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1 A bill to be entitled
2 An act relating to school district revenue enhancement;
3 amending s. 14.2015, F.S.; requiring the Office of
4 Tourism, Trade, and Economic Development to sell naming
5 rights for a public school facility or space for
6 commercial advertising to be displayed on school buses or
7 a public school facility to a private sector business or
8 entity pursuant to an agreement with a district school
9 board; providing requirements for a contract for sale and
10 remittance of contract revenues; creating s. 1011.762,
11 F.S.; authorizing a district school board to enter into an
12 agreement with the Office of Tourism, Trade, and Economic
13 Development for a contract for sale for school district
14 revenue enhancement; providing for district school board
15 requirements for the naming of a public school facility or
16 advertising on school buses or public school facilities;
17 providing an effective date.

18
19 Be It Enacted by the Legislature of the State of Florida:

20
21 Section 1. Subsection (2) of section 14.2015, Florida
22 Statutes, is amended to read:

23 14.2015 Office of Tourism, Trade, and Economic
24 Development; creation; powers and duties.—

25 (2) The purpose of the Office of Tourism, Trade, and
26 Economic Development is to assist the Governor in working with
27 the Legislature, state agencies, local governmental agencies,
28 business leaders, and economic development professionals to

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29 | formulate and implement coherent and consistent policies and
30 | strategies designed to provide economic opportunities for all
31 | Floridians. To accomplish such purposes, the Office of Tourism,
32 | Trade, and Economic Development shall:

33 | (a) Contract, notwithstanding the provisions of part I of
34 | chapter 287, with the direct-support organization created under
35 | s. 288.1229 to guide, stimulate, and promote the sports industry
36 | in the state, to promote the participation of Florida's citizens
37 | in amateur athletic competition, and to promote Florida as a
38 | host for national and international amateur athletic
39 | competitions.

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

52 | (c) Facilitate the direct involvement of the Governor and
53 | the Lieutenant Governor in economic development and workforce
54 | development projects designed to create, expand, and retain
55 | Florida businesses and to recruit worldwide business, as well as
56 | in other job-creating efforts.

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

69 (e) Plan and conduct at least one meeting per calendar
70 year of leaders in business, government, education, workforce
71 development, and economic development called by the Governor to
72 address the business climate in the state, develop a common
73 vision for the economic future of the state, and identify
74 economic development efforts to fulfill that vision.

75 (f)1. Administer the Florida Enterprise Zone Act under ss.
76 290.001-290.016, the community contribution tax credit program
77 under ss. 220.183 and 624.5105, the tax refund program for
78 qualified target industry businesses under s. 288.106, the tax-
79 refund program for qualified defense contractors and space
80 flight business contractors under s. 288.1045, contracts for
81 transportation projects under s. 288.063, the sports franchise
82 facility programs under ss. 288.1162 and 288.11621, the
83 professional golf hall of fame facility program under s.
84 288.1168, the expedited permitting process under s. 403.973, the

85 Rural Community Development Revolving Loan Fund under s.
 86 288.065, the Regional Rural Development Grants Program under s.
 87 288.018, the Certified Capital Company Act under s. 288.99, the
 88 Florida State Rural Development Council, the Rural Economic
 89 Development Initiative, and other programs that are specifically
 90 assigned to the office by law, by the appropriations process, or
 91 by the Governor. Notwithstanding any other provisions of law,
 92 the office may expend interest earned from the investment of
 93 program funds deposited in the Grants and Donations Trust Fund
 94 to contract for the administration of the programs, or portions
 95 of the programs, enumerated in this paragraph or assigned to the
 96 office by law, by the appropriations process, or by the
 97 Governor. Such expenditures shall be subject to review under
 98 chapter 216.

99 2. The office may enter into contracts in connection with
 100 the fulfillment of its duties concerning the Florida First
 101 Business Bond Pool under chapter 159, tax incentives under
 102 chapters 212 and 220, tax incentives under the Certified Capital
 103 Company Act in chapter 288, foreign offices under chapter 288,
 104 the Enterprise Zone program under chapter 290, the Seaport
 105 Employment Training program under chapter 311, the Florida
 106 Professional Sports Team License Plates under chapter 320,
 107 Spaceport Florida under chapter 331, Expedited Permitting under
 108 chapter 403, and in carrying out other functions that are
 109 specifically assigned to the office by law, by the
 110 appropriations process, or by the Governor.

111 (g) Administer the Black Business Loan Program, the
 112 purpose of which is to leverage state, local, and private funds

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113 to provide loans and loan guarantees to black business
114 enterprises that cannot obtain capital through conventional
115 lending institutions but that otherwise could compete
116 successfully in the private sector.

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

128 (i) Provide administrative oversight for the Office of
129 Film and Entertainment, created under s. 288.1251, to develop,
130 promote, and provide services to the state's entertainment
131 industry and to administratively house the Florida Film and
132 Entertainment Advisory Council created under s. 288.1252.

133 (j) Prepare and submit as a separate budget entity a
134 unified budget request for tourism, trade, and economic
135 development in accordance with chapter 216 for, and in
136 conjunction with, Enterprise Florida, Inc., and its boards, the
137 Florida Commission on Tourism and its direct-support
138 organization, the Florida Black Business Investment Board, the
139 Office of Film and Entertainment, and the direct-support
140 organization created to promote the sports industry.

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141 (k) Adopt rules, as necessary, to carry out its functions
142 in connection with the administration of the Qualified Target
143 Industry program, the Qualified Defense Contractor program, the
144 Certified Capital Company Act, the Enterprise Zone program, and
145 the Florida First Business Bond pool.

146 (1) Sell the naming rights for a public school facility or
147 space for commercial advertising to be displayed on school buses
148 or a public school facility to a private sector business or
149 entity pursuant to an agreement with a district school board
150 pursuant to s. 1011.762. A contract for sale shall be subject to
151 district school board approval and may be a multiyear contract.
152 Ninety-five percent of the revenue from a contract shall be
153 remitted to the district school board to provide revenue
154 enhancement for the school district and 5 percent of the revenue
155 shall be retained by the office.

156 Section 2. Section 1011.762, Florida Statutes, is created
157 to read:

158 1011.762 School district revenue enhancement.-

159 (1) Each district school board may enter into an agreement
160 with the Office of Tourism, Trade, and Economic Development for
161 the sale of the naming rights for a public school facility or of
162 space for commercial advertising to be displayed on the exterior
163 or interior of school buses or a public school facility by the
164 office pursuant to s. 14.2015(2)(1). The agreement shall include
165 requirements for display, and the contract for sale is subject
166 to district school board approval. Ninety-five percent of the
167 revenue from a contract for sale shall be remitted to the
168 district school board to provide school district revenue

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169 enhancement.

170 (2) (a) A district school board shall establish
171 requirements for the naming of a public school facility or
172 advertising on school buses or a public school facility which
173 are age and content appropriate and do not interfere with the
174 safety of students.

175 (b) A district school board shall determine the use of
176 revenue generated by a contract for sale pursuant to s.
177 14.2015 (2) (1) .

178 Section 3. This act shall take effect July 1, 2011.