the term:

5 (2) "Tourist" means any person who participates in
6 trade or recreation activities outside the county ~~country~~ of
7 his or her permanent residence or who rents or leases
8 transient living quarters or accommodations as described in s.
9 125.0104(3)(a).

10 Section 3. Paragraphs (f) and (g) of subsection (2) of
11 section 288.1223, Florida Statutes, are amended to read:

12 288.1223 Florida Commission on Tourism; creation;
13 purpose; membership.--

14 (2)

15 (f) The commission shall ~~hold its first meeting no~~
16 ~~later than September 1992 and must~~ meet at least quarterly. A
17 majority of the members shall constitute a quorum for the
18 purpose of conducting business.

19 (g) The Governor shall serve as chair of the
20 commission. The commission shall annually ~~biennially~~ elect one
21 of its tourism-industry-related members as vice chair, who
22 shall preside in the absence of the chair.

23 Section 4. This act shall take effect upon becoming a
24 law.

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27 HOUSE SUMMARY

28 Clarifies provisions relating to marketing tourism,
29 defining tourists, and the Florida Commission on Tourism.
30 See bill for details.

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