

1 A bill to be entitled
 2 An act relating to the Florida Commission on Tourism;
 3 amending s. 288.1223, F.S.; increasing the membership of
 4 the commission; revising financial disclosure requirements
 5 for members of the commission; amending s. 288.1224, F.S.;
 6 eliminating a duty of the commission to establish a
 7 statewide advisory committee to assist with implementation
 8 of a plan to protect and promote the natural, coastal,
 9 historical, and cultural tourism assets of the state;
 10 providing an effective date.

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

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14 Section 1. Paragraphs (a) and (i) of subsection (2) of
 15 section 288.1223, Florida Statutes, are amended to read:

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

18 (2)(a) The commission shall consist of 17 general tourism-
 19 industry-related members appointed by the Governor, subject to
 20 confirmation by the Senate, and 15 ~~14~~ additional tourism-
 21 industry-related members, appointed by the Governor, including 3
 22 representatives from the statewide rental car industry, 5 ~~4~~
 23 representatives from tourist-related statewide associations,
 24 including those that represent hotels, campgrounds, county
 25 destination marketing organizations, restaurants, and
 26 attractions, 2 representatives from county destination marketing
 27 organizations, 1 representative from the cruise industry, 1
 28 representative from an automobile and travel services membership

29 organization that has at least 2.8 million members in Florida, 1
 30 representative from the airline industry, 1 representative from
 31 the youth travel industry, and 1 representative from the space
 32 tourism industry, who will each serve for a term of 2 years, the
 33 Governor, and 2 additional ex officio members, who will serve
 34 for a term of 2 years, including a member of the Senate
 35 appointed by the President of the Senate and a member of the
 36 House of Representatives appointed by the Speaker of the House
 37 of Representatives.

38 (i) Each member of the commission who is not otherwise
 39 required to ~~shall file financial full and public disclosure~~
 40 pursuant to ~~of financial interests at the times and places and~~
 41 ~~in the same manner required of elected constitutional officers~~
 42 ~~under s. 8, Art. II of the State Constitution or s. 112.3144,~~
 43 shall file disclosure of financial interests pursuant to s.
 44 112.3145 and any law implementing that provision.

45 Section 2. Subsections (11) and (12) of section 288.1224,
 46 Florida Statutes, are amended to read:

47 288.1224 Powers and duties.--The commission:

48 ~~(11) Shall establish a statewide advisory committee of the~~
 49 ~~commission to assist the commission with implementation of a~~
 50 ~~plan to protect and promote all of the natural, coastal,~~
 51 ~~historical, and cultural tourism assets of this state. The~~
 52 ~~duties of the committee shall include, but are not limited to,~~
 53 ~~helping to develop and review nature-based tourism and heritage~~
 54 ~~tourism policies, coordinate governmental and private sector~~
 55 ~~interests in nature-based tourism and heritage tourism, and~~
 56 ~~integrate federal, state, regional, and local nature-based~~

57 ~~tourism and heritage tourism marketing strategies. The chair of~~
 58 ~~the commission shall appoint members of the advisory committee~~
 59 ~~based upon recommendations from the commission. Members shall~~
 60 ~~include:~~

61 ~~(a) A representative of each of the following state~~
 62 ~~governmental organizations: the Department of Agriculture, the~~
 63 ~~Department of Environmental Protection, the Department of~~
 64 ~~Community Affairs, the Department of Transportation, the~~
 65 ~~Department of State, the Florida Greenways Coordinating Council,~~
 66 ~~and the Florida Fish and Wildlife Conservation Commission.~~

67 ~~(b) A representative of Enterprise Florida, Inc.~~

68 ~~(c) Representatives of regional nature-based tourism or~~
 69 ~~heritage tourism committees or associations that are established~~
 70 ~~by local tourism organizations throughout the state.~~

71 ~~(d) Representatives of the private sector with experience~~
 72 ~~in environmental, historical, cultural, recreational, or other~~
 73 ~~tourism-related activities.~~

74 ~~(e) Representatives of two not-for-profit environmental~~
 75 ~~organizations with expertise in environmental resource~~
 76 ~~protection and land management.~~

77 ~~(f) A representative from a local economic development~~
 78 ~~organization serving a rural community.~~

79 ~~(g) A representative from a local economic development~~
 80 ~~organization serving a nonrural community.~~

81 ~~(h) Representatives from any other organizations that the~~
 82 ~~chair of the commission, based upon recommendations from the~~
 83 ~~commission, deems appropriate.~~

84 (11)~~(12)~~ Shall incorporate nature-based tourism and
 85 heritage tourism components into its comprehensive tourism
 86 marketing plan for the state, including, but not limited to:

87 (a) Promoting travel experiences that combine visits to
 88 commercial destinations in the state with visits to nature-based
 89 or heritage-based sites in the state;

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

93 (c) Assisting local and regional tourism organizations in
 94 incorporating nature-based tourism and heritage tourism
 95 components into local marketing plans and in establishing
 96 cooperative local or regional advisory committees on nature-
 97 based tourism and heritage tourism;

98 (d) Working with local and regional tourism organizations
 99 to identify nature-based tourism and heritage tourism sites,
 100 including identifying private sector businesses engaged in
 101 activities supporting or related to nature-based tourism and
 102 heritage tourism; and

103 (e) Providing guidance to local and regional economic
 104 development organizations on the identification, enhancement,
 105 and promotion of nature-based tourism and heritage tourism
 106 assets as a component of the overall job-creating efforts of
 107 such organizations.

108
 109 The marketing plan shall include specific provisions for
 110 directing tourism promotion resources toward promotion and
 111 development of nature-based tourism and heritage tourism. The

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112 | marketing plan shall also include provisions specifically
113 | addressing promotion and development of nature-based tourism and
114 | heritage tourism in rural communities in the state.

115 | Section 3. This act shall take effect July 1, 2005.