

Amendment No.

CHAMBER ACTION

Senate

House

.

1 Representative Cruz offered the following:

2
3 **Substitute Amendment for Amendment (070997) (with title**
4 **amendment)**

5 Between lines 764 and 765, insert:

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

8 288.12266 Targeted Marketing Assistance Program.—

9 (1) The Targeted Marketing Assistance Program is created
10 to enhance the tourism business marketing of small, minority,
11 rural, and agritourism businesses in the state. The department,
12 in conjunction with VISIT Florida, shall administer the program.
13 The program shall provide marketing plans, marketing assistance,

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14 promotional support, media development, technical expertise,
15 marketing advice, technology training, social marketing support,
16 and other assistance to an eligible entity.

17 (2) As used in this section, the term "eligible entity"
18 means an independently owned and operated business with gross
19 revenue not exceeding \$1,250,000 or a nonprofit corporation that
20 meets the requirements of s. 501(c)(3) of the Internal Revenue
21 Code.

22 (3) The department and VISIT Florida shall provide an
23 annual report to the Governor, the President of the Senate, and
24 the Speaker of the House of Representatives documenting that at
25 least 50 percent of the eligible entities receiving assistance
26 through this program are independently owned and operated
27 businesses with gross revenues not exceeding \$500,000.

28
29 -----
30 **T I T L E A M E N D M E N T**

31 Remove line 97 and insert:

32 department; creating s. 288.12266, F.S.; creating the
33 Targeted Marketing Assistance Program to enhance the
34 tourism business marketing of small, minority, rural,
35 and agritourism businesses in the state; providing a
36 definition; requiring the department and VISIT Florida
37 to provide an annual report documenting specified

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38 | information to the Governor and the Legislature;
39 | amending s. 288.124, F.S.; authorizing

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