

By the Committee on Tourism and Representatives Barreiro, Bullard, Melvin, Culp, Greene, D. Prewitt, Harrington, Livingston, Sindler and Bronson

1 A bill to be entitled
2 An act relating to tourism; amending s.
3 288.1221, F.S.; revising legislative intent;
4 amending s. 288.1222, F.S.; clarifying a
5 definition; amending s. 288.1223, F.S.;
6 specifying application of a limitation on terms
7 of certain members of the Florida Commission on
8 Tourism; clarifying meeting and vice chair
9 election provisions; providing an effective
10 date.

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

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

16 288.1221 Legislative intent.--

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

1 Tourism Commission created pursuant to chapter 91-31, Laws of
2 Florida.

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

5 288.1222 Definitions.--For the purposes of ss.
6 288.017, 288.121-288.1226, and 288.124, the term:

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

12 Section 3. Paragraphs (e), (f), and (g) of subsection
13 (2) of section 288.1223, Florida Statutes, are amended to
14 read:

15 288.1223 Florida Commission on Tourism; creation;
16 purpose; membership.--

17 (2)

18 (e) General tourism-industry-related members shall be
19 limited to two 4-year full consecutive terms. This limitation
20 applies to terms begun after July 31, 1996.

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

25 (g) The Governor shall serve as chair of the
26 commission. The commission shall annually ~~biennially~~ elect one
27 of its tourism-industry-related members as vice chair, who
28 shall preside in the absence of the chair.

29 Section 4. This act shall take effect upon becoming a
30 law.

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HOUSE SUMMARY

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