

**The Florida Senate**  
**BILL ANALYSIS AND FISCAL IMPACT STATEMENT**

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

---

Prepared By: The Professional Staff of the Committee on Appropriations

---

BILL: CS/SB 398

INTRODUCER: Commerce and Tourism Committee; and Senator Detert and others

SUBJECT: Florida Tourism Hall of Fame

DATE: March 28, 2014

REVISED: \_\_\_\_\_

ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1. <u>Askey</u>	<u>Hrdlicka</u>	<u>CM</u>	<u>Fav/CS</u>
2. <u>Pingree</u>	<u>Martin</u>	<u>ATD</u>	<u>Favorable</u>
3. <u>Pingree</u>	<u>Kynoch</u>	<u>AP</u>	<u>Favorable</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**Please see Section IX. for Additional Information:**

COMMITTEE SUBSTITUTE - Substantial Changes

**I. Summary:**

CS/SB 398 establishes the Florida Tourism Hall of Fame to recognize persons, living or dead, whose work in the tourism industry have made significant contributions to the economic climate in Florida. The Florida Tourism Industry Marketing Corporation (d/b/a VISIT Florida) will administer the Florida Tourism Hall of Fame without the appropriation of state funds.

The Department of Management Services (DMS) must set aside an area on the Plaza Level of the Capitol Building for the Hall of Fame and consult with VISIT Florida regarding the design and theme of the area.

The bill has an indeterminate but insignificant fiscal impact.

**II. Present Situation:**

According to VISIT Florida<sup>1</sup> since 2001, individuals have been chosen annually to be inducted into the Florida Tourism Hall of Fame. "This honor, presented by the VISIT Florida Board of Directors, recognizes contemporary and historic figures whose vision, creativity and drive have had a positive and significant impact on the development of Florida as a desirable visitor

---

<sup>1</sup> VISIT Florida is the fictitious name for the Florida Tourism Industry Marketing Corporation. See s. 288.1226(5)(c), F.S.

destination.<sup>2</sup>” In 2001, eight individuals were inducted into the Florida Tourism Hall of Fame “Founders Club,” including Walt Disney and Henry Flagler. Since 2001, 30 additional individuals have been inducted into the Florida Tourism Hall of Fame.

The Florida Tourism Industry Marketing Corporation is a direct-support organization of Enterprise Florida, Inc. (EFI), and is a not for profit corporation. The corporation’s board of directors is composed of 31 tourism-industry-related members who are appointed by the EFI.

Other Florida Halls of Fame displayed in the Capitol Plaza include the Florida Women’s Hall of Fame (s. 265.001, F.S.), the Florida Veterans’ Hall of Fame (s. 265.003, F.S.), the Florida Artists Hall of Fame (s. 265.2865, F.S.), and the Florida Civil Rights Hall of Fame (s. 760.065, F.S.).

### **III. Effect of Proposed Changes:**

This bill establishes the Florida Tourism Hall of Fame to recognize persons, living or dead, whose work in the tourism industry have made significant contributions to the economic climate in Florida. VISIT Florida will administer the Florida Tourism Hall of Fame without the appropriation of state funds.

The DMS must set aside an area on the Plaza Level of the Capitol Building for the Florida Tourism Hall of Fame and consult with VISIT Florida regarding the design and theme of the area.

The bill requires VISIT Florida to annually accept nominations and to establish selection criteria and timeframes for induction into the Florida Tourism Hall of Fame. VISIT Florida must give selection preference to the nominees who were born in Florida or adopted Florida as their home state and who have made a significant contribution to the state’s travel and tourism industry.

According to VISIT Florida, each individual inducted into the “Founders Club” and the Florida Tourism Hall of Fame since 2001 will have his or her name, image, discipline or contribution, and vital information placed on a plaque displayed in the Capitol Plaza. VISIT Florida may establish a formal induction ceremony to coincide with the annual Governor’s Conference on Tourism.

Any person inducted into the Florida Tourism Hall of Fame administered by VISIT Florida before July 1, 2014, shall remain in the Hall of Fame.

This bill creates s. 265.004, F.S., and takes effect July 1, 2014.

### **IV. Constitutional Issues:**

#### **A. Municipality/County Mandates Restrictions:**

None.

---

<sup>2</sup> VISIT Florida website, <http://www.visitflorida.org/awards-honorees/florida-tourism-hall-of-fame> (last visited January 30, 2014).

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

**V. Fiscal Impact Statement:**

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

CS/SB 398 requires the Florida Tourism Hall of Fame to be administered by VISIT Florida without appropriation of state funds.<sup>3</sup>

The bill requires the DMS to set aside an area on the Plaza Level of the Capitol Building for the Florida Tourism Hall of Fame and consult with VISIT Florida regarding the design and theme of the area. Any costs incurred by the DMS are indeterminate, but expected to be insignificant.

**VI. Technical Deficiencies:**

None.

**VII. Related Issues:**

None.

**VIII. Statutes Affected:**

This bill creates section 265.004, of the Florida Statutes.

---

<sup>3</sup> Visit Florida is required to raise private funds equal to at least a one-to-one match of public funds received. See s. 288.904(3), F.S.

**IX. Additional Information:**

- A. **Committee Substitute – Statement of Substantial Changes:**  
(Summarizing differences between the Committee Substitute and the prior version of the bill.)

**CS by Commerce and Tourism on Jan. 8, 2014:**

The committee substitute provides that any person inducted into the Florida Tourism Hall of Fame administered by VISIT Florida before July 1, 2014, shall remain in the Florida Tourism Hall of Fame.

- B. **Amendments:**

None.

---

This Senate Bill Analysis does not reflect the intent or official position of the bill's introducer or the Florida Senate.

---