



196286

LEGISLATIVE ACTION

Senate	.	House
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Floor: 3/AD/3R	.	Floor: CA
06/09/2017 02:28 PM	.	06/09/2017 04:06 PM
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Senator Latvala moved the following:

**Senate Amendment**

Delete lines 793 - 832  
and insert:  
all state appropriations to the corporation and exclude taxes  
derived pursuant to s. 125.0104.

(b) For purposes of calculating the required one-to-one  
match, the corporation shall receive matching private  
contributions in one of four private match categories. The  
corporation shall maintain documentation of such categorized  
contributions on file and make such documentation available for



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12 inspection upon reasonable notice during its regular business  
13 hours. Contribution details shall be included in the quarterly  
14 reports required under subsection (8). The private match  
15 categories are:

16 1. Direct cash contributions from private sources, which  
17 include, but are not limited to, cash derived from strategic  
18 alliances, contributions of stocks and bonds, and partnership  
19 contributions.

20 2. Fees for services, which include, but are not limited  
21 to, event participation, research, and brochure placement and  
22 transparencies.

23 3. Cooperative advertising, which is limited to partner  
24 expenditures for paid media placement, partner expenditures for  
25 collateral material distribution, and the actual market value of  
26 contributed productions, air time, and print space.

27 4. In-kind contributions, which is limited to the actual  
28 market value of promotional contributions of partner-supplied  
29 benefits to target audiences and the actual market value of  
30 nonpartner-supplied air time or print space contributed for the  
31 broadcasting or printing of such promotions, which would  
32 otherwise require tourist promotion expenditures by the  
33 corporation for advertising, air travel, rental car fees, hotel  
34 rooms, RV or campsite space rental, on-site guest services, and  
35 admission tickets. The net value of air time or print space, if  
36 any, shall be deemed to be the actual market value of the air  
37 time or print space, based on an average of actual unit prices  
38 paid contemporaneously for comparable times or spaces, less the  
39 value of increased ratings or other benefits realized by the  
40 media outlet as a result of the promotion.



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Contributions from a government entity or from an entity that received more than 50 percent of its revenue in the previous fiscal year from public sources, including revenue derived from taxes, other than taxes collected pursuant to s. 125.0104, from fees, or from other government revenues, are not considered