

The Florida Senate  
**HOUSE MESSAGE SUMMARY**

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

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[2022s00434.hms.cm]

BILL: SB 434  
INTRODUCER: Hooper  
SUBJECT: Florida Tourism Marketing  
DATE: March 2, 2022

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**I. Amendments Contained in Message:**

**House Amendment – 268607 to SB 434** (body)

**II. Summary of Amendments Contained in Message:**

**House Amendment – 268607** changes the repeal date from 2031 to 2028 for the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, and the Division of Tourism Marketing within Enterprise Florida, Inc.