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LEGISLATIVE ACTION

Senate

.

House

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Floor: 9/AD/2R

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05/01/2014 12:24 PM

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Senator Bean moved the following:

Senate Amendment (with title amendment)

Delete lines 1235 - 1370

and insert:

Section 21. Paragraph (b) of subsection (2) of section
288.0001, Florida Statutes, is amended to read:

288.0001 Economic Development Programs Evaluation.—The
Office of Economic and Demographic Research and the Office of
Program Policy Analysis and Government Accountability (OPPAGA)
shall develop and present to the Governor, the President of the
Senate, the Speaker of the House of Representatives, and the



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12 chairs of the legislative appropriations committees the Economic
13 Development Programs Evaluation.

14 (2) The Office of Economic and Demographic Research and
15 OPPAGA shall provide a detailed analysis of economic development
16 programs as provided in the following schedule:

17 (b) By January 1, 2015, and every 3 years thereafter, an
18 analysis of the following:

19 1. The entertainment industry financial incentive program
20 established under s. 288.1254.

21 2. The entertainment industry sales tax exemption program
22 established under s. 288.1258.

23 3. VISIT Florida and its programs established or funded
24 under ss. 288.122, 288.1226, 288.12265, ~~and~~ 288.124, and
25 288.924.

26 4. The Florida Sports Foundation and related programs
27 established under ss. 288.1162, 288.11621, 288.1166, 288.1167,
28 288.1168, 288.1169, and 288.1171.

29 Section 22. Subsection (2) of section 288.901, Florida
30 Statutes, is amended to read:

31 288.901 Enterprise Florida, Inc.—

32 (2) PURPOSES.—Enterprise Florida, Inc., shall act as the
33 economic development organization for the state, using ~~utilizing~~
34 private sector and public sector expertise in collaboration with
35 the department to:

36 (a) Increase private investment in Florida;

37 (b) Advance international and domestic trade opportunities;

38 (c) Market the state both as a probusiness location for new
39 investment and as an unparalleled tourist destination;

40 (d) Revitalize Florida's space and aerospace industries,



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41 and promote emerging complementary industries;

42 (e) Promote opportunities for minority-owned businesses;

43 (f) Assist and market professional and amateur sport teams
44 and sporting events in Florida; ~~and~~

45 (g) Assist, promote, and enhance economic opportunities in
46 this state's rural and urban communities; and

47 (h) Market the state as a health care destination by using
48 the medical tourism initiatives as described in s. 288.924 to
49 promote quality health care services in this state.

50 Section 23. Paragraph (c) of subsection (4) of section
51 288.923, Florida Statutes, is amended to read:

52 288.923 Division of Tourism Marketing; definitions;
53 responsibilities.-

54 (4) The division's responsibilities and duties include, but
55 are not limited to:

56 (c) Developing a 4-year marketing plan.

57 1. At a minimum, the marketing plan shall discuss the
58 following:

59 a. Continuation of overall tourism growth in this state.

60 b. Expansion to new or under-represented tourist markets.

61 c. Maintenance of traditional and loyal tourist markets.

62 d. Coordination of efforts with county destination
63 marketing organizations, other local government marketing
64 groups, privately owned attractions and destinations, and other
65 private sector partners to create a seamless, four-season
66 advertising campaign for the state and its regions.

67 e. Development of innovative techniques or promotions to
68 build repeat visitation by targeted segments of the tourist
69 population.



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70 f. Consideration of innovative sources of state funding for
71 tourism marketing.

72 g. Promotion of nature-based tourism and heritage tourism.

73 h. Promotion of medical tourism, as provided under s.
74 288.924.

75 i.~~h.~~ Development of a component to address emergency
76 response to natural and manmade disasters from a marketing
77 standpoint.

78 2. The plan shall be annual in construction and ongoing in
79 nature. Any annual revisions of the plan shall carry forward the
80 concepts of the remaining 3-year portion of the plan and
81 consider a continuum portion to preserve the 4-year timeframe of
82 the plan. The plan also shall include recommendations for
83 specific performance standards and measurable outcomes for the
84 division and direct-support organization. The department, in
85 consultation with the board of directors of Enterprise Florida,
86 Inc., shall base the actual performance metrics on these
87 recommendations.

88 3. The 4-year marketing plan shall be developed in
89 collaboration with the Florida Tourism Industry Marketing
90 Corporation. The plan shall be annually reviewed and approved by
91 the board of directors of Enterprise Florida, Inc.

92 Section 24. Section 288.924, Florida Statutes, is created
93 to read:

94 288.924 Medical tourism.—

95 (1) MEDICAL TOURISM MARKETING PLAN.—The Division of Tourism
96 Marketing shall include within the 4-year marketing plan
97 required under s. 288.923(4) (c) specific initiatives to advance
98 this state as a destination for quality health care services.



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99 The plan must:

100 (a) Promote national and international awareness of the
101 qualifications, scope of services, and specialized expertise of
102 health care providers throughout this state;

103 (b) Promote national and international awareness of
104 medical-related conferences, training, or other business
105 opportunities to attract practitioners from the medical field to
106 destinations in this state; and

107 (c) Include an initiative that showcases selected,
108 qualified providers offering bundled packages of health care and
109 support services for defined care episodes. The selection of
110 providers to be showcased must be conducted through a
111 solicitation of proposals from Florida hospitals and other
112 licensed providers for plans that describe available services,
113 provider qualifications, and special arrangements for food,
114 lodging, transportation, or other support services and amenities
115 that may be provided to visiting patients and their families. A
116 single health care provider may submit a proposal describing the
117 available health care services that will be offered through a
118 network of multiple providers and explaining any support
119 services or other amenities associated with the care episode.
120 The Florida Tourism Industry Marketing Corporation shall assess
121 the qualifications and credentials of providers submitting
122 proposals. To the extent funding is available, all qualified
123 providers shall be selected to be showcased in the initiative.
124 To be qualified, a health care provider must:

125 1. Have a full, active, and unencumbered Florida license
126 and ensure that all health care providers participating in the
127 proposal have full, active, and unencumbered Florida licenses;



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128 2. Have a current accreditation that is not conditional or
129 provisional from a nationally recognized accrediting body;

130 3. Be recognized as a Cancer Center of Excellence under s.
131 381.925 or have a current national or international recognition
132 in another specialty area, if such recognition is given through
133 a specific qualifying process; and

134 4. Meet other criteria as determined by the Florida Tourism
135 Industry Marketing Corporation in collaboration with the Agency
136 for Health Care Administration and the Department of Health.

137 (2) ALLOCATION OF FUNDS FOR MARKETING PLAN.—Annually, at
138 least \$3.5 million of the funds appropriated in the General
139 Appropriations Act to the Florida Tourism Industry Marketing
140 Corporation shall be allocated for the development and
141 implementation of the medical tourism marketing plan.

142 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism
143 Industry Marketing Corporation shall create a matching grant
144 program to provide funding to local or regional economic
145 development organizations for targeted medical tourism marketing
146 initiatives. The initiatives must promote and advance Florida as
147 a destination for quality health care services. Selection of
148 recipients of a matching grant shall be based on the following
149 criteria:

150 (a) The providers involved in the local initiative must
151 meet the criteria specified in subsection (1).

152 (b) The local or regional economic development organization
153 must demonstrate an ability to involve a variety of businesses
154 in a collaborative effort to welcome and support patients and
155 their families who travel to this state to obtain medical
156 services.



157 (c) The cash or in-kind services available from the local
158 or regional economic development organization must be at least
159 equal to the amount of available state financial support.

160 (4) ALLOCATION OF FUNDS FOR MATCHING GRANTS.—Annually, at
161 least \$1.5 million of the funds appropriated in the General
162 Appropriations Act to the Florida Tourism Industry Marketing
163 Corporation shall be allocated for the matching grant program.

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166 ===== T I T L E A M E N D M E N T =====

167 And the title is amended as follows:

168 Delete lines 117 - 136

169 and insert:

170 s. 288.0001, F.S.; requiring an analysis of medical
171 tourism in the Economic Development Programs
172 Evaluation; amending s. 288.901, F.S.; requiring
173 Enterprise Florida, Inc., to collaborate with the
174 Department of Economic Opportunity to market this
175 state as a health care destination; amending s.
176 288.923, F.S.; requiring the Division of Tourism
177 Marketing to include in its 4-year plan a discussion
178 of the promotion of medical tourism; creating s.
179 288.924, F.S.; requiring the plan to promote national
180 and international awareness of the qualifications,
181 scope of services, and specialized expertise of health
182 care providers in this state, to promote national and
183 international awareness of certain business
184 opportunities to attract practitioners to destinations
185 in this state, and to include an initiative to



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186 showcase qualified health care providers; requiring a
187 specified amount of funds appropriated to the Florida
188 Tourism Industry Marketing Corporation to be allocated
189 for the medical tourism marketing plan; requiring the
190 Florida Tourism Industry Marketing Corporation to
191 create a matching grant program; specifying criteria
192 for the grant program; requiring that a specified
193 amount of funds appropriated to the Florida Tourism
194 Industry Marketing Corporation be allocated for the
195 grant program;