

By Senator Smith

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A bill to be entitled
An act relating to large-scale county destination
marketing organizations; creating s. 288.12267, F.S.;
defining the term "large-scale county destination
marketing organization"; requiring large-scale county
destination marketing organizations to register with
the Department of State; requiring the department to
maintain a list of large-scale county destination
marketing organizations on its website; requiring a
one-to-one match of private to public contributions to
fund large-scale county destination marketing
organizations; providing sources and exclusions of
public and private contribution funding; requiring a
large-scale county destination marketing organization
to revert all unmatched public contributions to the
corresponding counties or municipalities with which
the large-scale county destination marketing
organization is contracted by a certain date each
year; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Section 288.12267, Florida Statutes, is created
to read:

288.12267 Large-scale county destination marketing
organizations.—

(1) DEFINITION.—For purposes of this section, the term
"large-scale county destination marketing organization" has the
same meaning as the term "county destination marketing

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organization" as defined in s. 288.005, but refers only to such organizations or agencies with an annual operating budget of \$5 million or more.

(2) REGISTRATION.—A large-scale county destination marketing organization must register with the Department of State, and the department shall maintain a directory on its website of all large-scale county destination marketing organizations operating in this state.

(3) MATCHING REQUIREMENTS.—A one-to-one match is required of private to public contributions to a large-scale county destination marketing organization. Public contributions include all state and local appropriations to a large-scale county destination marketing organization.

(a) For purposes of calculating the required one-to-one match, a large-scale county destination marketing organization shall receive matching private contributions in one of four private match categories. The large-scale county destination marketing organization shall maintain documentation of such categorized contributions on file and make such documentation available for inspection upon reasonable notice during its regular business hours. The private match categories are:

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

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

3. Cooperative advertising, which is limited to partner expenditures for paid media placement, partner expenditures for

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collateral material distribution, and the actual market value of contributed productions, broadcast air time, and print space.

4. In-kind contributions, which are limited to the actual market value of promotional contributions of partner-supplied benefits to target audiences and the actual market value of nonpartner-supplied air time or print space contributed for the broadcasting or printing of such promotions that would otherwise require tourist promotion expenditures by a large-scale county destination marketing organization for advertising, air travel, rental car fees, hotel rooms, RV or campsite space rental, onsite guest services, and admission tickets. The net value of air time or print space, if any, is deemed to be the actual market value of the air time or print space, based on an average of actual unit prices paid contemporaneously for comparable times or spaces, less the value of increased ratings or other benefits realized by the media outlet as a result of the promotion.

Contributions from a governmental 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, from fees, or from other government revenues, are not considered private contributions for purposes of calculating the required one-to-one match.

(b) If a large-scale county destination marketing organization fails to meet the one-to-one match requirements of this subsection, the large-scale county destination marketing organization must, by June 30 of each fiscal year, revert all unmatched public contributions to the treasuries of the

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88 corresponding counties or municipalities with which the large-
89 scale county destination marketing organization is contracted.

90 Section 2. This act shall take effect July 1, 2026.