

**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.)

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Prepared By: The Professional Staff of the Committee on Commerce and Tourism

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BILL: SB 398

INTRODUCER: Senator Detert

SUBJECT: Florida Tourism Hall Of Fame

DATE: January 7, 2014

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

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	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	Askey	Hrdlicka	CM	<b>Pre-meeting</b>
2.	_____	_____	ATD	_____
3.	_____	_____	AP	_____

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**I. Summary:**

SB 398 establishes the Florida Tourism Hall of Fame to recognize individuals whose work in the tourism industry had or has a significant contribution in Florida. It is administered by the Florida Tourism Industry Marketing Corporation (Visit Florida) 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.

**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 destination.”<sup>2</sup>

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.).

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

<sup>2</sup> Visit Florida website, *2013 Florida Tourism Industry Awards Announced*, (September 12, 2013), available at: [http://www.visitflorida.com/en-us/media/news-releases/2013\\_florida\\_tourism\\_industry\\_awards\\_announced.html](http://www.visitflorida.com/en-us/media/news-releases/2013_florida_tourism_industry_awards_announced.html), (last visited December 16, 2013).

**III. Effect of Proposed Changes:**

SB 398 establishes the Florida Tourism Hall of Fame to recognize individuals whose work in the tourism industry had or has a significant contribution in Florida. It is administered by the Florida Tourism Industry Marketing Corporation (Visit Florida) 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 requires Visit Florida to annually accept nominations and to establish selection criteria and timeframes for induction into the 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.

Each inductee 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.

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

**IV. Fiscal Impact Statement:****A. Tax/Fee Issues:**

None.

**B. Private Sector Impact:**

None

**C. Government Sector Impact:**

Indeterminate. The bill requires the Florida Tourism Hall of Fame to be administered by the Florida Tourism Industry Marketing Corporation (Visit Florida) without appropriation of state funds.<sup>3</sup>

**V. Technical Deficiencies:**

None.

**VI. Related Issues:**

None.

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<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.

**VII. Statutes Affected:**

This bill creates s. 265.004, F.S.

**VIII. Additional Information:**

**A. Committee Substitute – Statement of Changes:**

(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

**B. Amendments:**

None.

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

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