

Amendment No.

CHAMBER ACTION

Senate

House

.

Representative Cruz offered the following:

Amendment (with title amendment)

Between lines 764 and 765, insert:

Section 14. Section 288.12266, Florida Statutes, is created to read:

288.12266 Targeted Marketing Assistance Program.—

(1) The Targeted Marketing Assistance Program is created to enhance the tourism business marketing of small, minority, rural, and agritourism businesses in the state. The department, in conjunction with VISIT Florida, shall administer the program. The program shall provide marketing plans, marketing assistance, promotional support, media development, technical expertise,

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14 marketing advice, technology training, social marketing support,
15 and other assistance to an eligible entity.

16 (2) As used in this section, the term "eligible entity"
17 means an independently owned and operated business with gross
18 revenue not exceeding \$500,000 or a corporation that is a
19 501(c)(3) organization under IRS guidelines.

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22 **T I T L E A M E N D M E N T**

23 Remove line 97 and insert:
24 department; creating s. 288.12266, F.S.; creating the Targeted
25 Marketing Assistance Program to enhance the tourism business
26 marketing of small, minority, rural and agritourism businesses
27 in the state; amending s. 288.124, F.S.; authorizing

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