

1 A bill to be entitled
2 An act relating to the Florida Statutes;
3 repealing various statutory provisions that
4 have become obsolete, have had their effect,
5 have served their purpose, or have been
6 impliedly repealed or superseded; repealing s.
7 255.043(4), F.S., relating to funds
8 appropriated prior to the effective date of
9 provisions requiring a portion of construction
10 funds to be set aside for acquisition and
11 display of art in newly constructed state
12 buildings; amending s. 267.171, F.S.; deleting
13 obsolete provisions relating to the use of
14 certain funds by the Department of State for
15 historic preservation purposes of the City of
16 St. Augustine; amending s. 267.172, F.S.;
17 deleting obsolete provisions relating to the
18 appropriation of certain funds by the
19 Department of State to not-for-profit
20 organizations established to advance historic
21 preservation in Tallahassee and the Florida
22 Keys, respectively; amending s. 288.012, F.S.;
23 deleting obsolete provisions relating to plans
24 for the disposition, development, and operation
25 of foreign offices; revising cross references;
26 amending s. 288.1168, F.S.; deleting obsolete
27 provisions relating to certification of the
28 professional golf hall of fame facility;
29 amending s. 288.1223, F.S.; deleting obsolete
30 provisions relating to appointments to the
31 Florida Commission on Tourism; amending s.

1 288.1224, F.S.; deleting obsolete provisions
2 relating to a review and report on the Florida
3 Commission on Tourism and its direct-support
4 organization and to duties of the commission
5 with respect to its marketing plan; repealing
6 s. 509.215(3) and (4), F.S., relating to
7 firesafety requirements for public lodging
8 establishments for which construction contracts
9 were let prior to October 1, 1983; providing an
10 effective date.

11
12 Be It Enacted by the Legislature of the State of Florida:

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14 Section 1. Subsection (4) of section 255.043, Florida
15 Statutes, is repealed.

16 Section 2. Effective October 1, 2001, section 267.171,
17 Florida Statutes, is amended to read:

18 267.171 St. Augustine; contract for preservation of
19 historic properties.--The Department of State shall contract
20 with the City of St. Augustine for the management of the
21 various state-owned properties presently managed by the
22 Historic St. Augustine Preservation Board of Trustees. The
23 contract shall provide that the City of St. Augustine may use
24 all proceeds derived from the management of state-owned
25 properties for the purpose of maintaining the state-owned
26 buildings and advancing historic preservation in the City of
27 St. Augustine. ~~Additionally, the department may appropriate~~
28 ~~all remaining funds in the Historic St. Augustine Preservation~~
29 ~~Board Operating Trust Fund to the City of St. Augustine for~~
30 ~~maintenance of the state-owned buildings and advancing~~
31 ~~historic preservation in the City of St. Augustine.~~The

1 Department of State may transfer ownership and responsibility
2 to any artifacts, documents, equipment, and other forms of
3 tangible personal property to the City of St. Augustine to
4 assist the city in the transition of the management of
5 state-owned properties. ~~The Department of State is authorized~~
6 ~~to use the unexpended balance of up to \$500,000 in general~~
7 ~~revenue funds, as provided in the 1997-1998 General~~
8 ~~Appropriations Act for the St. Augustine Preservation Board,~~
9 ~~to enter into contracts with the City of St. Augustine to~~
10 ~~continue the operations and maintenance of historic~~
11 ~~properties.~~

12 Section 3. Effective October 1, 2001, section 267.172,
13 Florida Statutes, is amended to read:

14 267.172 Tallahassee; Florida Keys; contracts for
15 historic preservation.--In order to continue the work
16 performed by the Historic Tallahassee Preservation Board of
17 Trustees and the Historic Florida Keys Preservation Board of
18 Trustees, the Department of State may contract with
19 not-for-profit corporations established for the purpose of
20 advancing historic preservation in these areas to manage the
21 various state-owned properties presently managed by the
22 Historic Tallahassee Preservation Board of Trustees and the
23 Historic Florida Keys Preservation Board of Trustees. The
24 contract, which shall at a minimum contain those requirements
25 provided in s. 267.17, for citizen support organizations,
26 including the use of public property and the performance of an
27 annual audit, shall provide that the not-for-profit
28 corporations may use all proceeds derived from the management
29 of state-owned buildings and for the purpose of advancing
30 historic preservation in their areas. ~~Additionally, the~~
31 ~~department may appropriate all remaining funds in the Historic~~

1 ~~Florida Keys Preservation Board Operating Trust Fund and the~~
2 ~~Historic Tallahassee Preservation Board Operating Trust Fund~~
3 ~~to the not-for-profit corporations for their use.~~

4 Section 4. Subsections (1), (2), and (5) of section
5 288.012, Florida Statutes, are amended to read:

6 288.012 State of Florida foreign offices.--The
7 Legislature finds that the expansion of international trade
8 and tourism is vital to the overall health and growth of the
9 economy of this state. This expansion is hampered by the lack
10 of technical and business assistance, financial assistance,
11 and information services for businesses in this state. The
12 Legislature finds that these businesses could be assisted by
13 providing these services at State of Florida foreign offices.
14 The Legislature further finds that the accessibility and
15 provision of services at these offices can be enhanced through
16 cooperative agreements or strategic alliances between state
17 entities, local entities, foreign entities, and private
18 businesses.

19 (1) The Office of Tourism, Trade, and Economic
20 Development is authorized to:

21 (a) Establish and operate offices in foreign countries
22 for the purpose of promoting the trade and economic
23 development of the state, and promoting the gathering of trade
24 data information and research on trade opportunities in
25 specific countries.

26 (b) Enter into agreements with governmental and
27 private sector entities to establish and operate offices in
28 foreign countries containing provisions which may be in
29 conflict with general laws of the state pertaining to the
30 purchase of office space, employment of personnel, and
31 contracts for services. When agreements pursuant to this

1 section are made which set compensation in foreign currency,
2 such agreements shall be subject to the requirements of s.
3 215.425, but the purchase of foreign currency by the Office of
4 Tourism, Trade, and Economic Development to meet such
5 obligations shall be subject only to s. 216.311.

6 ~~(c) By September 1, 1997, the Office of Tourism,~~
7 ~~Trade, and Economic Development shall develop a plan for the~~
8 ~~disposition of the current foreign offices and the development~~
9 ~~and location of additional foreign offices. The plan shall~~
10 ~~include, but is not limited to, a determination of the level~~
11 ~~of funding needed to operate the current offices and any~~
12 ~~additional offices and whether any of the current offices need~~
13 ~~to be closed or relocated. Enterprise Florida, Inc., the~~
14 ~~Florida Tourism Commission, the Florida Ports Council, the~~
15 ~~Department of State, the Department of Citrus, and the~~
16 ~~Department of Agriculture shall assist the Office of Tourism,~~
17 ~~Trade, and Economic Development in the preparation of the~~
18 ~~plan. All parties shall cooperate on the disposition or~~
19 ~~establishment of the offices and ensure that needed space,~~
20 ~~technical assistance, and support services are provided to~~
21 ~~such entities at such foreign offices.~~

22 (2) ~~By June 30, 1998,~~Each foreign office shall have
23 in place an operational plan approved by the participating
24 boards or other governing authority, a copy of which shall be
25 provided to the Office of Tourism, Trade, and Economic
26 Development. These operating plans shall be reviewed and
27 updated each fiscal year and shall include, at a minimum, the
28 following:

29 (a) Specific policies and procedures encompassing the
30 entire scope of the operation and management of each office.

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1 (b) A comprehensive, commercial strategic plan
2 identifying marketing opportunities and industry sector
3 priorities for the foreign country or area in which a foreign
4 office is located.

5 (c) Provisions for access to information for Florida
6 businesses through the Florida Trade Data Center. Each
7 foreign office shall obtain and forward trade leads and
8 inquiries to the center on a regular basis ~~as called for in~~
9 ~~the plan pursuant to paragraph (1)(c).~~

10 (d) Identification of new and emerging market
11 opportunities for Florida businesses. Each foreign office
12 shall provide the Florida Trade Data Center with a compilation
13 of foreign buyers and importers in industry sector priority
14 areas on an annual basis. In return, the Florida Trade Data
15 Center shall make available to each foreign office, and to
16 Enterprise Florida, Inc., the Florida Commission on Tourism,
17 the Florida Ports Council, the Department of State, the
18 Department of Citrus, and the Department of Agriculture ~~the~~
19 ~~entities identified in paragraph (1)(c),~~ trade industry,
20 commodity, and opportunity information ~~as specified in the~~
21 ~~plan required in that paragraph.~~ This information shall be
22 provided to such ~~the~~ offices and ~~the~~ entities ~~identified in~~
23 ~~paragraph (1)(c)~~ either free of charge or on a fee basis with
24 fees set only to recover the costs of providing the
25 information.

26 (e) Provision of access for Florida businesses to the
27 services of the Florida Trade Data Center, international trade
28 assistance services provided by state and local entities,
29 seaport and airport information, and other services identified
30 by the Office of Tourism, Trade, and Economic Development ~~in~~
31 ~~the plan pursuant to paragraph (1)(c).~~

1 (f) Qualitative and quantitative performance measures
2 for each office, including, but not limited to, the number of
3 businesses assisted, the number of trade leads and inquiries
4 generated, the number of foreign buyers and importers
5 contacted, and the amount and type of marketing conducted.

6 (5) Where feasible and appropriate, and subject to s.
7 288.1224(9)~~(10)~~, foreign offices established and operated
8 under this section may provide one-stop access to the economic
9 development, trade, and tourism information, services, and
10 programs of the state. Where feasible and appropriate, and
11 subject to s. 288.1224(9)~~(10)~~, such offices may also be
12 collocated with other foreign offices of the state.

13 Section 5. Section 288.1168, Florida Statutes, is
14 amended to read:

15 288.1168 Professional golf hall of fame facility;
16 duties.--

17 ~~(1) The Department of Commerce shall serve as the~~
18 ~~state agency for screening applicants for state funding~~
19 ~~pursuant to s. 212.20 and for certifying one applicant as the~~
20 ~~professional golf hall of fame facility in the state.~~

21 ~~(2) Prior to certifying the professional golf hall of~~
22 ~~fame facility, the Department of Commerce must determine that:~~

23 ~~(a) The professional golf hall of fame facility is the~~
24 ~~only professional golf hall of fame in the United States~~
25 ~~recognized by the PGA Tour, Inc.~~

26 ~~(b) The applicant is a unit of local government as~~
27 ~~defined in s. 218.369 or a private sector group that has~~
28 ~~contracted to construct or operate the professional golf hall~~
29 ~~of fame facility on land owned by a unit of local government.~~

30 ~~(c) The municipality in which the professional golf~~
31 ~~hall of fame facility is located, or the county if the~~

1 ~~facility is located in an unincorporated area, has certified~~
2 ~~by resolution after a public hearing that the application~~
3 ~~serves a public purpose.~~

4 ~~(d) There are existing projections that the~~
5 ~~professional golf hall of fame facility will attract a paid~~
6 ~~attendance of more than 300,000 annually.~~

7 ~~(e) There is an independent analysis or study, using~~
8 ~~methodology approved by the department, which demonstrates~~
9 ~~that the amount of the revenues generated by the taxes imposed~~
10 ~~under chapter 212 with respect to the use and operation of the~~
11 ~~professional golf hall of fame facility will equal or exceed~~
12 ~~\$2 million annually.~~

13 (1)(f) Prior to certification, the applicant for the
14 certified professional golf hall of fame facility ~~The~~
15 ~~applicant has~~ submitted an agreement to provide \$2 million
16 annually in national and international media promotion of the
17 professional golf hall of fame facility, Florida, and Florida
18 tourism, through the PGA Tour, Inc., or its affiliates, at the
19 then-current commercial rate, during the period of time that
20 the facility receives funds pursuant to s. 212.20. The Office
21 of Tourism, Trade, and Economic Development and the PGA Tour,
22 Inc., or its affiliates, must agree annually on a reasonable
23 percentage of advertising specifically allocated for generic
24 Florida advertising. The Office of Tourism, Trade, and
25 Economic Development shall have final approval of all generic
26 advertising. Failure on the part of the PGA Tour, Inc., or its
27 affiliates to annually provide the advertising as provided in
28 this paragraph or subsection (4)(6) shall result in the
29 termination of funding as provided in s. 212.20.

30 ~~(g) Documentation exists that demonstrates that the~~
31 ~~applicant has provided, is capable of providing, or has~~

1 ~~financial or other commitments to provide more than one-half~~
2 ~~of the costs incurred or related to the improvement and~~
3 ~~development of the facility.~~

4 ~~(h) The application is signed by an official senior~~
5 ~~executive of the applicant and is notarized according to~~
6 ~~Florida law providing for penalties for falsification.~~

7 ~~(2)(3) The certified professional golf hall of fame~~
8 ~~facility applicant may use funds provided pursuant to s.~~
9 ~~212.20 for the public purpose of paying for the construction,~~
10 ~~reconstruction, renovation, or operation of the professional~~
11 ~~golf hall of fame facility, or to pay or pledge for payment of~~
12 ~~debt service on, or to fund debt service reserve funds,~~
13 ~~arbitrage rebate obligations, or other amounts payable with~~
14 ~~respect to, bonds issued for the construction, reconstruction,~~
15 ~~or renovation of the facility or for the reimbursement of such~~
16 ~~costs or the refinancing of bonds issued for such purpose.~~

17 ~~(4) Upon determining that an applicant is or is not~~
18 ~~certifiable, the Secretary of Commerce shall notify the~~
19 ~~applicant of his or her status by means of an official letter.~~
20 ~~If certifiable, the secretary shall notify the executive~~
21 ~~director of the Department of Revenue and the applicant of~~
22 ~~such certification by means of an official letter granting~~
23 ~~certification. From the date of such certification, the~~
24 ~~applicant shall have 5 years to open the professional golf~~
25 ~~hall of fame facility to the public and notify the Office of~~
26 ~~Tourism, Trade, and Economic Development of such opening. The~~
27 ~~Department of Revenue shall not begin distributing funds until~~
28 ~~30 days following notice by the Office of Tourism, Trade, and~~
29 ~~Economic Development that the professional golf hall of fame~~
30 ~~facility is open to the public.~~

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1 (3)~~(5)~~ The Department of Revenue may audit as provided
2 in s. 213.34 to verify that the distributions under this
3 section have been expended as required by this section.

4 (4)~~(6)~~ The Office of Tourism, Trade, and Economic
5 Development must recertify every 10 years that the facility is
6 open, continues to be the only professional golf hall of fame
7 in the United States recognized by the PGA Tour, Inc., and is
8 meeting the minimum projections for attendance or sales tax
9 revenue as required at the time of original certification. If
10 the facility is not certified as meeting the minimum
11 projections, the PGA Tour, Inc., shall increase its required
12 advertising contribution of \$2 million annually to \$2.5
13 million annually in lieu of reduction of any funds as provided
14 by s. 212.20. The additional \$500,000 must be allocated in its
15 entirety for the use and promotion of generic Florida
16 advertising as determined by the Office of Tourism, Trade, and
17 Economic Development. If the facility is not open to the
18 public or is no longer in use as the only professional golf
19 hall of fame in the United States recognized by the PGA Tour,
20 Inc., the entire \$2.5 million for advertising must be used for
21 generic Florida advertising as determined by the Office of
22 Tourism, Trade, and Economic Development.

23 Section 6. Paragraph (a) of subsection (2) of section
24 288.1223, Florida Statutes, is amended to read:

25 288.1223 Florida Commission on Tourism; creation;
26 purpose; membership.--

27 (2)(a) The commission shall consist of 17 general
28 tourism-industry-related members appointed by the Governor,
29 subject to confirmation by the Senate, and 11 additional
30 tourism-industry-related members, appointed by the Governor ~~no~~
31 ~~later than July 31, 1996~~, including 3 representatives from the

1 statewide rental car industry, 3 representatives from
2 tourist-related statewide associations, including those that
3 represent hotels, campgrounds, and attractions, 3
4 representatives from county destination marketing
5 organizations, 1 representative from the cruise industry, and
6 1 representative from the airline industry, who will each
7 serve for a term of 2 years, the Governor, and 2 additional ex
8 officio members, who will serve for a term of 2 years,
9 ~~appointed no later than July 31, 1996,~~ including a member of
10 the Senate appointed by the President of the Senate and a
11 member of the House of Representatives appointed by the
12 Speaker of the House of Representatives.

13 Section 7. Section 288.1224, Florida Statutes, is
14 amended to read:

15 288.1224 Powers and duties.--The commission:

16 (1) Notwithstanding the provisions of part I of
17 chapter 287, upon the approval of the Office of Tourism,
18 Trade, and Economic Development, shall contract, ~~no later than~~
19 ~~December 31, 1996,~~ with a direct-support organization
20 incorporated as a private, not-for-profit corporation, as
21 defined in s. 501(c)(6) of the Internal Revenue Code of 1986,
22 as amended, to execute the tourism marketing and promotion
23 services, functions, and programs for this state including,
24 but not limited to, the activities prescribed by the 4-year
25 marketing plan. The Office of Tourism, Trade, and Economic
26 Development shall review such contract in an expedient manner
27 and shall timely make any recommendations so as to allow for
28 the date of the contract to be met. The commission shall serve
29 as contract administrator.

30 (2) Shall advise the Office of Tourism, Trade, and
31 Economic Development and the direct-support organization

1 regarding the domestic and international tourism promotion
2 programs for this state.

3 (3) Shall be responsible for the prudent use of all
4 public and private funds and shall ensure that the use of such
5 funds is in accordance with all applicable laws, bylaws, and
6 contractual requirements.

7 (4)(a) Shall recommend the tenets of a 4-year
8 marketing plan to sustain tourism growth, which plan shall be
9 annual in construction and ongoing in nature. Any annual
10 revisions of such a plan shall carry forward the concepts of
11 the remaining 3-year portion of that plan and consider a
12 continuum portion to preserve the 4-year timeframe of the
13 plan.

14 (b) The plan shall include an emergency response
15 component and research designs.

16 (c) The plan shall include provisions for the
17 direct-support organization to reach the targeted one-to-one
18 match of private to public contributions within a period of 4
19 calendar years after the implementation date of the plan. For
20 the purposes of calculating the required one-to-one match,
21 matching private funds shall be divided into four categories.
22 The first category is direct cash contributions, which
23 include, but are not limited to, cash derived from strategic
24 alliances, contributions of stocks and bonds, and partnership
25 contributions. The second category is fees for services, which
26 include, but are not limited to, event participation,
27 research, and brochure placement and transparencies. The
28 third category is cooperative advertising, which is the value
29 based on cost of contributed productions, air time, and print
30 space. The fourth category is in-kind contributions, which
31 include, but are not limited to, the value of strategic

1 alliance services contributed, the value of loaned employees,
2 discounted service fees, items contributed for use in
3 promotions, and radio or television air time or print space
4 for promotions. The value of air time or print space shall be
5 calculated by taking the actual time or space and multiplying
6 by the nonnegotiated unit price for that specific time or
7 space which is known as the media equivalency value. In order
8 to avoid duplication in determining media equivalency value,
9 only the value of the promotion itself shall be included; the
10 value of the items contributed for the promotion shall not be
11 included. Documentation for the components of the four
12 categories of private match shall be kept on file for
13 inspection as determined necessary.

14 (d) The plan shall include recommendations regarding
15 specific performance standards and measurable outcomes for the
16 commission and its direct-support organization. The
17 commission, in consultation with the Office of Program Policy
18 Analysis and Government Accountability, shall develop a plan
19 for monitoring its operations to ensure that performance data
20 are maintained and supported by records of the organization.

21 ~~(e) Prior to the 2000 Regular Session of the~~
22 ~~Legislature, the Office of Program Policy Analysis and~~
23 ~~Government Accountability shall conduct a review of, and~~
24 ~~prepare a report on, the Florida Commission on Tourism and its~~
25 ~~direct-support organization. The review shall be~~
26 ~~comprehensive in its scope, but, at a minimum, must be~~
27 ~~conducted in such a manner as to specifically determine+~~

28 1. ~~The progress toward achieving the established~~
29 ~~outcomes.~~

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1 ~~2. The circumstances contributing to the~~
2 ~~organization's ability to achieve, not achieve, or exceed its~~
3 ~~established outcomes.~~

4 ~~3. Whether it would be sound public policy to continue~~
5 ~~or discontinue funding the organization, and the consequences~~
6 ~~of discontinuing the organization.~~

7
8 ~~The report shall be submitted by January 1, 2000, to the~~
9 ~~President of the Senate, the Speaker of the House of~~
10 ~~Representatives, the Senate Minority Leader, and the House~~
11 ~~Minority Leader.~~

12 ~~(e)(f)~~ Prior to the 2003 Regular Session of the
13 Legislature, the Office of Program Policy Analysis and
14 Government Accountability shall conduct a another review of,
15 and prepare a report on, the Florida Commission on Tourism and
16 its direct-support organization, ~~using the criteria prescribed~~
17 ~~in paragraph (e).~~ The review shall be comprehensive in its
18 scope, but, at a minimum, must be conducted in such a manner
19 as to specifically determine:

20 1. The progress toward achieving the established
21 outcomes.

22 2. The circumstances contributing to the
23 organization's ability to achieve, not achieve, or exceed its
24 established outcomes.

25 3. Whether it would be sound public policy to continue
26 or discontinue funding the organization, and the consequences
27 of discontinuing the organization.

28
29 The report shall be submitted by January 1, 2003, to the
30 President of the Senate, the Speaker of the House of
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1 Representatives, the Senate Minority Leader, and the House
2 Minority Leader.

3 (5) Shall develop an operational structure for
4 ~~implementation no later than December 31, 1996,~~ to carry out
5 the marketing plan recommended by the commission pursuant to
6 this section.

7 (6) May appear on its own behalf before boards,
8 commissions, departments, or other agencies of municipal,
9 county, state, or federal government.

10 (7) In the performance of its duties, may undertake or
11 commission marketing research and advertising research
12 studies.

13 (a) The identity of any person who responds to a
14 marketing or advertising research project conducted pursuant
15 to this subsection, and trade secrets, as defined by s.
16 812.081, obtained pursuant to such research, are confidential
17 and exempt from the provisions of s. 119.07(1) and s. 24(a),
18 Art. I of the State Constitution.

19 (b) Any person who violates the provisions of this
20 subsection commits a misdemeanor of the first degree,
21 punishable as provided in s. 775.082 or s. 775.083.

22 ~~(8) Shall consult with tourism industry leaders,
23 appropriate members of the legislative and executive branches,
24 and others the commission deems necessary to identify and
25 recommend to the Legislature by December 31, 1996, additional
26 funding sources as may be required to fulfill the long-range
27 objectives of the commission's marketing plan.~~

28 (8)~~(9)~~ Shall develop a budget, in conjunction with the
29 Office of Tourism, Trade, and Economic Development, and in
30 keeping with the commission's 4-year marketing plan, for the
31 operation and activities of the commission and for the

1 provision of tourism promotion programs, services, and
2 functions through a contract with a direct-support
3 organization created for such purposes. The budget shall be
4 submitted to the Governor.

5 (9)~~(10)~~ Is authorized to establish and operate tourism
6 offices in foreign countries in the execution of its
7 responsibilities for promoting the development of tourism. To
8 facilitate the performance of these responsibilities, the
9 commission is authorized to contract with the commission's
10 direct-support organization to establish and administer such
11 offices. Where feasible, appropriate, and recommended by the
12 4-year marketing plan, the commission may collocate the
13 programs of foreign tourism offices in cooperation with any
14 foreign office operated by any agency of this state.

15 (a) The commission, or its direct-support
16 organization, may enter into agreements necessary to establish
17 and operate an office in a foreign country containing
18 provisions which may be in conflict with general laws of the
19 state pertaining to the purchase of office space, employment
20 of personnel, and contracts for services. When agreements
21 pursuant to this section are made which set compensation in
22 foreign currency, such agreements shall be subject to the
23 requirements of s. 215.425, but the purchase of foreign
24 currency by the commission, or its direct-support
25 organization, to meet such obligations shall be subject only
26 to s. 216.311.

27 (b) The Florida Commission on Tourism, or its
28 direct-support organization, in connection with the
29 establishment, operation, and management of any of its tourism
30 offices located in a foreign country, is exempt from the
31 provisions of ss. 255.21, 255.25, and 255.254 relating to

1 leasing of buildings; ss. 283.33 and 283.35 relating to bids
2 for printing; ss. 287.001-287.20 relating to purchasing and
3 motor vehicles; and ss. 282.003-282.111 relating to
4 communications, and from all statutory provisions relating to
5 state employment, if the laws, administrative code, or
6 business practices or customs of the foreign country, or
7 political or administrative subdivision thereof, in which such
8 office is located are in conflict with these provisions.

9 (10)~~(11)~~ Shall receive staff support from the Florida
10 Tourism Industry Marketing Corporation and shall not employ
11 any additional staff. The president and chief executive
12 officer of the Florida Tourism Industry Marketing Corporation
13 shall serve without compensation as the executive director of
14 the commission. As executive director, he or she shall have
15 the authority to conduct any official business of the
16 commission, as authorized by the commission.

17 (11)~~(12)~~ Shall establish a statewide advisory
18 committee of the commission to assist the commission with
19 implementation of a plan to protect and promote all of the
20 natural, coastal, historical, and cultural tourism assets of
21 this state. The duties of the committee shall include, but are
22 not limited to, helping to develop and review nature-based
23 tourism and heritage tourism policies, coordinate governmental
24 and private-sector interests in nature-based tourism and
25 heritage tourism, and integrate federal, state, regional, and
26 local nature-based tourism and heritage tourism marketing
27 strategies. The chairman of the commission shall appoint
28 members of the advisory committee based upon recommendations
29 from the commission. Members shall include:

30 (a) A representative of each of the following state
31 governmental organizations: the Department of Agriculture, the

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

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

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

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

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

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

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

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

24 (12)~~(13)~~ Shall incorporate nature-based tourism and
25 heritage tourism components into its comprehensive tourism
26 marketing plan for the state, including, but not limited to:

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

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1 (b) Promoting travel experiences that combine visits
2 to multiple nature-based or heritage-based sites within a
3 region or within two or more regions in the state;

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

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

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

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

26 Section 8. Subsections (3) and (4) of section 509.215,
27 Florida Statutes, are repealed.

28 Section 9. This act shall take effect upon becoming a
29 law.

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31