

HOUSE MESSAGE SUMMARY

BILL: HB 985, 1st Eng. [H0985.HMS]
SPONSOR: Tourism Committee and Representative Starks
SUBJECT: Promotion and Development of Florida's Entertainment Industry
PREPARED BY: Senate Committee on Commerce and Economic Opportunities
DATE: April 30, 1999

I. Amendments Contained in Message

House Amendment 1 -- 533195 to Senate Amendment -- 570956 (body and title)

II. Summary of Amendments Contained in Message

This lengthy amendment to Senate Amendment 570956 is predominantly the same as the language included in Senate Bill 2152 & 1930, which was placed on HB 985, and sent to the House. The following illustrates the substantive exceptions:

Provisions included in the Senate Bill 2152 & 1930 as passed and placed on HB 985, but *removed* in the House Amendment:

- Language which expands the definition of “entertainment industry” to include persons or entities providing products or services directly related to the preproduction, production, or postproduction of motion pictures, made-for-TV motion pictures, television series, commercial advertising, music videos, or sound recordings, including, but not limited to, the broadcast industry.
- Language that names the advisory council created under this bill the Florida Entertainment Industry Advisory Council. The House Amendment names the council the Florida Film Advisory Council.
- Provisions that require the Office of Tourism, Trade, and Economic Development (OTTED) to hire the Film Commissioner under a performance-based contract.
- A provision that requires the Office of the Film Commissioner to include advancements in digital technology in its inventory of the state’s entertainment industry.
- Regarding the membership of the Florida Entertainment Industry Advisory Council:

Senate language that required membership of a representative of labor organizations in the entertainment industry is modified by the House Amendment to read “representatives of labor organizations” (plural);

Senate language that required membership of representatives of studios and networks is deleted in the House Amendment; and

Senate language that called for membership of representatives of the broadcast industry is modified by the House Amendment to read “a representative of the broadcast industry” (singular).

The House Amendment also contains various provisions that were included in SB 1578, an act relating to tourism. Senate Bill 1578 is currently in the Senate Fiscal Policy Committee.

Provisions from SB 1578 *included* in the House Amendment:

- Technical and/or conforming changes as to the duties, responsibilities and make up of the Florida Commission on Tourism and the Florida Tourism Industry Marketing Corporation, (Visit Florida), including provisions for staffing of the Commission on Tourism by Visit Florida, and authority for the executive director of the Florida Commission on Tourism.
- Language that states with specificity which contributions are to be allowed in the required private portion of the one-to-one match of private to public contributions for tourism promotion.
- The transfer of administrative and fiscal responsibilities for the Welcome Center Office’s from the Department of Transportation to the Commission on Tourism and its direct-support organization (Visit Florida).

Provisions from SB 1578 *not included* in the House Amendment

- The establishment of a standing, statewide advisory committee to assist the Florida Commission on Tourism with the implementation of a plan to protect and promote all of the natural, coastal, historical, and cultural tourism assets of this state.
- A requirement that the Florida Commission on Tourism incorporate nature-based tourism and heritage tourism components into its comprehensive state marketing plan, and language that specifies such plan must include provisions specifically addressing the promotion and development of nature-based tourism and heritage tourism in rural communities.
- Authorization for the Secretary of State to coordinate efforts with the Florida Commission on Tourism and Visit Florida to develop and implement a strategy to promote historical and cultural tourism in Florida.