

By Senator Wise

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

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

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

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

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

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

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

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

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

58 (d) Assist the Governor, in cooperation with Enterprise

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

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

76 (f)1. Administer the Florida Enterprise Zone Act under ss.
77 290.001-290.016, the community contribution tax credit program
78 under ss. 220.183 and 624.5105, the tax refund program for
79 qualified target industry businesses under s. 288.106, the tax-
80 refund program for qualified defense contractors and space
81 flight business contractors under s. 288.1045, contracts for
82 transportation projects under s. 288.063, the sports franchise
83 facility programs under ss. 288.1162 and 288.11621, the
84 professional golf hall of fame facility program under s.
85 288.1168, the expedited permitting process under s. 403.973, the
86 Rural Community Development Revolving Loan Fund under s.
87 288.065, the Regional Rural Development Grants Program under s.

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

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

112 (g) Administer the Black Business Loan Program, the purpose
113 of which is to leverage state, local, and private funds to
114 provide loans and loan guarantees to black business enterprises
115 that cannot obtain capital through conventional lending
116 institutions but that otherwise could compete successfully in

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117 the private sector.

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

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

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

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

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146 the Florida First Business Bond pool.

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

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

159 1011.762 School district revenue enhancement.—

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

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

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175 students.

176 (b) A district school board shall determine the use of

177 revenue generated by a contract for sale pursuant to s.

178 14.2015(2)(1).

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