

By Senator Wise

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1 A bill to be entitled
2 An act relating to local government revenue
3 enhancement; amending s. 14.2015, F.S.; requiring the
4 Office of Tourism, Trade, and Economic Development to
5 sell naming rights for a building, facility, or other
6 property owned by a local government or space for
7 commercial advertising to be displayed on a building,
8 facility, or other property owned by a local
9 government to a private sector business or entity
10 pursuant to an agreement with the local government;
11 providing requirements for a contract for sale and
12 remittance of contract revenues; creating s. 129.251,
13 F.S.; authorizing a county to enter into an agreement
14 with the Office of Tourism, Trade, and Economic
15 Development for a contract for sale for county
16 government revenue enhancement; providing for county
17 government requirements for such naming and
18 advertising; providing for the use of revenues;
19 creating s. 166.276, F.S.; authorizing a municipality
20 to enter into an agreement with the Office of Tourism,
21 Trade, and Economic Development for a contract for
22 sale for municipal government revenue enhancement;
23 providing for municipal government requirements for
24 such naming and advertising; providing for the use of
25 revenues; providing an effective date.

26
27 Be It Enacted by the Legislature of the State of Florida:

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29 Section 1. Subsection (2) of section 14.2015, Florida

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30 Statutes, is amended to read:

31 14.2015 Office of Tourism, Trade, and Economic Development;
32 creation; powers and duties.-

33 (2) The purpose of the Office of Tourism, Trade, and
34 Economic Development is to assist the Governor in working with
35 the Legislature, state agencies, local governmental agencies,
36 business leaders, and economic development professionals to
37 formulate and implement coherent and consistent policies and
38 strategies designed to provide economic opportunities for all
39 Floridians. To accomplish such purposes, the Office of Tourism,
40 Trade, and Economic Development shall:

41 (a) Contract, notwithstanding the provisions of part I of
42 chapter 287, with the direct-support organization created under
43 s. 288.1229 to guide, stimulate, and promote the sports industry
44 in the state, to promote the participation of Florida's citizens
45 in amateur athletic competition, and to promote Florida as a
46 host for national and international amateur athletic
47 competitions.

48 (b) Monitor the activities of public-private partnerships
49 and state agencies in order to avoid duplication and promote
50 coordinated and consistent implementation of programs in areas
51 including, but not limited to, tourism; international trade and
52 investment; business recruitment, creation, retention, and
53 expansion; workforce development; minority and small business
54 development; and rural community development. As part of its
55 responsibilities under this paragraph, the office shall work
56 with Enterprise Florida, Inc., and Workforce Florida, Inc., to
57 ensure that, to the maximum extent possible, there are direct
58 linkages between the economic development and workforce

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59 development goals and strategies of the state.

60 (c) Facilitate the direct involvement of the Governor and
61 the Lieutenant Governor in economic development and workforce
62 development projects designed to create, expand, and retain
63 Florida businesses and to recruit worldwide business, as well as
64 in other job-creating efforts.

65 (d) Assist the Governor, in cooperation with Enterprise
66 Florida, Inc., Workforce Florida, Inc., and the Florida
67 Commission on Tourism, in preparing an annual report to the
68 Legislature on the state of the business climate in Florida and
69 on the state of economic development in Florida which will
70 include the identification of problems and the recommendation of
71 solutions. This report shall be submitted to the President of
72 the Senate, the Speaker of the House of Representatives, the
73 Senate Minority Leader, and the House Minority Leader by January
74 1 of each year, and it shall be in addition to the Governor's
75 message to the Legislature under the State Constitution and any
76 other economic reports required by law.

77 (e) Plan and conduct at least one meeting per calendar year
78 of leaders in business, government, education, workforce
79 development, and economic development called by the Governor to
80 address the business climate in the state, develop a common
81 vision for the economic future of the state, and identify
82 economic development efforts to fulfill that vision.

83 (f)1. Administer the Florida Enterprise Zone Act under ss.
84 290.001-290.016, the community contribution tax credit program
85 under ss. 220.183 and 624.5105, the tax refund program for
86 qualified target industry businesses under s. 288.106, the tax-
87 refund program for qualified defense contractors and space

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88 flight business contractors under s. 288.1045, contracts for
89 transportation projects under s. 288.063, the sports franchise
90 facility programs under ss. 288.1162 and 288.11621, the
91 professional golf hall of fame facility program under s.
92 288.1168, the expedited permitting process under s. 403.973, the
93 Rural Community Development Revolving Loan Fund under s.
94 288.065, the Regional Rural Development Grants Program under s.
95 288.018, the Certified Capital Company Act under s. 288.99, the
96 Florida State Rural Development Council, the Rural Economic
97 Development Initiative, and other programs that are specifically
98 assigned to the office by law, by the appropriations process, or
99 by the Governor. Notwithstanding any other provisions of law,
100 the office may expend interest earned from the investment of
101 program funds deposited in the Grants and Donations Trust Fund
102 to contract for the administration of the programs, or portions
103 of the programs, enumerated in this paragraph or assigned to the
104 office by law, by the appropriations process, or by the
105 Governor. Such expenditures shall be subject to review under
106 chapter 216.

107 2. The office may enter into contracts in connection with
108 the fulfillment of its duties concerning the Florida First
109 Business Bond Pool under chapter 159, tax incentives under
110 chapters 212 and 220, tax incentives under the Certified Capital
111 Company Act in chapter 288, foreign offices under chapter 288,
112 the Enterprise Zone program under chapter 290, the Seaport
113 Employment Training program under chapter 311, the Florida
114 Professional Sports Team License Plates under chapter 320,
115 Spaceport Florida under chapter 331, Expedited Permitting under
116 chapter 403, and in carrying out other functions that are

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117 specifically assigned to the office by law, by the
118 appropriations process, or by the Governor.

119 (g) Administer the Black Business Loan Program, the purpose
120 of which is to leverage state, local, and private funds to
121 provide loans and loan guarantees to black business enterprises
122 that cannot obtain capital through conventional lending
123 institutions but that otherwise could compete successfully in
124 the private sector.

125 (h) Serve as contract administrator for the state with
126 respect to contracts with Enterprise Florida, Inc., the Florida
127 Commission on Tourism, Space Florida, and all direct-support
128 organizations under this act, excluding those relating to
129 tourism. To accomplish the provisions of this act and applicable
130 provisions of chapter 288, and notwithstanding the provisions of
131 part I of chapter 287, the office shall enter into specific
132 contracts with Enterprise Florida, Inc., the Florida Commission
133 on Tourism, Space Florida, and other appropriate direct-support
134 organizations. Such contracts may be multiyear and shall include
135 specific performance measures for each year.

136 (i) Provide administrative oversight for the Office of Film
137 and Entertainment, created under s. 288.1251, to develop,
138 promote, and provide services to the state's entertainment
139 industry and to administratively house the Florida Film and
140 Entertainment Advisory Council created under s. 288.1252.

141 (j) Prepare and submit as a separate budget entity a
142 unified budget request for tourism, trade, and economic
143 development in accordance with chapter 216 for, and in
144 conjunction with, Enterprise Florida, Inc., and its boards, the
145 Florida Commission on Tourism and its direct-support

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146 organization, the Florida Black Business Investment Board, the
147 Office of Film and Entertainment, and the direct-support
148 organization created to promote the sports industry.

149 (k) Adopt rules, as necessary, to carry out its functions
150 in connection with the administration of the Qualified Target
151 Industry program, the Qualified Defense Contractor program, the
152 Certified Capital Company Act, the Enterprise Zone program, and
153 the Florida First Business Bond pool.

154 (l) Sell the naming rights for a building or facility or
155 space for commercial advertising to be displayed on a building,
156 facility, or other property owned by a local government to a
157 private sector business or entity pursuant to an agreement with
158 the local government under s. 129.251 or s. 166.276. A contract
159 for sale shall be subject to approval by the local government
160 and may be a multiyear contract. Eighty-five percent of the
161 revenue from a contract shall be remitted to the local
162 government to provide revenue enhancement for the local
163 government and 15 percent of the revenue shall be retained by
164 the office.

165 Section 2. Section 129.251, Florida Statutes, is created to
166 read:

167 129.251 Revenue enhancement.—

168 (1) Each county may enter into an agreement with the Office
169 of Tourism, Trade, and Economic Development for the sale of the
170 naming rights for a county-owned building, facility, or other
171 property or space for commercial advertising to be displayed on
172 a county-owned building, facility, or other property by the
173 office pursuant to s. 14.2015(2)(1). The agreement shall include
174 requirements for display, and the contract for sale is subject

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175 to approval by the county. Eighty-five percent of the revenue
176 from a contract for sale shall be remitted to the county to
177 provide county government revenue enhancement.

178 (2) (a) A county shall establish requirements for the naming
179 of a county-owned building, facility, or other property or space
180 for commercial advertising to be displayed on a county-owned
181 building, facility, or other property which are content
182 appropriate and do not interfere with the safety of citizens.

183 (b) A county shall determine the use of revenue generated
184 by a contract for sale under s. 14.2015(2) (1).

185 Section 3. Section 166.276, Florida Statutes, is created to
186 read:

187 166.276 Revenue enhancement.—

188 (1) Each municipality may enter into an agreement with the
189 Office of Tourism, Trade, and Economic Development for the sale
190 of the naming rights for a municipally owned building, facility,
191 or other property or space for commercial advertising to be
192 displayed on a municipally owned building, facility, or other
193 property by the office pursuant to s. 14.2015(2) (1). The
194 agreement shall include requirements for display, and the
195 contract for sale is subject to approval by the municipality.
196 Eighty-five percent of the revenue from a contract for sale
197 shall be remitted to the municipality to provide municipal
198 government revenue enhancement.

199 (2) (a) A municipality shall establish requirements for the
200 naming of a municipality-owned building, facility, or other
201 property or space for commercial advertising to be displayed on
202 a municipally owned building, facility, or other property which
203 are content appropriate and do not interfere with the safety of

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204 citizens.205 (b) A municipality shall determine the use of revenue
206 generated by a contract for sale under s. 14.2015(2)(1).

207 Section 4. This act shall take effect July 1, 2011.