

Bill No. CS for CS for SB 1566, 1st Eng.

Amendment No. ____

<u>Senate</u>	CHAMBER ACTION	<u>House</u>
---------------	----------------	--------------

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31

.
.
.
.
.

Senator Kirkpatrick moved the following amendment to amendment (313949):

Senate Amendment (with title amendment)

On page 38, between lines 4 and 5,

insert:

(12) Shall establish a statewide advisory committee of the commission to assist the commission with implementation of a plan to protect and promote all of the natural, coastal, historical, and cultural tourism assets of this state. The duties of the committee shall include, but are not limited to, helping to develop and review nature-based tourism and heritage tourism policies, coordinate governmental and private-sector interests in nature-based tourism and heritage tourism, and integrate federal, state, regional, and local nature-based tourism and heritage tourism marketing strategies. The chairman of the commission shall appoint members of the advisory committee based upon recommendations from the commission. Members shall include:

(a) A representative of each of the following state

Bill No. CS for CS for SB 1566, 1st Eng.

Amendment No. ____

1 governmental organizations: the Department of Agriculture, the
2 Department of Environmental Protection, the Department of
3 Community Affairs, the Department of Transportation, the
4 Department of State, the Florida Greenways Coordinating
5 Council, and the Florida Fish and Wildlife Conservation
6 Commission.

7 (b) A representative of Enterprise Florida, Inc.

8 (c) Representatives of regional nature-based tourism
9 or heritage tourism committees or associations that are
10 established by local tourism organizations throughout the
11 state.

12 (d) Representatives of the private sector with
13 experience in environmental, historical, cultural,
14 recreational, or other tourism-related activities.

15 (e) Representatives of two not-for-profit
16 environmental organizations with expertise in environmental
17 resource protection and land management.

18 (f) A representative from a local economic development
19 organization serving a rural community.

20 (g) A representative from a local economic development
21 organization serving a nonrural community.

22 (h) Representatives from any other organizations that
23 the chairman of the commission, based upon recommendations
24 from the commission, deems appropriate.

25 (13) Shall incorporate nature-based tourism and
26 heritage tourism components into its comprehensive tourism
27 marketing plan for the state, including, but not limited to:

28 (a) Promoting travel experiences that combine visits
29 to commercial destinations in the state with visits to
30 nature-based or heritage-based sites in the state;

31 (b) Promoting travel experiences that combine visits

Bill No. CS for CS for SB 1566, 1st Eng.

Amendment No. ____

1 to multiple nature-based or heritage-based sites within a
2 region or within two or more regions in the state;

3 (c) Assisting local and regional tourism organizations
4 in incorporating nature-based tourism and heritage tourism
5 components into local marketing plans and in establishing
6 cooperative local or regional advisory committees on
7 nature-based tourism and heritage tourism;

8 (d) Working with local and regional tourism
9 organizations to identify nature-based tourism and heritage
10 tourism sites, including identifying private-sector businesses
11 engaged in activities supporting or related to nature-based
12 tourism and heritage tourism; and

13 (e) Providing guidance to local and regional economic
14 development organizations on the identification, enhancement,
15 and promotion of nature-based tourism and heritage tourism
16 assets as a component of the overall job-creating efforts of
17 such organizations.

18
19 The marketing plan shall include specific provisions for
20 directing tourism promotion resources toward promotion and
21 development of nature-based tourism and heritage tourism. The
22 marketing plan shall also include provisions specifically
23 addressing promotion and development of nature-based tourism
24 and heritage tourism in rural communities in the state.

25
26
27 ===== T I T L E A M E N D M E N T =====

28 And the title is amended as follows:

29 On page 44, line 3, after the semicolon

30
31 insert:

Bill No. CS for CS for SB 1566, 1st Eng.

Amendment No. ____

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31

requiring the creation of an advisory committee
on nature-based tourism and heritage tourism;
prescribing the membership and duties of the
committee; requiring the incorporation of
nature-based tourism and heritage tourism into
the tourism marketing plan;