

HB 41C

2010C

1 A bill to be entitled
2 An act relating to the hospitality industry; providing for
3 a hospitality industry marketing campaign in response to
4 the Deepwater Horizon oil spill; requiring the Office of
5 Tourism, Trade, and Economic Development to contract for
6 the marketing campaign; providing appropriations;
7 providing an effective date.

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

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11 Section 1. Hospitality industry marketing campaign.-

12 (1) In response to the oil spill in the Gulf of Mexico
13 following the April 20, 2010, explosion and subsequent fire on
14 the Deepwater Horizon semisubmersible Mobile Offshore Drilling
15 Unit, the Office of Tourism, Trade, and Economic Development
16 shall contract for a 15-month coordinated marketing campaign
17 throughout the state and the southeastern United States to
18 promote tourism in those areas of the state directly or
19 indirectly affected by the oil spill or the damaging public
20 perception of that event.

21 (2) In recognition that the unexpended surplus in the
22 Hotel and Restaurant Trust Fund to be used for the marketing
23 campaign pursuant to section 2 of this act was generated through
24 license fees paid by the public lodging establishments and
25 public food service establishments of the state and that there
26 is an urgent need to initiate the marketing campaign quickly
27 using an organization with experience in such matters and close
28 ties to the affected businesses, and to leverage and maximize

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29 the impact of these funds in cooperation with industry
30 participants and media partners, the Office of Tourism, Trade,
31 and Economic Development shall contract with the Florida
32 Restaurant and Lodging Association, Inc., a Florida corporation
33 not for profit, to conduct the marketing campaign pursuant to a
34 plan approved and monitored by the Office of Tourism, Trade, and
35 Economic Development.

36 Section 2. For the 2010-2011 fiscal year only, the sum of
37 \$6 million is appropriated from the unexpended surplus in the
38 Hotel and Restaurant Trust Fund to the Office of Tourism, Trade,
39 and Economic Development for purposes of the hospitality
40 industry marketing campaign conducted pursuant to section 1 of
41 this act.

42 Section 3. For the 2010-2011 fiscal year only, the sum of
43 \$700,000 is appropriated from the unexpended surplus in the
44 Hotel and Restaurant Trust Fund to the Department of Business
45 and Professional Regulation for purposes of the Hospitality
46 Education Program with an emphasis on supporting the workforce
47 needs of the hospitality industry impacted by the Deepwater
48 Horizon oil spill.

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