

hbd-24 Bill No. CS for CS for SB 2524, 2nd Eng.
Amendment No. ____ (for drafter's use only)

	<u>Senate</u>	CHAMBER ACTION	<u>House</u>
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Representative(s) Barreiro offered the following:

Amendment to Amendment (243299) (with title amendment)

On page 104, between lines 11 & 12 of the amendment

insert:

Section 57. 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

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1 exercise of this authority by the public-private partnership
2 shall take into consideration the recommendations made to the
3 1992 Legislature in the report submitted by the Florida
4 Tourism Commission created pursuant to chapter 91-31, Laws of
5 Florida.

6 Section 58. Subsection (2) of section 288.1222,
7 Florida Statutes, is amended to read:

8 288.1222 Definitions.--For the purposes of ss.
9 288.017, 288.121-288.1226, and 288.124, the term:

10 (2) "Tourist" means any person who participates in
11 trade or recreation activities outside the county ~~country~~ of
12 his or her permanent residence or who rents or leases
13 transient living quarters or accommodations as described in s.
14 125.0104(3)(a).

15 Section 59. Paragraph (g) of subsection (2) of section
16 288.1223, Florida Statutes, is amended to read:

17 288.1223 Florida Commission on Tourism; creation;
18 purpose; membership.--

19 (2)

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

24 Section 60. (1) The Legislature finds that tourism
25 associated with the natural, cultural, and historical assets
26 of this state constitutes one of the fastest growing segments
27 of the travel and tourism industry. Such ecotourism and
28 heritage tourism hold significant potential for contributing
29 to the economic well-being of this state and its citizens
30 through the generation of revenues and the creation of jobs.
31 The Legislature further finds that there are opportunities to

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1 promote travel experiences that link this state's traditional
2 travel destinations with its ecotourism or heritage tourism
3 destinations and to promote travel experiences that link
4 ecotourism or heritage tourism destinations within a county or
5 among multiple counties. Overarching these findings is the
6 Legislature's recognition that the state's ecotourism and
7 heritage tourism assets must be preserved and maintained if
8 they are to be enjoyed by future generations. It is the intent
9 of the Legislature to encourage the promotion of sustainable
10 ecotourism and heritage tourism in this state.

11 (2) The Division of Recreation and Parks of the
12 Department of Environmental Protection is authorized to
13 establish an ecotourism promotion program designed to
14 encourage and facilitate visitation to state parks and to
15 other natural resources in the state, while also safeguarding
16 that such visitation does not jeopardize the environmental
17 value or the sustainability of the resources. Funds
18 appropriated for this program may be used to:

19 (a) Make infrastructure improvements within and to, or
20 otherwise rehabilitate, state parks or other natural resources
21 under the jurisdiction of the division;

22 (b) Develop and distribute marketing materials
23 describing ecotourism resources under the jurisdiction of the
24 division, including the proximity of the resources to
25 commercial tourism sites in a region or to other ecotourism
26 sites in a region in order to encourage travel experiences
27 that link these sites; or

28 (c) Award ecotourism promotion grants to assist
29 localities and regions in promoting ecotourism or the economic
30 development activities related to such tourism.

31 1. An eligible grant applicant is a governmental or

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1 not-for-profit tourism or economic development organization in
2 this state. An application may be submitted jointly on behalf
3 of a combination of such organizations, in which case the
4 organizations together shall be deemed to be one applicant. An
5 organization may not participate in the submission of more
6 than one application.

7 2. Applications submitted to the division must include
8 a requested grant amount and a detailed plan governing the
9 proposed use of the grant award. The division shall review
10 each application and shall submit award recommendations to the
11 Secretary of Environmental Protection for final approval.

12 3. The division shall establish guidelines for
13 administering this program and shall establish criteria for
14 the competitive evaluation of grant applications. Evaluation
15 criteria must include, but need not be limited to, the extent
16 to which the plan submitted with the application links tourism
17 sites within the community or region or links tourism sites
18 within two or more communities or regions.

19 4. Eligible uses of grant awards include:

20 a. Marketing ecotourism sites;

21 b. Marketing areas as appropriate sites for the
22 location or expansion of businesses that are engaged in or
23 that facilitate ecotourism activities; or

24 c. Establishing local or regional ecotourism and
25 heritage tourism advisory and promotion organizations for
26 specific state parks.

27 5. Each grant awarded to an applicant under this
28 program shall not exceed \$30,000.

29 (3) The sum of \$100,000 is hereby appropriated from
30 the State Park Trust Fund for purpose of funding the
31 provisions of this section.

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1 ===== T I T L E A M E N D M E N T =====

2 And the title is amended as follows:

3 On page 112, line 23, of the amendment

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5 after the semicolon insert:

6 amending s. 288.1221, F.S.; conforming
7 legislative intent on the time period covered
8 by a tourism promotion marketing plan to the
9 time period covered by the marketing plan
10 prepared by the Florida Commission on Tourism
11 under s. 288.1224, F.S.; amending s. 288.1222,
12 F.S.; revising the definition of "tourist" to
13 clarify that the term applies to a person
14 participating in trade or recreation activities
15 outside the county of permanent residence;
16 amending s. 288.1223, F.S.; providing that the
17 commission shall elect a vice chairman
18 annually; providing legislative findings and
19 intent on the potential economic development
20 benefits of ecotourism; authorizing the
21 Division of Recreation and Parks of the
22 Department of Environmental Protection, subject
23 to legislative appropriation, to establish an
24 ecotourism promotion program; providing for
25 eligible uses of funds under such program;
26 authorizing funds to be used to award
27 ecotourism promotion grants; prescribing grant
28 application procedures and eligible uses of
29 grant awards; providing an appropriation;

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