

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 15, 2021**. The meeting will be held virtually via communications media technology at 10:00 a.m.

LINK: <https://global.gotomeeting.com/join/507498405>

DIAL IN NUMBER: **Toll Free 1.877.309.2073**

CONFERENCE CODE: **507-498-405**

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Virtual Public Meeting
Via Communications Media Technology**

**April 15, 2021
Thursday, 10:00 a.m.**

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V. NEW BUSINESS

VI. Leadership Forum: To Be Determined

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on May 20, 2021 in Jefferson County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Virtual Public Meeting
Via Communications Media Technology

March 18, 2021
Thursday, 10:00 a.m.

MEMBERS PRESENT

Jodi Biggar, Alachua County
Will Sexton, Bradford County, Vice-Chair
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Dale Walker, Union County
Natalie Knowles, Wakulla County

STAFF PRESENT

Scott Koons
Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Patricia Watson, Gilchrist County
David Ward, Jefferson County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Tommy Thompson
Anne Glick

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum and in the absence of the Chair, Vice-Chair Will Sexton called the meeting to order at 10:02 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda, as presented.

ACTION: Charissa Setzer moved and Katrina Richardson seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE FEBRUARY 18, 2021 MINUTES

Vice-Chair Sexton asked for approval of the February 18, 2021 meeting minutes.

ACTION: Tisha Whitehurst moved and Jackie Blount seconded to approve the February 18, 2021 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

(1) January 31, 2021

ACTION: Marlene Squires-Swanson moved and Tisha Whitehurst seconded to approve the January 31, 2021 monthly financial report as presented. The motion passed unanimously.

B. Fiscal Year 2020-21 Regional Rural Development Grant

1. Website
2. e-Newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. VISIT FLORIDA -

1. Influencer Trip

Donna Creamer, Travel Show Coordinator, and Lauren Yeatter, Senior Planner, reported on the recently completed influencer trip conducted in the region by VISIT FLORIDA with influencers from Columbia.

2. Monthly Report

Brenna Dacks, Regional Partnership Manager - Northeast, VISIT FLORIDA, gave the VISIT FLORIDA monthly report.

D. Staff Items

1. Task Force 2021 Meeting Schedule and County Assignments
2. Cooperative Regional Marketing Fee Fiscal Year 2020-21

E. Other Old Business

1. Updated Task Force Member Contact Information
2. 2021 Meeting Dates and Locations

F. Announcements

Task Force members made announcements of interest to the Task Force.

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., April 15, 2021 in Gilchrist County at a location to be determined.

The meeting adjourned at 11:00 a.m.

Dawn V. Perez, Chair

4/15/21
Date

Minutes prepared by Lauren Yeatter of the North Central Florida Regional Planning Council

The Original Florida Tourism Task Force

Balance Sheet

As of February 28, 2021

	Feb 28, 21
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	72,933.12
Total Checking/Savings	72,933.12
Accounts Receivable	
Accounts Receivable	123,736.24
Total Accounts Receivable	123,736.24
Other Current Assets	
Prepaid Expense	438.00
Prepaid Registration Fees	3,637.10
Total Other Current Assets	4,075.10
Total Current Assets	200,744.46
TOTAL ASSETS	200,744.46
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	17,104.40
Total Accounts Payable	17,104.40
Total Current Liabilities	17,104.40
Total Liabilities	17,104.40
Equity	
Unrestricted Earnings	123,234.74
Net Income	60,405.32
Total Equity	183,640.06
TOTAL LIABILITIES & EQUITY	200,744.46

5:04 PM

04/05/21

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

February 2021

	Feb 21
Expense	
Bank Charges	19.31
Total Expense	19.31
Net Income	-19.31

9:00 PM

03/08/21

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 02/26/2021

	Feb 26, 21
Beginning Balance	132,253.73
Cleared Transactions	
Checks and Payments - 6 items	-77,714.24
Deposits and Credits - 1 item	18,393.63
Total Cleared Transactions	-59,320.61
Cleared Balance	72,933.12
Register Balance as of 02/26/2021	72,933.12
Ending Balance	72,933.12

9:00 PM

03/08/21

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 02/26/2021

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						132,253.73
Cleared Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	01/28/2021	1551	VisitFlorida	X	-14,060.00	-14,060.00
Bill Pmt -Check	01/28/2021	1549	Colonial Press Inter...	X	-8,915.00	-22,975.00
Bill Pmt -Check	01/28/2021	1550	JUMPEM, LLC	X	-6,000.00	-28,975.00
Bill Pmt -Check	01/29/2021	1552	National Event Man...	X	-442.10	-29,417.10
Bill Pmt -Check	02/11/2021	1553	VisitFlorida	X	-48,277.83	-77,694.93
Check	02/25/2021		Capital City Bank	X	-19.31	-77,714.24
Total Checks and Payments					-77,714.24	-77,714.24
Deposits and Credits - 1 item						
Deposit	02/12/2021			X	18,393.63	18,393.63
Total Deposits and Credits					18,393.63	18,393.63
Total Cleared Transactions					-59,320.61	-59,320.61
Cleared Balance					-59,320.61	72,933.12
Register Balance as of 02/26/2021					-59,320.61	72,933.12
Ending Balance					-59,320.61	72,933.12



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002363 FCC31545022721095220 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 2/26/21
Primary Account

Page 1
XXXXXXXX2204

Your feedback is important to helping us serve you better. Please take a moment to tell us about your experience with Capital City Bank. Take the survey at <http://tellyourbankerccbq.com> today.

CHECKING ACCOUNT

ANALYZED BUS CHECKING
Account Number
Previous Balance
1 Deposits/Credits
6 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXXX2204
132,253.73
18,393.63
77,714.24
.00
.00
72,933.12

Images
Statement Dates 2/01/21 thru 2/28/21
Days in this Statement Period 28
Avg Ledger Balance 100,232.14
Avg Collected Balance 97,604.48

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
2/12	Deposit	18,393.63

OTHER DEBITS

Date	Description	Amount
2/25	Account Analysis Charge	19.31-

RECEIVED

MAR 04 2021

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 2/26/21
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
2/02	1549	8,915.00	2/11	1552	442.10
2/16	1550	6,000.00	2/18	1553	48,277.83
2/04	1551	14,060.00			

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
2/01	132,253.73	2/11	108,836.63	2/18	72,952.43
2/02	123,338.73	2/12	127,230.26	2/25	72,933.12
2/04	109,278.73	2/16	121,230.26		

-----END OF STATEMENT-----



MEMO **DEPOSIT TICKET**

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
800 N.W. 87TH PLACE
DADE COUNTY, FLORIDA 33175-1805
TEL 813.333.3333

Capital City Bank

DATE: 02/12/2021
CITY: MIAMI
AMOUNT: \$18,393.63
MEMO: 18,393.63

0 02/12/2021 \$18,393.63

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
800 N.W. 87TH PLACE
DADE COUNTY, FLORIDA 33175-1805
TEL 813.333.3333

Capital City Bank

1549 1/28/2021 \$8,915.00

Colonial Press International
Eight Thousand Nine Hundred Fifteen and 00/100

Colonial Press International
3800 Northwest 50th Street
Miami, FL 33142-9834

MEMO: 1549 02/02/2021 \$8,915.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
800 N.W. 87TH PLACE
DADE COUNTY, FLORIDA 33175-1805
TEL 813.333.3333

Capital City Bank

1550 1/28/2021 \$6,000.00

JUMPER, LLC
Six Thousand and 00/100

JUMPER, LLC
500 Northwest 43rd St Suite 3
Gainesville, FL 32607

MEMO: 1550 02/16/2021 \$6,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
800 N.W. 87TH PLACE
DADE COUNTY, FLORIDA 33175-1805
TEL 813.333.3333

Capital City Bank

1551 1/28/2021 \$14,060.00

Via Florida
Fourteen Thousand Sixty and 00/100

Via Florida
Accounting Department
2540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO: 1551 02/04/2021 \$14,060.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
800 N.W. 87TH PLACE
DADE COUNTY, FLORIDA 33175-1805
TEL 813.333.3333

Capital City Bank

1552 1/28/2021 \$442.10

National Event Management
Four Hundred Forty-Two and 10/100

National Event Management
280 Town Centre Blvd., Suite 102
Methuen, NH 03842

MEMO: 1552 02/11/2021 \$442.10

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
800 N.W. 87TH PLACE
DADE COUNTY, FLORIDA 33175-1805
TEL 813.333.3333

Capital City Bank

1553 2/1/2021 \$48,277.83

Via Florida
Forty-Eight Thousand Two Hundred Seventy-Seven and 83/100

Via Florida
Accounting Department
2540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO: 1553 02/18/2021 \$48,277.83

Capital City Bank 2/8/2021 2:05 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOL HOLOGRAM

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-64/531

1549

1/28/2021

PAY TO THE ORDER OF Colonial Press International

\$ **8,915.00

Eight Thousand Nine Hundred Fifteen and 00/100 DOLLARS

Colonial Press International
3690 Northwest 50th Street
Miami, FL 33142-3934

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001549 0063100688 0224792204

Security Features:

Hologram

• Multi-dimensional foil seal used to check stock.

• Cannot be photocopied.

Heat Sensitive Ink

• Hot red image with fingers or breathe on it.

• The image will fade and disappear.

True Watermark

• Hold check to a light source to view.

• Cannot be photocopied.

Visible Fibers

• Visible fibers embedded in the paper.

Invisible Fibers

• Fibers in paper visible under ultraviolet light.

Chemically Sensitive Paper

• Stains or spots may appear if chemical alteration attempts are made.

Chemical Wash Detection Area

• Small type in check border appears as dotted line when copied.

High Resolution Warning Band

• Transfers transfer to security features. Fine line in border and corners are difficult to replicate or copy.

Chemical Wash Detection Area

• Stains or spots may appear if chemical alteration attempts are made.

Anti-Copy Technology

• Discourages out-and-paste alterations.

Laid Line Back Pattern

• Discourages out-and-paste alterations.

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Endorsement Only

Colonial Press International Inc Operating Account

1000158535814

3690 NW 50th Street

☐ CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE

Amount: \$8,915.00

Statement Description: Check

Check Number: 1549

Posted Date: 2/2/2021

Type: Debit

Status: Posted

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES, A FOIL HOLOGRAM

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2008 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-88/631

1550

1/28/2021

PAY TO THE ORDER OF **JUMPEM, LLC**

\$ **6,000.00

Six Thousand and 00/100***** DOLLARS

JUMPEM, LLC
500 Northwest 43rd St Suite 3
Gainesville, FL 32607

MEMO

TRADE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001550⑈ ⑆063100688⑆ 0224792204⑈

Security Features:

1. The security features of this check are designed to help you verify its authenticity. These features include:

- A watermark of the Florida state seal, which is visible when the check is held up to the light.
- A security thread, which is a thin, woven strip of material that runs through the length of the check.
- A microprint, which is a series of tiny, repeating characters that form a border around the perimeter of the check.
- A color-shifting ink, which changes color when viewed from different angles.
- A heat-sensitive red image, which disappears when the check is held against a warm surface.

Seq: 1
Dep: 000303
Date: 02/16/21

ENDORSED ONLY TO
BESTONKEMVEST.COM INC
JUMPEM, LLC
Deposited By: CG

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

Amount: \$-6,000.00
Statement Description: Check
Check Number: 1550
Posted Date: 2/16/2021
Type: Debit
Status: Posted

Capital City Bank 2/8/2021 2:03 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

Visit Natural North Florida

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-68/631

1551

1/28/2021

PAY TO THE ORDER OF Visit Florida

\$ **14,060.00

Fourteen Thousand Sixty and 00/100 ***** DOLLARS

Visit Florida
Accounting Department
2540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO

76856 + 76863

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001551 0631006881 0224792204

ENDORSE HERE

Pay to the order of
WELLS FARGO BANK, N.A.
Held for deposit only

☐ CHECK HERE FIRST FLORIDA PRIVATE / OCT
MOBILE OR REMOTE DEPOSIT AVAILABLE

DO NOT WRITE: STAMP HERE TO GET CREDIT FOR THIS LINE
RECEIVED FOR FINANCIAL INSTITUTION USE

Amount: \$14,060.00
Statement Description: Check
Check Number: 1551
Posted Date: 2/4/2021
Type: Debit
Status: Posted



THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200



1552

63-68/631

1/29/2021

PAY TO THE
ORDER OF

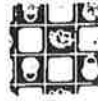
National Event Management

\$ **442.10

Four Hundred Forty-Two and 10/100

DOLLARS

National Event Management
260 Town Centre Blvd., Suite 102
Markham, ON L3R 8H8



S S R. King

MEMO

TRUE WATERMARK PAPER HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE CHANGES WITH HEAT

⑈001552⑈ ⑆063100688⑆

0224792204⑈

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Security Features:

- Hologram
- Microprint
- True Microprint
- Visible Fibers
- Invisible Fibers
- Chemically Sensitive Paper
- Chemical (Violet) Ink
- Microprint

The security features listed below are used to check the security of the check. The security features listed below are used to check the security of the check.

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Reported to

0842-010-62204016

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

Amount: \$442.10
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Check Number: 1552
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Type: Debit
Status: Posted



DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM



1553

63-68/631

2/11/2021

PAY TO THE ORDER OF **Visit Florida**

\$ **48,277.83

Forty-Eight Thousand Two Hundred Seventy-Seven and 83/100 ***** DOLLARS

Visit Florida
Accounting Department
2540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO

77004

 Shield

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

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Pay to the Order Of
WELLS FARGO BANK, N.A.
For Deposit Only

Deposit Only

☐ **FLORIDA TOURISM INDUSTRY MKTG
CHECK HERE TO ADJUST/DELETE
MOBILE OR RETAIL DISTRICT**

DO NOT WRITE, STAMP OR SIGN BELOW LINE.
RESERVED FOR FINANCIAL INSTITUTION USE

Amount: \$-48,277.83
Statement Description: Check
Check Number: 1553
Posted Date: 2/18/2021
Type: Debit
Status: Posted

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of February 28, 2021

(These financial statements are unaudited)

	Budget	February 2021	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	58,000.00	0.00	58,000.00	0.00
DEO Rural Development Grant 19/20	45,900.00	0.00	104,746.08	58,846.08
DEO Rural Development Grant 20/21	45,900.00	0.00	0.00	(45,900.00)
VisitFlorida Rural Area Opportunity Grant 20/21	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 20/21 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	276,100.00	0.00	162,746.08	(113,353.92)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	5,060.00	5,060.00
Total Planning	0.00	0.00	5,060.00	5,060.00
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print Exhilarating Natural North Fl Brochure	0.00	0.00	17,080.00	17,080.00
Total Collateral Materials	3,000.00	0.00	17,080.00	14,080.00
Website				
Website Blogs	5,100.00	0.00	1,275.00	(3,825.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	11,100.00	0.00	7,275.00	(3,825.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel Training 4 Day-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	5,000.00	0.00	0.00	(5,000.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	7,000.00	0.00	0.00	(7,000.00)
VF Toronto Outdoor Adventure Show	9,000.00	0.00	0.00	(9,000.00)
VF Washington DC Travel & Adventure Show	8,000.00	0.00	0.00	(8,000.00)
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
Total Trade Shows	90,300.00	0.00	0.00	(90,300.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of February 28, 2021

(These financial statements are unaudited)

	Budget	February 2021	Year to Date	Over/(Under) Budget
Advertising				
Digital Advertising Campaign 2019-20	13,500.00	0.00	48,277.83	34,777.83
FI Vacation Planner Print Ad 2019-20	8,000.00	0.00	8,303.25	303.25
Digital Retargeting Campaign 2019-20	13,500.00	0.00	0.00	(13,500.00)
Facebook Ad Campaign 2020-21 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2020-21	9,000.00	0.00	9,000.00	0.00
Quarterly eNewsletters	6,500.00	0.00	1,000.00	(5,500.00)
Total Advertising	84,000.00	0.00	66,581.08	(17,418.92)
Total Marketing Expenses	188,400.00	0.00	95,996.08	(92,403.92)
Administration				
NCFRPC - Admin VF & DEO 2019-20	5,625.00	0.00	3,125.00	(2,500.00)
NCFRPC - Admin VF & DEO FY 2020-21	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin Program Fees	23,750.00	0.00	3,125.00	(20,625.00)
Bank Charges	200.00	19.31	94.68	(105.32)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	1,200.00	0.00	0.00	(1,200.00)
Postage	300.00	0.00	0.00	(300.00)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	0.00	(1,100.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	38,700.00	19.31	6,344.68	(32,355.32)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
Total Memberships	1,500.00	0.00	0.00	(1,500.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
Total Professional Enhancement	22,900.00	0.00	0.00	(22,900.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of February 28, 2021

(These financial statements are unaudited)

	Budget	February 2021	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
Total Retained Reserves	<u>12,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,100.00)</u>
Total NonMarketing Expenses	<u>87,700.00</u>	<u>19.31</u>	<u>6,344.68</u>	<u>(81,355.32)</u>
Total Expenses	<u>276,100.00</u>	<u>19.31</u>	<u>102,340.76</u>	<u>(173,759.24)</u>
Net Income	<u>0.00</u>	<u>(19.31)</u>	<u>60,405.32</u>	<u>60,405.32</u>

Original Florida Tourism Task Force
Budget FY 2020-21 (10/1/20 to 9/30/21)

Adopted 9/17/2020

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$3,000
Hamilton County	\$2,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$6,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$58,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$45,900
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$45,900
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - Cash	\$45,000
Subtotal - Cash	\$136,800
TOTAL REVENUES - CASH	\$194,800
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - In-Kind	\$81,300
TOTAL REVENUES - CASH AND IN-KIND	\$276,100

<i>Expenditures</i>	
Adventure Elevate Networking Conference	\$13,000
Bank Charges	\$200
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2020-21 (less in-kind)	\$110,100
(2) Memberships	\$1,500
Miscellaneous	\$1,200
North Central Florida Regional Planning Council - Admin/Internships	\$47,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$1,100
Southeast Tourism Society Marketing College	\$5,175
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$12,100
TOTAL EXPENDITURES - CASH	\$194,800
(1) Marketing Program for FY 2020-21 - In-Kind	\$81,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$276,100

(1) See Marketing Budget Detail

(2) See Memberships Detail

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$130,000
TOTAL RESERVE FUNDS	\$130,000

**Original Florida Tourism Task Force
Budget FY 2020-21 (10/1/20 to 9/30/21)**

Adopted 9/17/2020

	Total
Collateral Material:	
2019-20 Revise and Print Ultimate Bicycle Guide	\$3,000
2020-21 Design and Print Collateral Material	\$0
Website:	
2019-20 Website Blogs - 15 Blogs	\$1,275
2020-21 Website Hosting & Maintenance	\$6,000
2020-21 New Topic-Centered Pages (3 Pages)	\$0
2020-21 Website Blogs - 60 Blogs	\$3,825
2020-21 Website Town Blogs - 15 Blogs	\$0
Trade Shows:	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (In-kind)	\$3,000
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$800
VISIT FLORIDA - Atlanta Camping & RV Show	\$5,000
VISIT FLORIDA - New York Times Travel Show	\$4,000
VISIT FLORIDA - Chicago RV & Camping Show	\$7,000
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$9,000
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$8,000
DEO 2020-21 - Houston RV Show	\$0
DEO 2020-21 - Philadelphia Travel & Adventure Show	\$0
DEO 2020-21 - Atlanta Travel & Adventure Show	\$0
DEO 2020-21 - Bike Expo New York	\$0
DEO 2020-21 - Georgia RV & Camper Show	\$7,500
Adventure Travel Training - 4 Days (In-kind)	\$24,000
Consumer Public Relations/Influencer Trips (In-kind)	\$17,000
Advertising:	
2019-20 Brochure Distribution	\$0
2019-20 Digital Advertising Campaign	\$13,500
2019-20 Florida Vacation Planner Print Advertisement	\$8,000
2019-20 Digital Retargeting Campaign	\$13,500
2020-21 Digital Advertising Campaign	\$0
2020-21 Digital Facebook Advertising Campaign (In-kind)	\$33,500
2020-21 Florida Transportation Map Print Advertisement	\$9,000
2020-21 Florida Vacation Planner Co-op Print Advertisement	\$0
Quarterly eNewsletters	\$6,500
Total Marketing Expenditure	\$188,400
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2019-20	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2020-21	\$5,625
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2020-21	\$23,750
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$1,200
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$1,100
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$600
Florida Outdoor Writers Association Annual Dues	\$200
Ride With GPS Annual Dues	\$300
Professional Enhancement	
Southeastern Tourism Society Marketing College - 3	\$5,175
Governor's Tourism Conference - 1	\$1,725
Adventure Elevate Networking Conference	\$13,000
Adventure Elevate Networking Conference (In-kind)	\$3,000
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$12,100
Total Non-Marketing Expenditure	\$87,700
Total Expenditure	\$276,100

ATTACHMENT 1 SCOPE OF WORK

1. PROJECT DESCRIPTION: Section 288.018(1), F.S. establishes a matching grant program (the “Grant Program”) to provide funding to regionally based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations. The Grant Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities they serve.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union and Wakulla. (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

2. GRANTEE RESPONSIBILITIES: Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

2.1 Website Maintenance and Operation:

Continue to maintain, host and operate its website, www.naturalnorthflorida.com, in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to verifying and updating existing content.

2.2 Electronic Newsletters:

Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region. Grantee may request reimbursement for a maximum of four (4) electronic distributions.

2.3 Website Blogs:

Post blogs on its website, www.naturalnorthflorida.com, in to inform visitors of tourist-oriented attractions and facilities within the Region.

2.4 Exhibit at Domestic Travel Shows:

The task force will exhibit at a minimum of one(1) domestic travel show. At the shows, the Task Force will staff a booth, distribute brochures, guidebooks and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two(2) Task Force representatives will staff travel show booths.

2.5 Advertising:

The Task Force will engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, the Task Force will place one digital or one print advertisement.

2.6 Literature Distribution:

Distribute literature at VISIT FLORIDA welcome centers state-wide. Grantee may request reimbursement for this task a maximum of four (4) times during the agreement period.

2.7 Professional Enhancement Scholarships:

Provide professional enhancement scholarships to Grantee staff, board members and representatives of member organizations to attend training opportunities. Grantee may request reimbursement for in-person, on-line, or virtual training sessions.

2.8 Memberships in Professional Organizations:

Maintain memberships in or join professional organizations including but not limited to the Southeast Tourism Society, VISIT FLORIDA, the Florida Outdoor Writers Association and other tourism related organizations.

3. DEO'S RESPONSIBILITIES:

3.1 Monitor the ongoing activities and progress of Grantee as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquires pursuant to the Agreement and,

3.4 Review Grantee's invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

4. DELIVERABLES:

Grantee agrees to provide the following services as specified:

Deliverable No. 1 – Website Maintenance and Enhancements		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain, host and operate website in accordance with Scope of Work 2.1	<p>Grantee must provide ongoing website hosting and operation.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor; • Invoice from provider detailing work completed; • Copy of website analytics. • Proof of payment 	Failure to maintain, host, and operate website as specified in Scope of Work 2.1 will result in non-payment.
Deliverable No. 2 – Electronic Newsletters		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute Electronic Newsletters in accordance with Scope of Work 2.2	<p>Grantee must prepare and distribute at least one (1) electronic newsletter. Grantee may request reimbursement for a maximum of four (4) electronic newsletter distributions during the agreement period.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Include DEO Agreement Manager on electronic newsletter distribution list • Copy of invoice; • Proof of payment. 	Failure to prepare and distribute a minimum of one (1) electronic newsletter as specified in Scope of Work 2.2 will result in non-payment.

Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Post blogs on Grantee's website in accordance with Scope of Work 2.3	Post a minimum of one (1) blog on Grantee's website. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with blogger • Link to each blog • Photographer release form if necessary • Model release for if necessary • Invoice from blogger • Proof of payment 	Failure to post a minimum of one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
Deliverable No. 4 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Exhibit at domestic travel shows in accordance with Scope of Work 2.4	Grantee must exhibit at a minimum of one (1) domestic travel show. Required Documentation: <ul style="list-style-type: none"> • Schedule for each show exhibited • Copies of completed registrations for each travel show attended • Copies of rental agreements if applicable • Completed travel documentation for a maximum of two (2) travelers 	Failure to exhibit at a minimum of one (1) domestic travel show as specified in Scope of Work 2.4 will result in non-payment.
Deliverable No. 5 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Conduct advertising campaign in accordance with Scope of Work 2.5	Grantee must place a minimum of one (1) digital or print media advertisement. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement • Invoice from provider 	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.5 will result in non-payment
Deliverable No. 6 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute literature in accordance with Scope of Work 2.6	Grantee must distribute a minimum of two thousand (2,000) pieces of literature. Grantee may request reimbursement a maximum of four (4) times during the agreement period. Required Documentation: <ul style="list-style-type: none"> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider • Proof of payment 	Failure to distribute a minimum of two thousand (2,000) pieces of literature as specified in Scope of Work 2.6 will result in non-payment.
Deliverable No. 7 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences

Professional enhancement scholarships in accordance with Scope of Work 2.7	Grantee must provide one (1) professional enhancement scholarship. Required documentation: <ul style="list-style-type: none"> • Completed event registration forms • Invoice for registration fee • Agenda for each event • Summary of how attendance at the event built professional capacity • Completed travel documentation 	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.7 will result in non-payment.
Deliverable No. 8 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain memberships in or join professional organizations in accordance with Scope of Work 2.8	Grantee must maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership joined or maintained 	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.8 will result in non-payment.
Total Costs Not to Exceed \$50,000.00		

COST SHIFTING: The deliverable amounts specified within the Deliverables section 4 table above are established based on the Parties' estimation of sufficient delivery of services fulfilling grant purposes under the Agreement in order to designate payment points during the Agreement Period; however, this is not intended to restrict DEO's ability to approve and reimburse allowable costs Grantee incurred providing the deliverables herein. Prior written approval from DEO's Agreement Manager is required for changes to the above Deliverable amounts that do not exceed **10%** of each deliverable total funding amount. Changes that exceed **10%** of each deliverable total funding amount will require a formal written amendment request from Grantee, as described in **MODIFICATION** section of the Agreement. Regardless, in no event shall DEO reimburse costs of more than the total amount of this Agreement.

5. REPORTING

5.1 Quarterly: Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2021, July 31, 2021, October 31, 2021 and January 20, 2022. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement. If all required reports and copies are not sent to DEO or are not completed in a manner acceptable to DEO, payments may be withheld until the reports are properly completed or otherwise allowable by law.

5.2 Minority and Service-Disabled Veteran Business Enterprise Report: Quarterly, Grantee shall provide a Minority and Service-Disabled Veteran Business Enterprise Report for each invoice period summarizing the participation of certified and non-certified minority and service-disabled veteran subcontractors and material

suppliers for that period and the project to date. Grantee shall include the names, addresses, and dollar amount of each certified and non-certified Minority Business Enterprise and Service-Disabled Veteran Enterprise participant. DEO's Minority Coordinator can be reached at (850) 245-7471 to answer concerns and questions.

5.3 Close-out Report: No later than 60 calendar days after the Agreement ends or is terminated, Grantee shall provide copies of all paid invoices to document completed work.

6. INVOICE SUBMITTAL AND PAYMENT SCHEDULE: DEO shall pay Grantee in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified does not establish the value of the deliverable. In accordance with the requirements of s. 215.971(1), F.S., and the **Audit Requirements and Compliance** section of this Agreement, Grantee and its subcontractors may only expend funding under this Agreement for allowable costs resulting from obligations incurred during the Agreement period.

6.1 Grantee shall provide one invoice per quarter for all services rendered during the applicable period. Grantee shall submit invoices as set forth below to be eligible to receive and retain payment for the performance of duties and completion of deliverables set forth above. Grantee shall submit all documentation necessary to support Grantee's expenditures. DEO may request any information from Grantee that DEO deems necessary to verify that Grantee has performed the services for which payment is requested. Grantee's submission of each invoice package is Grantee's certification that it has performed the services and incurred the costs in compliance with all applicable laws and the terms of this Agreement. Grantee will provide invoices in accordance with the requirements of the Reference Guide for State Expenditures available at: <https://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf>. Invoices must be legible and must clearly reflect the performance for which payment is sought. Payment does not become due under this Agreement until DEO accepts and approves the invoiced deliverable(s) and any required report(s). At DEO's option, Grantee may submit invoices electronically. Grantee shall submit its final invoice for payment to DEO no later than 60 days after this Agreement ends and DEO may, at DEO's sole and absolute discretion, refuse to honor any requests for payment submitted after this deadline.

6.2 Invoices must contain the Grantee's name, address, federal employer identification number or other applicable Grantee identification number, the Agreement number, the invoice number, and the invoice period. Grantee shall submit the following documents with the itemized invoice:

6.2.1 A cover letter signed by the Grantee's Chairperson of the Board of Directors certifying that the costs being claimed in the invoice package: (1) are specifically for the project represented to the State in the budget appropriation; (2) are for one or more of the components as stated in Section 4, Deliverables, of this Scope of Work; (3) have been paid; and (4) were incurred during the Agreement period.

6.2.2 Grantee's invoices shall include the date, period in which work was performed, amount of reimbursement, and work completed to date;

6.2.3 Travel documentation with a completed State of Florida Travel Reimbursement Form, <https://www.myfloridacfo.com/Division/AA/Forms/DFS-AA-15VoucherforReimbursement.xlsx>;

6.2.4 A copy of all supporting documentation for vendor payments;

6.2.5 A copy of the cancelled check(s) specific to the project; and

6.2.6 A copy of the bank statement that includes the cancelled check.

6.2.7 Proof of Financial Match indicating the amount of non-state Matching Funds raised to date, the name of the organization, business or person making the donation, the date and amount of the donation, check

number and a copy of the check. Documentation for in-kind donations shall include, the name and contact information of the entity providing in-kind donation and the date and value of the donation.

6.3 The State may require any other information from Grantee that the State deems necessary to verify that the services have been rendered under the Agreement.

6.4 All documentation necessary to support payment requests must be submitted with Grantee's invoice for DEO's review.

7. FINANCIAL CONSEQUENCES FOR FAILURE TO TIMELY AND SATISFACTORILY PERFORM: Failure to complete all deliverables in accordance with the requirements of this Agreement, and most particularly the deliverables specified above in Section 4, Deliverables, will result in DEO's assessment of the specified financial consequences. If appropriate, should the Parties agree to a corrective action plan, the plan shall specify additional financial consequences to be applied after the effective date of the corrective action plan. This provision for financial consequences shall in no manner affect DEO's right to terminate the Agreement as provided elsewhere in the Agreement.

- End of Attachment 1 (Scope of Work) -

Florida Department of Economic Opportunity
Fiscal Year 2020-21 Regional Rural Development Grant
(January 20, 2021 - January 19, 2022)
Proposed Deliverables and Cost Estimates
September 10, 2020

Cost Estimates	Deliverable
9/10/2020	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total

Fiscal Year 2020-21 Annual Regional Cooperative Marketing Fees

May 21, 2020

County	Total FY 2018-19 Bed Tax	County Tourist Development Tax Rate	Taxes on First Two Pennies	Annual Program Fee	Between \$0 and \$25,000	Between \$25,001 \$50,000	Between \$50,001 \$100,000	Between \$100,001 \$225,000	Between \$225,001 \$400,000	Between \$400,001 \$800,000	Between \$800,001 \$1,200,000	Over \$1,200,000
Alachua	\$5,637,541.60	5%	\$2,255,016.64	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000
Bradford	\$149,664.56	4%	\$74,832.28	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Columbia	\$1,517,221.27	5%	\$606,888.51	\$8,000	\$0	\$0	\$0	\$0	\$0	\$8,000	\$0	\$0
Dixie	\$82,689.65	3%	\$55,126.43	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Gilchrist	\$59,172.15	2%	\$59,172.15	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Hamilton	\$37,688.49	3%	\$25,125.66	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0
Jefferson	\$63,024.46	3%	\$42,016.31	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0
Lafayette	\$0.00	0%	\$0.00	\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Levy	\$245,817.64	2%	\$245,817.64	\$6,000	\$0	\$0	\$0	\$0	\$6,000	\$0	\$0	\$0
Madison	\$141,802.31	3%	\$94,534.87	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Suwannee	\$296,611.53	3%	\$197,741.02	\$4,000	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0
Taylor	\$538,997.02	5%	\$215,598.81	\$4,000	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0
Union	\$0.00	0%	\$0.00	\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Wakulla	\$197,794.22	4%	\$98,897.11	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
OFTTF Total				\$58,000								

THE ORIGINAL FLORIDA TOURISM TASK FORCE
NON-PAYMENT OF REGIONAL COOPERATIVE MARKETING FEE (DUES)
Fiscal Year 2006-07 to Fiscal Year 2020-21
March 31, 2021

Bradford County - 8 years	Fiscal Year 2006-07	\$2,000
	Fiscal Year 2007-08	2,000
	Fiscal Year 2008-09	2,000
	Fiscal Year 2009-10	2,000
	Fiscal Year 2010-11	2,000
	Fiscal Year 2011-12	2,000
	Fiscal Year 2012-13	2,000
	Fiscal Year 2013-14	<u>2,000</u>
	Total	\$16,000
Columbia County - 8 years	Fiscal Year 2008-09	\$8,000
	Fiscal Year 2009-10	8,000
	Fiscal Year 2010-11	8,000
	Fiscal Year 2011-12	8,000
	Fiscal Year 2012-13	8,000
	Fiscal Year 2013-14	8,000
	Fiscal Year 2014-15	8,000
	Fiscal Year 2020-21	<u>8,000</u>
	Total	\$64,000
Hamilton County - 6 years	Fiscal Year 2011-12	\$1,000
	Fiscal Year 2012-13	1,000
	Fiscal Year 2013-14	1,000
	Fiscal Year 2014-15	1,000
	Fiscal Year 2015-16	1,000
	Fiscal Year 2020-21	<u>2,000</u>
	Total	\$7,000
Suwannee County - 8 years	Fiscal Year 2008-09	\$4,000
	Fiscal Year 2009-10	4,000
	Fiscal Year 2010-11	4,000
	Fiscal Year 2011-12	4,000
	Fiscal Year 2012-13	4,000
	Fiscal Year 2013-14	4,000
	Fiscal Year 2014-15	4,000
	Fiscal Year 2015-16	<u>4,000</u>
	Total	\$32,000
Union County - 6 years	Fiscal Year 2006-07	\$1,000
	Fiscal Year 2007-08	1,000
	Fiscal Year 2008-09	1,000
	Fiscal Year 2009-10	1,000
	Fiscal Year 2010-11	1,000
	Fiscal Year 2011-12	<u>1,000</u>
	Total	\$6,000

By Senator Hooper

16-00901A-21

2021778__

A bill to be entitled
An act relating to Florida tourism marketing; amending
s. 288.1226, F.S.; authorizing the Florida Tourism
Industry Marketing Corporation to carry forward
unexpended state appropriations into succeeding fiscal
years; removing the scheduled repeal of the
corporation; amending s. 288.923, F.S.; removing the
scheduled repeal of the Division of Tourism Marketing
within Enterprise Florida, Inc.; providing an
effective date.

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

Section 1. Subsection (14) of section 288.1226, Florida
Statutes, is amended, and paragraph (q) is added to subsection
(5) of that section, to read:

288.1226 Florida Tourism Industry Marketing Corporation;
use of property; board of directors; duties; audit.—

(5) POWERS AND DUTIES.—The corporation, in the performance
of its duties:

(q) May carry forward any unexpended state appropriations
into succeeding fiscal years.

~~(14) REPEAL. This section is repealed October 1, 2023,
unless reviewed and saved from repeal by the Legislature.~~

Section 2. Subsection (6) of section 288.923, Florida
Statutes, is amended to read:

288.923 Division of Tourism Marketing; definitions;
responsibilities.—

~~(6) This section is repealed October 1, 2023, unless~~

16-00901A-21

2021778__

30 ~~reviewed and saved from repeal by the Legislature.~~

31 Section 3. This act shall take effect upon becoming a law.

HB 675

2021

1 A bill to be entitled
2 An act relating to tourism marketing entities;
3 amending s. 288.1226, F.S.; authorizing the Florida
4 Tourism Industry Marketing Corporation to carry
5 forward any unexpended state appropriations into
6 succeeding fiscal years; abrogating the scheduled
7 repeal of provisions establishing the Florida Tourism
8 Industry Marketing Corporation, a direct-support
9 organization of Enterprise Florida, Inc.; amending s.
10 288.923, F.S.; abrogating the scheduled repeal of
11 provisions establishing the Division of Tourism
12 Marketing within Enterprise Florida, Inc.; providing
13 an effective date.

14
15 Be It Enacted by the Legislature of the State of Florida:

16
17 Section 1. Subsection (14) of section 288.1226, Florida
18 Statutes, is amended and paragraph (q) is added to subsection
19 (5) of that section to read:

20 288.1226 Florida Tourism Industry Marketing Corporation;
21 use of property; board of directors; duties; audit.—

22 (5) POWERS AND DUTIES.—The corporation, in the performance
23 of its duties:

24 (q) May carry forward any unexpended state appropriations
25 into succeeding fiscal years.

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CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb0675-00

HB 675

2021

26 ~~(14) REPEAL. This section is repealed October 1, 2023,~~
27 ~~unless reviewed and saved from repeal by the Legislature.~~

28 Section 2. Subsection (6) of section 288.923, Florida
29 Statutes, is amended to read:

30 288.923 Division of Tourism Marketing; definitions;
31 responsibilities.—

32 ~~(6) This section is repealed October 1, 2023, unless~~
33 ~~reviewed and saved from repeal by the Legislature.~~

34 Section 3. This act shall take effect upon becoming a law.

By Senator Diaz

36-01258-21

20212008__

A bill to be entitled

An act relating to tourist and convention development taxes; amending s. 125.0104, F.S.; deleting a provision requiring an extraordinary vote of a governing board for a county or subcounty special taxing district to increase its tourist development taxes; specifying that certain tourist development taxes require a majority of the electors voting in a referendum to become effective; specifying the date on which certain ordinance-imposed tourist development taxes become effective; authorizing a county to impose a tourist development tax to finance flood mitigation projects or improvements; correcting a cross-reference; requiring a high tourism impact county to impose an additional specified tax upon certain privileges by ordinance, subject to approval by a majority vote of the electors; deleting the requirement for an extraordinary vote to approve such taxes; authorizing a high tourism county to impose an additional tax for flood mitigation projects or improvements; specifying that certain taxing authority expires 5 years after the date the authority was approved in an election; authorizing the renewal of the authority, subject to a referendum; providing a procedure for renewing the tourist development tax; providing an exception to the expiration mandate; deleting provisions specifying procedures for repealing a tax that was previously approved by referendum; amending s. 212.0305, F.S.; authorizing

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convention development taxes to finance flood mitigation projects or improvements; authorizing certain counties to impose a specified district convention development tax to finance flood mitigation projects or improvements; requiring existing ordinances levying convention development taxes to expire after a specified date unless approved by a majority of the voters of the county or special tax district; specifying that certain taxing authority expires 5 years after the date the authority was approved in an election; authorizing the renewal of the authority, subject to a referendum; providing a procedure for renewing such authority; prescribing the form of the ballot statement; providing that ordinances are effective upon majority approval by electors; providing expiration of the tax is not effective under certain circumstances; providing an effective date.

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

Section 1. Paragraphs (d), (l), (m), and (n) of subsection (3), paragraphs (a) and (d) of subsection (5), and paragraphs (a) and (d) of subsection (6) of section 125.0104, Florida Statutes, are amended, and paragraphs (f), (g), and (h) are added to subsection (4) of that section, to read:

125.0104 Tourist development tax; procedure for levying; authorized uses; referendum; enforcement.—

(3) TAXABLE PRIVILEGES; EXEMPTIONS; LEVY; RATE.—

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(d) In addition to any 1-percent or 2-percent tax imposed under paragraph (c), the governing board of the county may levy, impose, and set an additional 1 percent of each dollar above the tax rate set under paragraph (c) ~~by the extraordinary vote of the governing board~~ for the purposes set forth in subsection (5) or by ordinance subject to referendum approval by the registered electors within the county or subcounty special district, in accordance with subsection (6). ~~No county shall levy, impose, and set the tax authorized under this paragraph unless the county has imposed the 1-percent or 2-percent tax authorized under paragraph (c) for a minimum of 3 years prior to the effective date of the levy and imposition of the tax authorized by this paragraph.~~ Revenues raised by the additional tax authorized under this paragraph ~~may~~ shall not be used for debt service on or refinancing of existing facilities as specified in subparagraph (5)(a)1. unless approved in a referendum election by a majority of the electors voting in such election in the county or the subcounty special taxing district ~~by a resolution adopted by an extraordinary majority of the total membership of the governing board of the county.~~ If the 1-percent or 2-percent tax authorized in paragraph (c) is levied within a subcounty special taxing district, the additional tax authorized in this paragraph shall only be levied therein. The provisions of paragraphs (4)(a)-(e) do ~~(4)(a)-(d) shall~~ not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph shall be the first day of the second month following approval of the ordinance by referendum, as set forth in subsection (6), or the first day of any subsequent month as

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may be specified in the ordinance ~~the governing board or the first day of any subsequent month as may be specified in the ordinance.~~ A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(1) In addition to any other tax which is imposed pursuant to this section, a county may impose up to an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by ordinance, subject to referendum approval by the registered electors within the county in accordance with subsection (6), ~~by majority vote of the governing board of the county in order~~ to:

1. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility, or the acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility, either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds.

2. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center, and to pay the planning and design costs incurred prior to the issuance of such bonds.

3. Pay the operation and maintenance costs of a convention center for a period of up to 10 years. Only counties that have elected to levy the tax for the purposes authorized in

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subparagraph 2. may use the tax for the purposes enumerated in this subparagraph. Any county that elects to levy the tax for the purposes authorized in subparagraph 2. after July 1, 2000, may use the proceeds of the tax to pay the operation and maintenance costs of a convention center for the life of the bonds.

4. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

5. Finance flood mitigation projects or improvements.

The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. 212.0305 from levying more than the 2-percent tax authorized by this section, and the provisions of paragraphs (4) (a) - (e) do ~~(4) (a) - (d)~~, shall not apply to the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph shall be the first day of the second month following approval of the ordinance by referendum as set forth in subsection (6), ~~the governing board~~ or the first day of any subsequent month as may be specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(m)1. In addition to any other tax which is imposed pursuant to this section, a high tourism impact county may

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146 impose an additional 1-percent tax on the exercise of the
147 privilege described in paragraph (a) by ordinance, subject to
148 referendum approval by the registered electors within the
149 county, as set forth in subsection (6) ~~by extraordinary vote of~~
150 ~~the governing board of the county~~. The tax revenues received
151 pursuant to this paragraph shall be used for one or more of the
152 authorized uses pursuant to subsection (5).

153 2. A county is considered to be a high tourism impact
154 county after the Department of Revenue has certified to such
155 county that the sales subject to the tax levied pursuant to this
156 section exceeded \$600 million during the previous calendar year,
157 or were at least 18 percent of the county's total taxable sales
158 under chapter 212 where the sales subject to the tax levied
159 pursuant to this section were a minimum of \$200 million, except
160 that no county authorized to levy a convention development tax
161 pursuant to s. 212.0305 shall be considered a high tourism
162 impact county. Once a county qualifies as a high tourism impact
163 county, it shall retain this designation for the period the tax
164 is levied pursuant to this paragraph.

165 3. The provisions of paragraphs (4) (a) - (e) do ~~(4) (a) - (d)~~
166 ~~shall~~ not apply to the adoption of the additional tax authorized
167 in this paragraph. The effective date of the levy and imposition
168 of the tax authorized under this paragraph shall be the first
169 day of the second month following approval of the ordinance
170 referendum, as set forth in subsection (6), ~~by the governing~~
171 ~~board~~ or the first day of any subsequent month as may be
172 specified in the ordinance. A certified copy of such ordinance
173 shall be furnished by the county to the Department of Revenue
174 within 10 days after approval of such ordinance.

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(n) In addition to any other tax that is imposed under this section, a county ~~that has imposed the tax under paragraph (1)~~ may impose an additional tax that is no greater than 1 percent on the exercise of the privilege described in paragraph (a) by ordinance subject to referendum approval by the registered electors within the county as set forth in subsection (6) ~~by a majority plus one vote of the membership of the board of county commissioners in order to:~~

1. Pay the debt service on bonds issued to finance:

a. The construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a new professional sports franchise as defined in s. 288.1162.

b. The acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

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204 3. Finance flood mitigation projects or improvements.

205
206 A county that imposes the tax authorized in this paragraph may
207 not expend any ad valorem tax revenues for the acquisition,
208 construction, reconstruction, or renovation of a facility for
209 which tax revenues are used pursuant to subparagraph 1. The
210 provision of paragraph (b) which prohibits any county authorized
211 to levy a convention development tax pursuant to s. 212.0305
212 from levying more than the 2-percent tax authorized by this
213 section ~~does shall~~ not apply to the additional tax authorized by
214 this paragraph in counties which levy convention development
215 taxes pursuant to s. 212.0305(4)(a). The provisions of
216 paragraphs (4)(a)-(e) do not apply to the adoption of the
217 additional tax authorized in this paragraph ~~Subsection (4) does~~
218 ~~not apply to the adoption of the additional tax authorized in~~
219 ~~this paragraph.~~ The effective date of the levy and imposition of
220 the tax authorized under this paragraph is the first day of the
221 second month following approval of the ordinance by referendum,
222 as prescribed by subsection (6), ~~by the board of county~~
223 ~~commissioners~~ or the first day of any subsequent month specified
224 in the ordinance. A certified copy of such ordinance shall be
225 furnished by the county to the Department of Revenue within 10
226 days after approval of the ordinance.

227 (4) ORDINANCE LEVY TAX; PROCEDURE.—

228 (f) The authority to levy and impose a tax pursuant to this
229 section expires 5 years after the date the authority was
230 approved in an election, but the authority may be renewed for
231 subsequent 5-year periods if each 5-year renewal is approved in
232 a referendum called and held pursuant to subsection (6).

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233 (g) Any tax imposed pursuant to this section must be
234 renewed on or before July 1, 2026, in a referendum called and
235 held pursuant to subsection (6).

236 (h) In any case where the proceeds of a tax levied pursuant
237 to this section have been pledged to secure and liquidate
238 revenue bonds or revenue refunding bonds as authorized by this
239 section, the expiration of the tax is not effective with respect
240 to any portion of taxes initially levied before July 1, 2021,
241 which has been pledged or is being used to support bonds until
242 the retirement of those bonds.

243 (5) AUTHORIZED USES OF REVENUE.—

244 (a) All tax revenues received pursuant to this section by a
245 county imposing the tourist development tax shall be used by
246 that county for the following purposes only:

247 1. To acquire, construct, extend, enlarge, remodel, repair,
248 improve, maintain, operate, or promote one or more:

249 a. Publicly owned and operated convention centers, sports
250 stadiums, sports arenas, coliseums, or auditoriums within the
251 boundaries of the county or subcounty special taxing district in
252 which the tax is levied;

253 b. Auditoriums that are publicly owned but are operated by
254 organizations that are exempt from federal taxation pursuant to
255 26 U.S.C. s. 501(c)(3) and open to the public, within the
256 boundaries of the county or subcounty special taxing district in
257 which the tax is levied; or

258 c. Aquariums or museums that are publicly owned and
259 operated or owned and operated by not-for-profit organizations
260 and open to the public, within the boundaries of the county or
261 subcounty special taxing district in which the tax is levied;

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262 2. To promote zoological parks that are publicly owned and
263 operated or owned and operated by not-for-profit organizations
264 and open to the public;

265 3. To promote and advertise tourism in this state and
266 nationally and internationally; however, if tax revenues are
267 expended for an activity, service, venue, or event, the
268 activity, service, venue, or event must have as one of its main
269 purposes the attraction of tourists as evidenced by the
270 promotion of the activity, service, venue, or event to tourists;

271 4. To fund convention bureaus, tourist bureaus, tourist
272 information centers, and news bureaus as county agencies or by
273 contract with the chambers of commerce or similar associations
274 in the county, which may include any indirect administrative
275 costs for services performed by the county on behalf of the
276 promotion agency;

277 5. To finance beach park facilities, or beach, channel,
278 estuary, or lagoon improvement, maintenance, renourishment,
279 restoration, and erosion control, including construction of
280 beach groins and shoreline protection, enhancement, cleanup, or
281 restoration of inland lakes and rivers to which there is public
282 access as those uses relate to the physical preservation of the
283 beach, shoreline, channel, estuary, lagoon, or inland lake or
284 river. However, any funds identified by a county as the local
285 matching source for beach renourishment, restoration, or erosion
286 control projects included in the long-range budget plan of the
287 state's Beach Management Plan, pursuant to s. 161.091, or funds
288 contractually obligated by a county in the financial plan for a
289 federally authorized shore protection project may not be used or
290 loaned for any other purpose. In counties of fewer than 100,000

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population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; ~~or~~

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;

b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;

c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are

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identified and confirmed by the county governing board;

d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and

e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county; or

7. To finance flood mitigation projects or improvements.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

(d) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., ~~and 5., 6., and 7.~~ or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later

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conferred under law.

(6) REFERENDUM.—

(a) An ~~No~~ ordinance enacted by any county levying the tax authorized by this section may not ~~paragraphs (3) (b) and (c)~~ ~~shall~~ take effect until the ordinance levying and imposing the tax has been approved in a referendum election by a majority of the electors voting in such election in the county or by a majority of the electors voting in the subcounty special tax district affected by the tax.

~~(d) In any case where a referendum levying and imposing the tax has been approved pursuant to this section and 15 percent of the electors in the county or 15 percent of the electors in the subcounty special district in which the tax is levied file a petition with the board of county commissioners for a referendum to repeal the tax, the board of county commissioners shall cause an election to be held for the repeal of the tax which election shall be subject only to the outstanding bonds for which the tax has been pledged. However, the repeal of the tax shall not be effective with respect to any portion of taxes initially levied in November 1989, which has been pledged or is being used to support bonds under paragraph (3) (d) or paragraph (3) (1) until the retirement of those bonds.~~

Section 2. Paragraphs (a), (b), (c), and (e) of subsection (4) of section 212.0305, Florida Statutes, are amended, and subsection (6) is added to that section, to read:

212.0305 Convention development taxes; intent; administration; authorization; use of proceeds.—

(4) AUTHORIZATION TO LEVY; USE OF PROCEEDS; OTHER REQUIREMENTS.—

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(a) *Consolidated government levy for convention development.*—

1. Each county that operates under a government consolidated with that of one or more municipalities in the county may impose, pursuant to an ordinance enacted by the governing body of the county, a levy on the exercise within its boundaries of the taxable privilege of leasing or letting transient rental accommodations described in subsection (3) at the rate of 2 percent of each dollar and major fraction of each dollar of the total consideration charged therefor. The proceeds of this levy shall be known as the consolidated county convention development tax.

2. The county shall furnish to the department, within 10 days after approval of the ordinance imposing the levy, a copy of the ordinance. The effective date of imposition of the levy must be the first day of any month that is at least 60 days after enactment of the ordinance.

3. All consolidated county convention development moneys, including any interest accrued thereon, received by a county imposing the levy must be used in any of the following manners, although the utilization authorized in sub-subparagraph a. shall apply only to municipalities with a population of 10,000 or more:

- a. To promote and advertise tourism;
- b. To extend, enlarge, and improve existing publicly owned convention centers in the county;
- c. To construct a multipurpose convention/coliseum/exhibition center or the maximum components thereof as funds permit in the county; ~~and~~

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d. To acquire, construct, extend, enlarge, remodel, repair, improve, or maintain one or more convention centers, stadiums, exhibition halls, arenas, coliseums, or auditoriums; and

e. To finance flood mitigation projects or improvements.

4. For the purposes of completion of any project under this paragraph, tax revenues and interest accrued may be used:

a. As collateral, pledged, or hypothecated for projects authorized by this paragraph, including bonds issued in connection therewith; or

b. As a pledge or capital contribution in conjunction with a partnership, joint venture, or other business arrangement between the county and one or more business entities for projects authorized by this paragraph.

5.a. The county may designate or appoint an authority to administer and disburse such proceeds and any other related source of revenue. However, the annual budget of the authority is subject to approval of the governing body of the county.

b. Except as otherwise provided by law, one-half of the proceeds of the tax which are collected within a municipality the government of which is not consolidated with that of the county must, at the request of the governing body of the municipality, be remitted to the municipality. The revenue remitted to a municipality under this sub-subparagraph may be used by the municipality only for the purposes and in the manner authorized in this paragraph, but the municipality may enter into an interlocal agreement with the county or with any other municipality in the county to use such revenue to jointly finance any project authorized by this paragraph. This sub-subparagraph does not apply to the distribution to the county of

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any convention development tax revenues necessary to repay the principal of or the interest on any bonds issued under subparagraph 4.a. before May 29, 1984. Notwithstanding this subparagraph, if the governing body of such a municipality adopts a resolution stating that the municipality is unable to use such revenue for any purpose authorized in this paragraph, the municipality may use the revenue to acquire and develop municipal parks, lifeguard stations, or athletic fields.

6. The consolidated county convention development tax shall be in addition to any other levy imposed under this section.

7. Revenues collected and returned to the county must be deposited in a convention development trust fund, which must be established by the county as a condition precedent to receipt of such funds.

(b) Charter county levy for convention development.—

1. Each county, as defined in s. 125.011(1), may impose, under an ordinance enacted by the governing body of the county, a levy on the exercise within its boundaries of the taxable privilege of leasing or letting transient rental accommodations described in subsection (3) at the rate of 3 percent of the total consideration charged therefor. The proceeds of this levy shall be known as the charter county convention development tax.

2. All charter county convention development moneys, including any interest accrued thereon, received by a county imposing the levy shall be used as follows:

a. Two-thirds of the proceeds shall be used to extend, enlarge, and improve the largest existing publicly owned convention center in the county.

b. One-third of the proceeds shall be used to construct a

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new multipurpose convention/coliseum/exhibition center/stadium or the maximum components thereof as funds permit in the most populous municipality in the county.

c. After the completion of any project under sub-subparagraph a., the tax revenues and interest accrued under sub-subparagraph a. may be used to acquire, construct, extend, enlarge, remodel, repair, improve, plan for, operate, manage, or maintain one or more convention centers, stadiums, exhibition halls, arenas, coliseums, auditoriums, flood mitigation projects and improvements, or golf courses, and may be used to acquire and construct an intercity light rail transportation system as described in the Light Rail Transit System Status Report to the Legislature dated April 1988, which shall provide a means to transport persons to and from the largest existing publicly owned convention center in the county and the hotels north of the convention center and to and from the downtown area of the most populous municipality in the county as determined by the county.

d. After completion of any project under sub-subparagraph b., the tax revenues and interest accrued under sub-subparagraph b. may be used, as determined by the county, to operate an authority created pursuant to subparagraph 4. or to acquire, construct, extend, enlarge, remodel, repair, improve, operate, or maintain one or more convention centers, stadiums, exhibition halls, arenas, coliseums, auditoriums, golf courses, or related buildings and parking facilities in the most populous municipality in the county.

e. For the purposes of completion of any project pursuant to this paragraph, tax revenues and interest accrued may be

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used:

(I) As collateral, pledged, or hypothecated for projects authorized by this paragraph, including bonds issued in connection therewith; or

(II) As a pledge or capital contribution in conjunction with a partnership, joint venture, or other business arrangement between a municipality and one or more business entities for projects authorized by this paragraph.

3. The governing body of each municipality in which a municipal tourist tax is levied may adopt a resolution prohibiting imposition of the charter county convention development levy within such municipality. If the governing body adopts such a resolution, the convention development levy shall be imposed by the county in all other areas of the county except such municipality. No funds collected pursuant to this paragraph may be expended in a municipality which has adopted such a resolution.

4.a. Before the county enacts an ordinance imposing the levy, the county shall notify the governing body of each municipality in which projects are to be developed pursuant to sub-subparagraph 2.a., sub-subparagraph 2.b., sub-subparagraph 2.c., or sub-subparagraph 2.d. As a condition precedent to receiving funding, the governing bodies of such municipalities shall designate or appoint an authority that shall have the sole power to:

(I) Approve the concept, location, program, and design of the facilities or improvements to be built in accordance with this paragraph and to administer and disburse such proceeds and any other related source of revenue.

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(II) Appoint and dismiss the authority's executive director, general counsel, and any other consultants retained by the authority. The governing body shall have the right to approve or disapprove the initial appointment of the authority's executive director and general counsel.

b. The members of each such authority shall serve for a term of not less than 1 year and shall be appointed by the governing body of such municipality. The annual budget of such authority shall be subject to approval of the governing body of the municipality. If the governing body does not approve the budget, the authority shall use as the authority's budget the previous fiscal year budget.

c. The authority, by resolution to be adopted from time to time, may invest and reinvest the proceeds from the convention development tax and any other revenues generated by the authority in the same manner that the municipality in which the authority is located may invest surplus funds.

5. The charter county convention development levy shall be in addition to any other levy imposed pursuant to this section.

6. A certified copy of the ordinance imposing the levy shall be furnished by the county to the department within 10 days after approval of such ordinance. The effective date of imposition of the levy shall be the first day of any month at least 60 days after enactment of the ordinance.

7. Revenues collected pursuant to this paragraph shall be deposited in a convention development trust fund, which shall be established by the county as a condition precedent to receipt of such funds.

(c) *Special district levy for convention development.*—

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1. Each county which was chartered under Art. VIII of the State Constitution and which on January 1, 1984, levied a tourist advertising ad valorem tax within a special taxing district in that county may impose, pursuant to an ordinance enacted by the governing body of the county, a levy within the boundaries of such special taxing district on the exercise of the taxable privilege of leasing or letting transient rental accommodations described in subsection (3) at a rate of up to 3 percent of each dollar and major fraction of each dollar of the total consideration charged therefor. The proceeds of this levy shall be known as the special district convention development tax.

2. The county shall designate or appoint an authority to administer and disburse the proceeds of such levy and any revenue related to the levy authorized by this paragraph. The members of such authority shall be selected from persons involved in the tourism and lodging industries doing business within such special district. Not less than a majority of the members shall be selected from persons doing business in the lodging industry. Members shall serve at the pleasure of the governing body of such county and shall serve without compensation. The annual budget of such authority shall be subject to approval of the governing body of the county. The authority shall consist of 11 members, who shall annually select a chair from among their members.

3. The county shall have no power to levy and impose the tourist advertising ad valorem tax in such district on or after January 1 of the year following the date of the adoption of the levy authorized in this paragraph. All special district

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581 convention development moneys, including any interest accrued
582 thereon, received by a county imposing the special district
583 convention development levy shall be used for the following
584 purposes only:

585 a. To promote and advertise tourism.~~+~~

586 b. To fund convention bureaus, tourist bureaus, tourist
587 information centers, and news bureaus.

588 c. To finance flood mitigation projects or improvements.

589 4. The special district convention development tax shall be
590 in addition to any other levy imposed pursuant to this section.

591 5. A certified copy of the ordinance imposing the levy
592 shall be furnished by the county to the department within 10
593 days after approval of such ordinance. The effective date of the
594 levy shall be the first day of any month at least 60 days after
595 enactment of the ordinance.

596 6. Revenues collected and returned to the county shall be
597 deposited in a convention development trust fund, which shall be
598 established by the county as a condition precedent to receipt of
599 such funds.

600 (e) *Subcounty levy for convention development.*—

601 1. Each county which was chartered under Art. VIII of the
602 State Constitution and which on January 1, 1984, levied a
603 tourist advertising ad valorem tax within a special taxing
604 district in that county may impose, pursuant to an ordinance
605 enacted by the governing body of the county, a levy outside the
606 boundaries of such special taxing district and to the northwest
607 of State Road 415, on the exercise of the taxable privilege of
608 leasing or letting transient rental accommodations described in
609 subsection (3), at a rate of up to 3 percent of each dollar and

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major fraction of each dollar of the total consideration charged therefor. The proceeds of this levy shall be known as the subcounty convention development tax.

2. The county shall designate or appoint an authority to administer and disburse the proceeds of such levy and any revenue related to the levy authorized by this paragraph. The members of the authority shall be selected from persons doing business within the area in which the tax is levied. Not less than three of the members shall be selected from persons doing business in the lodging industry. Members shall serve at the pleasure of the governing body of the county and shall serve without compensation. The annual budget of the authority shall be subject to approval of the governing body of the county. The authority shall consist of seven members, who shall annually select a chair from among their members.

3. All subcounty convention development moneys, including any interest accrued thereon, received by a county imposing the subcounty convention development levy shall be used for the following purposes only:

- a. To promote and advertise tourism.~~+~~
- b. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus.
- c. To finance flood mitigation projects or improvements.

4. The subcounty convention development tax shall be in addition to any other levy imposed pursuant to this section.

5. A certified copy of the ordinance imposing the levy shall be furnished by the county to the department within 10 days after approval of the ordinance. The effective date of the levy shall be the first day of any month at least 60 days after

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enactment of the ordinance.

6. Revenues collected and returned to the county shall be deposited in a separate convention development trust fund, which shall be established by the county as a condition precedent to receipt of such funds.

(6) REFERENDUM.—

(a) An ordinance enacted by any county levying the tax authorized pursuant to this section may not remain in effect after July 1, 2026, unless the ordinance levying the tax is approved in a referendum election by a majority of the electors voting in such election in the county or by a majority of the electors voting in the subcounty special tax district affected by the tax.

(b) The authority to levy and impose a tax pursuant to this section expires 5 years after the date such authority was approved in an election, but the authority may be renewed for subsequent 5-year periods if each 5-year renewal is approved in a referendum called and held pursuant this subsection.

(c) The governing board of the county levying the tax shall place a question on the ballot at a regular or special election to be held within the county, substantially as follows:

....FOR the Convention Development Tax.

....AGAINST the Convention Development Tax.

(d) If a majority of the electors voting on the question approve the levy, the ordinance shall be deemed to be in effect.

(e) In any case where the proceeds of a tax levied pursuant to this section have been pledged to secure and liquidate revenue bonds or revenue refunding bonds as authorized by this section, the expiration of the tax is not effective with respect

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668 to any portion of taxes initially levied before July 1, 2021,
669 which has been pledged or is being used to support bonds until
670 the retirement of those bonds.

671 Section 3. This act shall take effect July 1, 2021.

1 A bill to be entitled
2 An act relating to tourist and convention development
3 taxes; amending s. 125.0104, F.S.; removing provisions
4 which require a county or subcounty special taxing
5 district to receive an extraordinary vote of the
6 governing board to increase the tourist development
7 taxes for certain purposes; specifying that certain
8 tourist development taxes are imposed by ordinance
9 subject to referendum approval by a majority vote of
10 the electors voting in such election; specifying the
11 date in which certain ordinance imposed tourist
12 development taxes become effective; authorizing a
13 county to impose a tourist development tax to finance
14 flood mitigation projects or improvements; correcting
15 a cross-reference; amending s. 212.0305, F.S.;
16 requiring specified counties to impose or increase a
17 convention development tax only if approved by in a
18 referendum approved by a majority of the registered
19 electors voting in such election; specifying the
20 calculation of the effective date of an approved levy;
21 authorizing convention development taxes to finance
22 flood mitigation projects or improvements; authorizing
23 certain counties to impose a specified district
24 convention development tax to finance flood mitigation
25 projects or improvements; providing a form to be

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placed on the ballot; amending s. 212.03055, F.S.;
providing that a special taxing district may not
increase a tax without approval in a referendum by a
majority vote of the electors; providing an effective
date.

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

Section 1. Paragraphs (d), (l), (m), and (n) of subsection
(3), paragraphs (a) and (d) of subsection (5), paragraph (a) of
subsection (6), and paragraph (b) of subsection (7) of section
125.0104, Florida Statutes, are amended to read:

125.0104 Tourist development tax; procedure for levying;
authorized uses; referendum; enforcement.—

(3) TAXABLE PRIVILEGES; EXEMPTIONS; LEVY; RATE.—

(d) In addition to any 1-percent or 2-percent tax imposed
under paragraph (c), the governing board of the county may levy,
impose, and set an additional 1 percent of each dollar above the
tax rate set under paragraph (c) ~~by the extraordinary vote of
the governing board~~ for the purposes set forth in subsection (5)
~~or by ordinance subject to referendum approval by the registered~~
electors within the county or subcounty special district, in
accordance with subsection (6). ~~No county shall levy, impose,~~
~~and set the tax authorized under this paragraph unless the~~
~~county has imposed the 1-percent or 2-percent tax authorized~~

51 ~~under paragraph (c) for a minimum of 3 years prior to the~~
52 ~~effective date of the levy and imposition of the tax authorized~~
53 ~~by this paragraph.~~ Revenues raised by the additional tax
54 authorized under this paragraph ~~may~~ shall not be used for debt
55 service on or refinancing of existing facilities as specified in
56 subparagraph (5)(a)1. unless approved in a referendum election
57 by a majority of the electors voting in such election in the
58 county or the subcounty special taxing district ~~by a resolution~~
59 ~~adopted by an extraordinary majority of the total membership of~~
60 ~~the governing board of the county.~~ If the 1-percent or 2-percent
61 tax authorized in paragraph (c) is levied within a subcounty
62 special taxing district, the additional tax authorized in this
63 paragraph shall only be levied therein. The provisions of
64 paragraphs (4)(a)-(d) shall not apply to the adoption of the
65 additional tax authorized in this paragraph. The effective date
66 of the levy and imposition of the tax authorized under this
67 paragraph shall be the first day of the second month following
68 approval of the ordinance by referendum, as set forth in
69 subsection (6), or the first day of any subsequent month as may
70 be specified in the ordinance ~~the governing board or the first~~
71 ~~day of any subsequent month as may be specified in the~~
72 ~~ordinance.~~ A certified copy of such ordinance shall be furnished
73 by the county to the Department of Revenue within 10 days after
74 approval of such ordinance.

75 (1) In addition to any other tax which is imposed pursuant

76 to this section, a county may impose up to an additional 1-
77 percent tax on the exercise of the privilege described in
78 paragraph (a) by ordinance, subject to referendum approval by
79 the registered electors within the county in accordance with
80 subsection (6), ~~by majority vote of the governing board of the~~
81 ~~county in order~~ to:

82 1. Pay the debt service on bonds issued to finance the
83 construction, reconstruction, or renovation of a professional
84 sports franchise facility, or the acquisition, construction,
85 reconstruction, or renovation of a retained spring training
86 franchise facility, either publicly owned and operated, or
87 publicly owned and operated by the owner of a professional
88 sports franchise or other lessee with sufficient expertise or
89 financial capability to operate such facility, and to pay the
90 planning and design costs incurred prior to the issuance of such
91 bonds.

92 2. Pay the debt service on bonds issued to finance the
93 construction, reconstruction, or renovation of a convention
94 center, and to pay the planning and design costs incurred prior
95 to the issuance of such bonds.

96 3. Pay the operation and maintenance costs of a convention
97 center for a period of up to 10 years. Only counties that have
98 elected to levy the tax for the purposes authorized in
99 subparagraph 2. may use the tax for the purposes enumerated in
100 this subparagraph. Any county that elects to levy the tax for

101 the purposes authorized in subparagraph 2. after July 1, 2000,
102 may use the proceeds of the tax to pay the operation and
103 maintenance costs of a convention center for the life of the
104 bonds.

105 4. Promote and advertise tourism in the State of Florida
106 and nationally and internationally; however, if tax revenues are
107 expended for an activity, service, venue, or event, the
108 activity, service, venue, or event shall have as one of its main
109 purposes the attraction of tourists as evidenced by the
110 promotion of the activity, service, venue, or event to tourists.

111 5. Finance flood mitigation projects or improvements.
112

113 The provision of paragraph (b) which prohibits any county
114 authorized to levy a convention development tax pursuant to s.
115 212.0305 from levying more than the 2-percent tax authorized by
116 this section, and the provisions of paragraphs (4) (a)-(d), shall
117 not apply to the additional tax authorized in this paragraph.
118 The effective date of the levy and imposition of the tax
119 authorized under this paragraph shall be the first day of the
120 second month following approval of the ordinance by referendum
121 as set forth in subsection (6), ~~the governing board~~ or the first
122 day of any subsequent month as may be specified in the
123 ordinance. A certified copy of such ordinance shall be furnished
124 by the county to the Department of Revenue within 10 days after
125 approval of such ordinance.

126 (m)1. In addition to any other tax which is imposed
127 pursuant to this section, a high tourism impact county may
128 impose an additional 1-percent tax on the exercise of the
129 privilege described in paragraph (a) by ordinance subject to
130 referendum approval by the registered electors within the
131 county, as set forth in subsection (6) ~~by extraordinary vote of~~
132 ~~the governing board of the county~~. The tax revenues received
133 pursuant to this paragraph shall be used for one or more of the
134 authorized uses pursuant to subsection (5).

135 2. A county is considered to be a high tourism impact
136 county after the Department of Revenue has certified to such
137 county that the sales subject to the tax levied pursuant to this
138 section exceeded \$600 million during the previous calendar year,
139 or were at least 18 percent of the county's total taxable sales
140 under chapter 212 where the sales subject to the tax levied
141 pursuant to this section were a minimum of \$200 million, except
142 that no county authorized to levy a convention development tax
143 pursuant to s. 212.0305 shall be considered a high tourism
144 impact county. Once a county qualifies as a high tourism impact
145 county, it shall retain this designation for the period the tax
146 is levied pursuant to this paragraph.

147 3. The provisions of paragraphs (4)(a)-(d) shall not apply
148 to the adoption of the additional tax authorized in this
149 paragraph. The effective date of the levy and imposition of the
150 tax authorized under this paragraph shall be the first day of

151 the second month following approval of the ordinance referendum,
152 as set forth in subsection (6), ~~by the governing board~~ or the
153 first day of any subsequent month as may be specified in the
154 ordinance. A certified copy of such ordinance shall be furnished
155 by the county to the Department of Revenue within 10 days after
156 approval of such ordinance.

157 (n) In addition to any other tax that is imposed under
158 this section, a county ~~that has imposed the tax under paragraph~~
159 ~~(1)~~ may impose an additional tax that is no greater than 1
160 percent on the exercise of the privilege described in paragraph
161 (a) by ordinance subject to referendum approval by the
162 registered electors within the county as set forth in subsection
163 (6) ~~by a majority plus one vote of the membership of the board~~
164 ~~of county commissioners in order~~ to:

165 1. Pay the debt service on bonds issued to finance:

166 a. The construction, reconstruction, or renovation of a
167 facility either publicly owned and operated, or publicly owned
168 and operated by the owner of a professional sports franchise or
169 other lessee with sufficient expertise or financial capability
170 to operate such facility, and to pay the planning and design
171 costs incurred prior to the issuance of such bonds for a new
172 professional sports franchise as defined in s. 288.1162.

173 b. The acquisition, construction, reconstruction, or
174 renovation of a facility either publicly owned and operated, or
175 publicly owned and operated by the owner of a professional

176 sports franchise or other lessee with sufficient expertise or
177 financial capability to operate such facility, and to pay the
178 planning and design costs incurred prior to the issuance of such
179 bonds for a retained spring training franchise.

180 2. Promote and advertise tourism in the State of Florida
181 and nationally and internationally; however, if tax revenues are
182 expended for an activity, service, venue, or event, the
183 activity, service, venue, or event shall have as one of its main
184 purposes the attraction of tourists as evidenced by the
185 promotion of the activity, service, venue, or event to tourists.

186 3. Finance flood mitigation projects or improvements.

187
188 A county that imposes the tax authorized in this paragraph may
189 not expend any ad valorem tax revenues for the acquisition,
190 construction, reconstruction, or renovation of a facility for
191 which tax revenues are used pursuant to subparagraph 1. The
192 provision of paragraph (b) which prohibits any county authorized
193 to levy a convention development tax pursuant to s. 212.0305
194 from levying more than the 2-percent tax authorized by this
195 section does ~~shall~~ not apply to the additional tax authorized by
196 this paragraph in counties which levy convention development
197 taxes pursuant to s. 212.0305(4)(a). Subsection (4) does not
198 apply to the adoption of the additional tax authorized in this
199 paragraph. The effective date of the levy and imposition of the
200 tax authorized under this paragraph is the first day of the

201 second month following approval of the ordinance by referendum,
202 as prescribed by subsection (6), ~~by the board of county~~
203 ~~commissioners~~ or the first day of any subsequent month specified
204 in the ordinance. A certified copy of such ordinance shall be
205 furnished by the county to the Department of Revenue within 10
206 days after approval of the ordinance.

207 (5) AUTHORIZED USES OF REVENUE.—

208 (a) All tax revenues received pursuant to this section by
209 a county imposing the tourist development tax shall be used by
210 that county for the following purposes only:

211 1. To acquire, construct, extend, enlarge, remodel,
212 repair, improve, maintain, operate, or promote one or more:

213 a. Publicly owned and operated convention centers, sports
214 stadiums, sports arenas, coliseums, or auditoriums within the
215 boundaries of the county or subcounty special taxing district in
216 which the tax is levied;

217 b. Auditoriums that are publicly owned but are operated by
218 organizations that are exempt from federal taxation pursuant to
219 26 U.S.C. s. 501(c)(3) and open to the public, within the
220 boundaries of the county or subcounty special taxing district in
221 which the tax is levied; or

222 c. Aquariums or museums that are publicly owned and
223 operated or owned and operated by not-for-profit organizations
224 and open to the public, within the boundaries of the county or
225 subcounty special taxing district in which the tax is levied;

226 2. To promote zoological parks that are publicly owned and
227 operated or owned and operated by not-for-profit organizations
228 and open to the public;

229 3. To promote and advertise tourism in this state and
230 nationally and internationally; however, if tax revenues are
231 expended for an activity, service, venue, or event, the
232 activity, service, venue, or event must have as one of its main
233 purposes the attraction of tourists as evidenced by the
234 promotion of the activity, service, venue, or event to tourists;

235 4. To fund convention bureaus, tourist bureaus, tourist
236 information centers, and news bureaus as county agencies or by
237 contract with the chambers of commerce or similar associations
238 in the county, which may include any indirect administrative
239 costs for services performed by the county on behalf of the
240 promotion agency;

241 5. To finance beach park facilities, or beach, channel,
242 estuary, or lagoon improvement, maintenance, renourishment,
243 restoration, and erosion control, including construction of
244 beach groins and shoreline protection, enhancement, cleanup, or
245 restoration of inland lakes and rivers to which there is public
246 access as those uses relate to the physical preservation of the
247 beach, shoreline, channel, estuary, lagoon, or inland lake or
248 river. However, any funds identified by a county as the local
249 matching source for beach renourishment, restoration, or erosion
250 control projects included in the long-range budget plan of the

251 state's Beach Management Plan, pursuant to s. 161.091, or funds
252 contractually obligated by a county in the financial plan for a
253 federally authorized shore protection project may not be used or
254 loaned for any other purpose. In counties of fewer than 100,000
255 population, up to 10 percent of the revenues from the tourist
256 development tax may be used for beach park facilities; ~~or~~

257 6. To acquire, construct, extend, enlarge, remodel,
258 repair, improve, maintain, operate, or finance public facilities
259 within the boundaries of the county or subcounty special taxing
260 district in which the tax is levied, if the public facilities
261 are needed to increase tourist-related business activities in
262 the county or subcounty special district and are recommended by
263 the county tourist development council created pursuant to
264 paragraph (4)(e). Tax revenues may be used for any related land
265 acquisition, land improvement, design and engineering costs, and
266 all other professional and related costs required to bring the
267 public facilities into service. As used in this subparagraph,
268 the term "public facilities" means major capital improvements
269 that have a life expectancy of 5 or more years, including, but
270 not limited to, transportation, sanitary sewer, solid waste,
271 drainage, potable water, and pedestrian facilities. Tax revenues
272 may be used for these purposes only if the following conditions
273 are satisfied:

274 a. In the county fiscal year immediately preceding the
275 fiscal year in which the tax revenues were initially used for

276 such purposes, at least \$10 million in tourist development tax
277 revenue was received;

278 b. The county governing board approves the use for the
279 proposed public facilities by a vote of at least two-thirds of
280 its membership;

281 c. No more than 70 percent of the cost of the proposed
282 public facilities will be paid for with tourist development tax
283 revenues, and sources of funding for the remaining cost are
284 identified and confirmed by the county governing board;

285 d. At least 40 percent of all tourist development tax
286 revenues collected in the county are spent to promote and
287 advertise tourism as provided by this subsection; and

288 e. An independent professional analysis, performed at the
289 expense of the county tourist development council, demonstrates
290 the positive impact of the infrastructure project on tourist-
291 related businesses in the county; or

292 7. To finance flood mitigation projects or improvements.
293

294 Subparagraphs 1. and 2. may be implemented through service
295 contracts and leases with lessees that have sufficient expertise
296 or financial capability to operate such facilities.

297 (d) The revenues to be derived from the tourist
298 development tax may be pledged to secure and liquidate revenue
299 bonds issued by the county for the purposes set forth in
300 subparagraphs (a)1., 2., ~~and~~ 5., 6., and 7. or for the purpose

of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(6) REFERENDUM.—

(a) An ~~No~~ ordinance enacted by any county levying or increasing the tax authorized by this section may not ~~paragraphs (3) (b) and (c) shall~~ take effect until the ordinance levying, and imposing, or increasing the tax has been approved in a referendum election by a majority of the electors voting in such election in the county or by a majority of the electors voting in the subcounty special tax district affected by the tax.

(7) AUTOMATIC EXPIRATION ON RETIREMENT OF BONDS.—

Notwithstanding any other provision of this section, if the plan for tourist development approved by the governing board of the county, as amended pursuant to paragraph (4) (d), includes the

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326 acquisition, construction, extension, enlargement, remodeling,
327 repair, or improvement of a publicly owned and operated
328 convention center, sports stadium, sports arena, coliseum, or
329 auditorium, or museum or aquarium that is publicly owned and
330 operated or owned and operated by a not-for-profit organization,
331 the county ordinance levying and imposing the tax automatically
332 expires upon the later of:

333 (b) The expiration of any agreement by the county for the
334 operation or maintenance, or both, of a publicly owned and
335 operated convention center, sports stadium, sports arena,
336 coliseum, auditorium, aquarium, or museum. However, this does
337 not preclude that county from amending the ordinance to extend
338 ~~extending~~ the tax, subject to referendum approval in accordance
339 with subsection (6), to the extent that the board of the county
340 determines to be necessary to provide funds to operate,
341 maintain, repair, or renew and replace a publicly owned and
342 operated convention center, sports stadium, sports arena,
343 coliseum, auditorium, aquarium, or museum or from enacting an
344 ordinance that takes effect subject to ~~without~~ referendum
345 approval in accordance with subsection (6), ~~unless the original~~
346 ~~referendum required ordinance expiration, pursuant to the~~
347 ~~provisions of this section reimposing a tourist development tax,~~
348 upon or following the expiration of the previous ordinance.

349 Section 2. Subsection (4) of section 212.0305, Florida
350 Statutes, is amended, and a new subsection (6) is added to that

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section, to read:

212.0305 Convention development taxes; intent;
administration; authorization; use of proceeds.—

(4) AUTHORIZATION TO LEVY; USE OF PROCEEDS; OTHER
REQUIREMENTS.—

(a) Consolidated government levy for convention
development.—

1. Each county that operates under a government
consolidated with that of one or more municipalities in the
county may impose, pursuant to an ordinance subject to
referendum approval by the registered electors within the
county, in accordance with subsection (6) ~~enacted by the~~
~~governing body of the county~~, a levy on the exercise within its
boundaries of the taxable privilege of leasing or letting
transient rental accommodations described in subsection (3) at
the rate of 2 percent of each dollar and major fraction of each
dollar of the total consideration charged therefor. The proceeds
of this levy shall be known as the consolidated county
convention development tax.

2. The county shall furnish to the department, within 10
days after referendum approval of the ordinance imposing the
levy, a copy of the ordinance. The effective date of imposition
of the levy must be the first day of the second month following
approval of the ordinance by referendum, as set forth in
subsection (6), or the first day of any subsequent month as may

376 be specified in the ordinance ~~any month that is at least 60 days~~
377 ~~after enactment of the ordinance.~~

378 3. All consolidated county convention development moneys,
379 including any interest accrued thereon, received by a county
380 imposing the levy must be used in any of the following manners,
381 although the utilization authorized in sub-subparagraph a. shall
382 apply only to municipalities with a population of 10,000 or
383 more:

384 a. To promote and advertise tourism;

385 b. To extend, enlarge, and improve existing publicly owned
386 convention centers in the county;

387 c. To construct a multipurpose
388 convention/coliseum/exhibition center or the maximum components
389 thereof as funds permit in the county; ~~and~~

390 d. To acquire, construct, extend, enlarge, remodel,
391 repair, improve, or maintain one or more convention centers,
392 stadiums, exhibition halls, arenas, coliseums, or auditoriums;
393 and

394 e. To finance flood mitigation projects or improvements.

395 4. For the purposes of completion of any project under
396 this paragraph, tax revenues and interest accrued may be used:

397 a. As collateral, pledged, or hypothecated for projects
398 authorized by this paragraph, including bonds issued in
399 connection therewith; or

400 b. As a pledge or capital contribution in conjunction with

401 a partnership, joint venture, or other business arrangement
402 between the county and one or more business entities for
403 projects authorized by this paragraph.

404 5.a. The county may designate or appoint an authority to
405 administer and disburse such proceeds and any other related
406 source of revenue. However, the annual budget of the authority
407 is subject to approval of the governing body of the county.

408 b. Except as otherwise provided by law, one-half of the
409 proceeds of the tax which are collected within a municipality
410 the government of which is not consolidated with that of the
411 county must, at the request of the governing body of the
412 municipality, be remitted to the municipality. The revenue
413 remitted to a municipality under this sub-subparagraph may be
414 used by the municipality only for the purposes and in the manner
415 authorized in this paragraph, but the municipality may enter
416 into an interlocal agreement with the county or with any other
417 municipality in the county to use such revenue to jointly
418 finance any project authorized by this paragraph. This sub-
419 subparagraph does not apply to the distribution to the county of
420 any convention development tax revenues necessary to repay the
421 principal of or the interest on any bonds issued under sub-
422 subparagraph 4.a. before May 29, 1984. Notwithstanding this sub-
423 subparagraph, if the governing body of such a municipality
424 adopts a resolution stating that the municipality is unable to
425 use such revenue for any purpose authorized in this paragraph,

the municipality may use the revenue to acquire and develop municipal parks, lifeguard stations, or athletic fields.

6. The consolidated county convention development tax shall be in addition to any other levy imposed under this section.

7. Revenues collected and returned to the county must be deposited in a convention development trust fund, which must be established by the county as a condition precedent to receipt of such funds.

(b) Charter county levy for convention development.—

1. Each county, as defined in s. 125.011(1), may impose, under an ordinance subject to referendum approval by the registered electors within the county, in accordance with subsection (6) ~~enacted by the governing body of the county,~~ a levy on the exercise within its boundaries of the taxable privilege of leasing or letting transient rental accommodations described in subsection (3) at the rate of 3 percent of the total consideration charged therefor. The proceeds of this levy shall be known as the charter county convention development tax.

2. All charter county convention development moneys, including any interest accrued thereon, received by a county imposing the levy shall be used as follows:

a. Two-thirds of the proceeds shall be used to extend, enlarge, and improve the largest existing publicly owned convention center in the county.

451 b. One-third of the proceeds shall be used to construct a
452 new multipurpose convention/coliseum/exhibition center/stadium
453 or the maximum components thereof as funds permit in the most
454 populous municipality in the county.

455 c. After the completion of any project under sub-
456 subparagraph a., the tax revenues and interest accrued under
457 sub-subparagraph a. may be used to acquire, construct, extend,
458 enlarge, remodel, repair, improve, plan for, operate, manage, or
459 maintain one or more convention centers, stadiums, exhibition
460 halls, arenas, coliseums, auditoriums, flood mitigation projects
461 and improvements, or golf courses, and may be used to acquire
462 and construct an intercity light rail transportation system as
463 described in the Light Rail Transit System Status Report to the
464 Legislature dated April 1988, which shall provide a means to
465 transport persons to and from the largest existing publicly
466 owned convention center in the county and the hotels north of
467 the convention center and to and from the downtown area of the
468 most populous municipality in the county as determined by the
469 county.

470 d. After completion of any project under sub-subparagraph
471 b., the tax revenues and interest accrued under sub-subparagraph
472 b. may be used, as determined by the county, to operate an
473 authority created pursuant to subparagraph 4. or to acquire,
474 construct, extend, enlarge, remodel, repair, improve, operate,
475 or maintain one or more convention centers, stadiums, exhibition

476 halls, arenas, coliseums, auditoriums, flood mitigation projects
477 and improvements, golf courses, or related buildings and parking
478 facilities in the most populous municipality in the county.

479 e. For the purposes of completion of any project pursuant
480 to this paragraph, tax revenues and interest accrued may be
481 used:

482 (I) As collateral, pledged, or hypothecated for projects
483 authorized by this paragraph, including bonds issued in
484 connection therewith; or

485 (II) As a pledge or capital contribution in conjunction
486 with a partnership, joint venture, or other business arrangement
487 between a municipality and one or more business entities for
488 projects authorized by this paragraph.

489 3. The governing body of each municipality in which a
490 municipal tourist tax is levied may adopt a resolution
491 prohibiting imposition of the charter county convention
492 development levy within such municipality. If the governing body
493 adopts such a resolution, the convention development levy shall
494 be imposed by the county in all other areas of the county except
495 such municipality. No funds collected pursuant to this paragraph
496 may be expended in a municipality which has adopted such a
497 resolution.

498 4.a. Before the county enacts an ordinance imposing the
499 levy, the county shall notify the governing body of each
500 municipality in which projects are to be developed pursuant to

sub-subparagraph 2.a., sub-subparagraph 2.b., sub-subparagraph 2.c., or sub-subparagraph 2.d. As a condition precedent to receiving funding, the governing bodies of such municipalities shall designate or appoint an authority that shall have the sole power to:

(I) Approve the concept, location, program, and design of the facilities or improvements to be built in accordance with this paragraph and to administer and disburse such proceeds and any other related source of revenue.

(II) Appoint and dismiss the authority's executive director, general counsel, and any other consultants retained by the authority. The governing body shall have the right to approve or disapprove the initial appointment of the authority's executive director and general counsel.

b. The members of each such authority shall serve for a term of not less than 1 year and shall be appointed by the governing body of such municipality. The annual budget of such authority shall be subject to approval of the governing body of the municipality. If the governing body does not approve the budget, the authority shall use as the authority's budget the previous fiscal year budget.

c. The authority, by resolution to be adopted from time to time, may invest and reinvest the proceeds from the convention development tax and any other revenues generated by the authority in the same manner that the municipality in which the

526 authority is located may invest surplus funds.

527 5. The charter county convention development levy shall be
528 in addition to any other levy imposed pursuant to this section.

529 6. A certified copy of the ordinance imposing the levy
530 shall be furnished by the county to the department within 10
531 days after referendum approval of such ordinance. The effective
532 date of imposition of the levy shall be the first day of the
533 second month following approval of the ordinance by referendum,
534 as set forth in subsection (6) or the first day of any
535 subsequent month as may be specified in the ordinance ~~any month~~
536 ~~at least 60 days after enactment of the ordinance.~~

537 7. Revenues collected pursuant to this paragraph shall be
538 deposited in a convention development trust fund, which shall be
539 established by the county as a condition precedent to receipt of
540 such funds.

541 (c) Special district levy for convention development.—

542 1. Each county which was chartered under Art. VIII of the
543 State Constitution and which on January 1, 1984, levied a
544 tourist advertising ad valorem tax within a special taxing
545 district in that county may impose or increase, pursuant to an
546 ordinance subject to referendum approval by the registered
547 electors within the county, in accordance with subsection (6)
548 ~~enacted by the governing body of the county,~~ a levy within the
549 boundaries of such special taxing district on the exercise of
550 the taxable privilege of leasing or letting transient rental

551 accommodations described in subsection (3) at a total rate of up
552 to 3 percent of each dollar and major fraction of each dollar of
553 the total consideration charged therefor. The proceeds of this
554 levy shall be known as the special district convention
555 development tax.

556 2. The county shall designate or appoint an authority to
557 administer and disburse the proceeds of such levy and any
558 revenue related to the levy authorized by this paragraph. The
559 members of such authority shall be selected from persons
560 involved in the tourism and lodging industries doing business
561 within such special district. Not less than a majority of the
562 members shall be selected from persons doing business in the
563 lodging industry. Members shall serve at the pleasure of the
564 governing body of such county and shall serve without
565 compensation. The annual budget of such authority shall be
566 subject to approval of the governing body of the county. The
567 authority shall consist of 11 members, who shall annually select
568 a chair from among their members.

569 3. The county shall have no power to levy and impose the
570 tourist advertising ad valorem tax in such district on or after
571 January 1 of the year following the date of the adoption of the
572 levy authorized in this paragraph. All special district
573 convention development moneys, including any interest accrued
574 thereon, received by a county imposing the special district
575 convention development levy shall be used for the following

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purposes only:

a. To promote and advertise tourism.~~†~~

b. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus.

c. To finance flood mitigation projects or improvements.

4. The special district convention development tax shall be in addition to any other levy imposed pursuant to this section.

5. A certified copy of the ordinance imposing the levy shall be furnished by the county to the department within 10 days after referendum approval of such ordinance. The effective date of the levy shall be the first day of the second month following approval of the ordinance by referendum, as set forth in subsection (6), or the first day of any subsequent month as may be specified in the ordinance ~~any month at least 60 days after enactment of the ordinance.~~

6. Revenues collected and returned to the county shall be deposited in a convention development trust fund, which shall be established by the county as a condition precedent to receipt of such funds.

(d) Special levy for convention development.—

1. Each county which was chartered under Art. VIII of the State Constitution and which on January 1, 1984, levied a tourist advertising ad valorem tax within a special taxing district in that county may impose or increase, pursuant to an

601 ordinance subject to referendum approval by the registered
602 electors within the county, in accordance with subsection (6)
603 ~~enacted by the governing body of the county,~~ a levy outside the
604 boundaries of such special taxing district and to the southeast
605 of State Road 415, on the exercise of the taxable privilege of
606 leasing or letting transient rental accommodations described in
607 subsection (3), at a total rate of up to 3 percent of each
608 dollar and major fraction of each dollar of the total
609 consideration charged therefor. The proceeds of this levy shall
610 be known as the special convention development tax.

611 2. The county shall designate or appoint an authority to
612 administer and disburse the proceeds of such levy and any
613 revenue related to the levy authorized by this paragraph. The
614 members of the authority shall be selected from persons doing
615 business within the area in which the tax is levied. Not less
616 than three of the members shall be selected from persons doing
617 business in the lodging industry. Members shall serve at the
618 pleasure of the governing body of the county and shall serve
619 without compensation. The annual budget of the authority shall
620 be subject to approval of the governing body of the county. The
621 authority shall consist of seven members, who shall annually
622 select a chair from among their members.

623 3. All special convention development moneys, including
624 any interest accrued thereon, received by a county imposing the
625 special convention development levy shall be used for the

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2021

following purposes only:

a. To promote and advertise tourism.~~†~~

b. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus.

c. To finance flood mitigation projects or improvements.

4. The special convention development tax shall be in addition to any other levy imposed pursuant to this section.

5. A certified copy of the ordinance imposing the levy shall be furnished by the county to the department within 10 days after referendum approval of the ordinance. The effective date of the levy shall be the first day of the second month following approval of the ordinance by referendum, as set forth in subsection (6), or the first day of any subsequent month as may be specified in the ordinance ~~any month at least 60 days after enactment of the ordinance.~~

6. Revenues collected and returned to the county shall be deposited in a separate convention development trust fund, which shall be established by the county as a condition precedent to receipt of such funds.

(e) Subcounty levy for convention development.—

1. Each county which was chartered under Art. VIII of the State Constitution and which on January 1, 1984, levied a tourist advertising ad valorem tax within a special taxing district in that county may impose or increase, pursuant to an ordinance subject to referendum approval by the registered

651 electors within the county, in accordance with subsection (6)
652 ~~enacted by the governing body of the county,~~ a levy outside the
653 boundaries of such special taxing district and to the northwest
654 of State Road 415, on the exercise of the taxable privilege of
655 leasing or letting transient rental accommodations described in
656 subsection (3), at a total rate of up to 3 percent of each
657 dollar and major fraction of each dollar of the total
658 consideration charged therefor. The proceeds of this levy shall
659 be known as the subcounty convention development tax.

660 2. The county shall designate or appoint an authority to
661 administer and disburse the proceeds of such levy and any
662 revenue related to the levy authorized by this paragraph. The
663 members of the authority shall be selected from persons doing
664 business within the area in which the tax is levied. Not less
665 than three of the members shall be selected from persons doing
666 business in the lodging industry. Members shall serve at the
667 pleasure of the governing body of the county and shall serve
668 without compensation. The annual budget of the authority shall
669 be subject to approval of the governing body of the county. The
670 authority shall consist of seven members, who shall annually
671 select a chair from among their members.

672 3. All subcounty convention development moneys, including
673 any interest accrued thereon, received by a county imposing the
674 subcounty convention development levy shall be used for the
675 following purposes only:

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676 a. To promote and advertise tourism.~~†~~

677 b. To fund convention bureaus, tourist bureaus, tourist
678 information centers, and news bureaus.

679 c. To finance flood mitigation projects or improvements.

680 4. The subcounty convention development tax shall be in
681 addition to any other levy imposed pursuant to this section.

682 5. A certified copy of the ordinance imposing the levy
683 shall be furnished by the county to the department within 10
684 days after referendum approval of the ordinance. The effective
685 date of the levy shall be the first day of the second month
686 following approval of the ordinance by referendum, as set forth
687 in subsection (6), or the first day of any subsequent month as
688 may be specified in the ordinance ~~any month at least 60 days~~
689 ~~after enactment of the ordinance.~~

690 6. Revenues collected and returned to the county shall be
691 deposited in a separate convention development trust fund, which
692 shall be established by the county as a condition precedent to
693 receipt of such funds.

694 (6) REFERENDUM.—

695 (a) An ordinance enacted by any county levying or
696 increasing the tax authorized pursuant to this section may not
697 take effect until the ordinance levying, imposing, or increasing
698 the tax has been approved in a referendum election by a majority
699 of the electors voting in such election in the county.

700 (b) The governing board of the county levying the tax

701 shall place a question on the ballot at a regular or special
702 election to be held within the county, substantially as follows:

703FOR the Convention Development Tax.

704AGAINST the Convention Development Tax.

705 (c) If a majority of the electors voting on the question
706 approve the levy, the ordinance shall be deemed to be in effect
707 on the first day of the second month following approval, or the
708 first day of any subsequent month as may be specified in the
709 ordinance.

710 Section 3. Section 212.03055, Florida Statutes, is amended
711 to read:

712 212.03055 Super majority vote required for levy at rate in
713 excess of 2 percent under ch. 95-290.—A special taxing district
714 may not levy a tax under chapter 95-290, Laws of Florida, at a
715 rate in excess of 2 percent unless the levy of such tax is
716 approved in a referendum election by a majority of the electors
717 voting in such election in the ~~approved by a super majority (a~~
718 ~~majority plus one) vote of the members of the governing body of~~
719 ~~the~~ county in which the special taxing district is located.

720 Section 4. This act shall take effect July 1, 2021.

The Original Florida Tourism Task Force MEMBERS as of 7/16/2020

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(\$15,000 - 3 votes)

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(\$3,000 - 2 votes)

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(\$2,000 - 2 votes)

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**THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS**

as of 6/11/2020

VOLUNTEERS, CONSULTANTS AND OTHERS

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2021
Visit Natural North Florida
Meeting Dates and Counties



Third Thursday of each month, subject to change with advance notice.

January 21:	<u>Taylor County</u>
February 18:	<u>VIRTUAL</u>
March 18:	<u>VIRTUAL</u>
April 15:	<u>VIRTUAL</u>
May 20:	<u>Jefferson County</u>
June 17:	<u>Madison</u>
July 15:	<u>tbd</u>
August 19:	<u>Levy County</u>
September 16:	<u>Dixie County</u>
October 21:	<u>tbd</u>
November 18:	<u>tbd</u>
December 16:	<u>Alachua County (Council Office)</u>

Alachua	
Bradford	
Columbia	
Dixie	
Gilchrist	
Hamilton	
Jefferson	
Lafayette	
Levy	
Madison	
Suwannee	
Taylor	
Union	
Wakulla	

