

CS/SB 274 by **CJ, Simmons;** (Identical to H 0053) Inmate Reentry

965940	A	S	RCS	ATD, Evers	Delete L.27 - 57:	02/06 02:36 PM
308614	A	S	RCS	ATD, Gibson	Delete L.79 - 81.	02/06 02:36 PM
399608	A	S	RCS	ATD, Lee	btw L.111 - 112:	02/06 02:36 PM

CS/SB 398 by **CM, Detert (CO-INTRODUCERS) Margolis;** (Identical to H 0749) Florida Tourism Hall of Fame

The Florida Senate
COMMITTEE MEETING EXPANDED AGENDA

**APPROPRIATIONS SUBCOMMITTEE ON
TRANSPORTATION, TOURISM, AND ECONOMIC
DEVELOPMENT**

Senator Gardiner, Chair
Senator Margolis, Vice Chair

MEETING DATE: Thursday, February 6, 2014
TIME: 1:00 —3:00 p.m.
PLACE: *Toni Jennings Committee Room*, 110 Senate Office Building

MEMBERS: Senator Gardiner, Chair; Senator Margolis, Vice Chair; Senators Brandes, Evers, Gibson, Latvala, Lee, Ring, Simpson, Sobel, Stargel, and Thompson

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	CS/SB 274 Criminal Justice / Simmons (Identical H 53, Compare H 43)	Inmate Reentry; Waiving the fee for identification cards issued to certain inmates; requiring a waiver of fees for certain inmates receiving a copy of a birth certificate; requiring the Department of Corrections to work with other agencies in acquiring necessary documents for certain inmates to acquire an identification card before release; requiring the department to provide specified assistance to inmates born outside this state; requiring a report; authorizing the department to operate male and female faith- and character-based institutions, etc. CJ 12/09/2013 Fav/CS TR 01/09/2014 Favorable ATD 02/06/2014 Fav/CS AP	Fav/CS Yeas 11 Nays 0
2	CS/SB 398 Commerce and Tourism / Detert (Identical H 749)	Florida Tourism Hall of Fame; Establishing the Florida Tourism Hall of Fame; providing for administration by the Florida Tourism Industry Marketing Corporation; designating a location for the display of inductee plaques; providing procedures for nomination, selection, and induction of members; providing that a person inducted before a certain date remains in the Hall of Fame, etc. CM 01/08/2014 Fav/CS ATD 02/06/2014 Favorable AP	Favorable Yeas 11 Nays 0
3	Presentation on Governor's Fiscal Year 2014-2015 Budget Recommendations		Presented
4	Presentation on Fiscal Year 2013-2014 appropriations spending by Space Florida		Presented
5	Presentation on Fiscal Year 2013-2014 appropriations spending by VISIT Florida		Presented

Other Related Meeting Documents

COMMITTEE MEETING EXPANDED AGENDA

Appropriations Subcommittee on Transportation, Tourism, and Economic Development
Thursday, February 6, 2014, 1:00 —3:00 p.m.

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: The Professional Staff of the Appropriations Subcommittee on Transportation, Tourism, and Economic Development

BILL: CS/SB 274

INTRODUCER: Criminal Justice Committee and Senators Simmons and Margolis

SUBJECT: Inmate Reentry

DATE: January 27, 2014

REVISED: _____

ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1. Clodfelter	Cannon	CJ	Fav/CS
2. Everette	Eichin	TR	Favorable
3. Carey	Martin	ATD	Pre-meeting
4. _____	_____	AP	_____

Please see Section IX. for Additional Information:

COMMITTEE SUBSTITUTE - Technical Changes

I. Summary:

CS/SB 274 requires the Department of Corrections (DOC) to work with the Department of Health (DOH) and the Department of Highway Safety and Motor Vehicles (DHSMV) to ensure that every Florida-born inmate who leaves prison has a state identification card and a certified copy of their birth certificate, at no cost to the inmate.

In the area of faith and character-based programs, the bill encourages DOC to maintain faith and character-based institutions for both male and female inmates. It also requires peer-to-peer programs, such as Alcoholics Anonymous and literacy instruction, to be offered at faith and character-based institutions.

The Revenue Impact Conference is scheduled to review the bill on February 7, 2014. Staff projects a negative revenue impact of \$311,089 to the General Revenue Fund and \$154,223 to state trust funds. The DHSMV likely will incur expenditures of \$465,058 related to the increased number of identification card issuances required by the bill; the Highway Safety Operating Trust Fund has sufficient revenue to accommodate this need. The DOH likely will incur insignificant costs related to the increased issuance of birth certificates.

II. Present Situation:

Reentry Programs for Nonviolent Offenders

Inmates who enter prison often have shortcomings in one or more areas of education, employment skills, substance abuse-free living, and mental health that contributed to their current situation. For example, while 24.6 percent of the inmates admitted to prison during Fiscal Year 2011-2012 had been convicted of a drug crime,¹ almost two-thirds of inmates who enter prison for any crime also have a substance abuse problem.²

Unless addressed, these deficiencies are likely to contribute to re-offending and a return to prison. In the past decade the executive and legislative branches of state government have acknowledged the importance of reentry services and post-release planning and transition. In May 2007, the DOC revised its mission statement to include assisting offenders with reentry into society in order to reduce recidivism and to lower crime rates. The goal was to bring down the three-year post-release recidivism rate from 32 percent to 20 percent by 2012. The DOC reports that the three-year post-release recidivism rate for inmates released in 2009 was 27 percent.³

Faith-and Character-based Programs

In 1999, the DOC opened its first faith-based dormitory in cooperation with Kairos Horizon at Tomoka Correctional Institution. Several other faith-based dormitories were opened around the state beginning in 2000. In 2001, the Legislature required the DOC to have six additional faith-based dormitory programs fully operational by June 1, 2002.⁴ In 2003, Lawtey Correctional Institution became the first faith-based institution. The DOC currently has faith and character-based programs at 17 institutions:⁵

Faith and Character-Based Residential Facilities		
Location	Capacity	Gender
<i>Dormitory-based</i>		
Tomoka C.I.	228	Male
Polk C.I.	128	Male
Lowell Annex	86	Female
Gulf – Annex	128	Male
Everglades C.I.	128	Male
Lancaster C.I.	62	Male youthful offenders
Union C.I.	96	Male over 50
NWFRC	144	Male
Jackson CI	112	Male

¹ Fla. Dep’t of Corrections, *Inmate Admissions*, http://www.dc.state.fl.us/pub/annual/1112/stats/im_admis.html (last visited December 19, 2013).

² Office of Program Policy Analysis and Governmental Accountability (OPPAGA), *Corrections Rehabilitative Programs Effective, But Serve Only a Portion of the Eligible Population*, Report No. 07-14 (February 2007), p. 6.

³ Department of Corrections, “2012 Florida Prison Recidivism Study – Releases from 2004 to 2012,” p. 9, <http://www.dc.state.fl.us/pub/recidivism/2012/ratesvertime.html> (last visited on December 19, 2013).

⁴ Section 13, Chapter 2001-110, Laws of Florida.

⁵ “Faith- and Character-Based Residential Programs,” <http://www.dc.state.fl.us/oth/faith/index.html> (last visited on December 19, 2013).

Columbia Annex	120	Male
Marion CI	130	Male
Desoto CI	143	Male
Okeechobee CI	172	Male
Total Dormitories	1677	
Institution-wide		
Hernando CI	467	Female
Lawtey C.I.	876	Male
Wakulla C.I. & WC	1999	Male
Wakulla Annex	1481	Male
Total Prison	4823	
TOTAL CAPACITY	6500	

The OPPAGA's 2009 review of faith and character-based programs found that institution-wide programs had a positive effect on inmate institutional adjustment and security, and a positive, but modest effect on reducing recidivism. Dormitory-based programs also had a positive effect on institutional adjustment and security, but had no effect on recidivism.⁶ There are many factors that affect the institution to which an inmate can be assigned, including the need for health services. The DOC notes that operating dormitory-based programs allows it to maintain system-wide flexibility in assigning inmates to institutions.⁷

Section 944.803(6), F.S., requires faith and character-based institutions to allow peer-to-peer programs, such as Alcoholics Anonymous and literacy instruction. The DOC indicates that it actively encourages peer-to-peer programs.⁸

Identification Cards and Social Security Cards

Inmates are issued an identification card during the reception process and are required to display it at all times while incarcerated. This serves the DOC's need to account for each inmate while incarcerated. The inmate may retain the identification card for use when released from prison, but it has limited usefulness outside the prison setting. The inmate identification card carries an inherent stigma and is not always accepted as identification. Any other identification card that the inmate had when incarcerated, such as a driver's license or social security card, is returned to them upon release. However, many inmates do not bring identification with them when they enter prison, and identification left with someone else is often either lost or expired by the time they are released. Without proper identification and documentation upon release, inmates may be unable to acquire public assistance, legitimate transportation or employment, and housing.⁹

Section 322.051, F.S., provides for issuance of an official state identification card by the DHSMV. Issuance of a state identification card requires presentation of documentation that is

⁶ OPPAGA Report No. 09-38 (October 2009), "Faith- and Character-Based Prison Initiative Yields Institutional Benefits; Effect on Recidivism Modest," pp. 3-6.

⁷ Department of Corrections' Analysis of Senate Bill 274, pp. 3-4.

⁸ Department of Corrections' Analysis of Senate Bill 274, p. 4.

⁹ See Office of Program Policy Analysis and Governmental Accountability (OPPAGA), *Department of Corrections Should Maximize Use of Best Practice in Inmate Rehabilitation Efforts*, Report No. 09-44 (December 2009), pages 5-6.

sufficient to prove the applicant's identity in accordance with the state statute and the federal REAL ID Act. Many released inmates do not have this required documentation, and very few have it available while they are incarcerated.

The DOC reports that it works in cooperation with the DHSMV and the Department of Health's Bureau of Vital Statistics to obtain identification cards for inmates prior to release.¹⁰ The DOC obtains birth certificates from the DOH and works with the DHSMV for dispatch of a FLOWmobile ("Florida Licensing On Wheels" vehicle) to department facilities so that inmates may be issued an identification card, thereby making for a smooth societal reentry. Currently, the program has resulted in issuance of 2480 identification cards to inmates since it began in January 2011.¹¹

In addition to its efforts to obtain identification cards, the DOC has a Memorandum of Understanding with the Social Security Administration to expedite the process for inmates to obtain replacement Social Security cards.¹²

The fee for a Florida identification card is \$25, and the fee for a Florida birth certificate is \$9. Included in the birth certificate fee is a \$4 surcharge of which \$1.50 is transferred to the Department of Children and Families' (DCF) Child Welfare Trust Fund.¹³ The cost and difficulty of obtaining an out-of-state birth certificate varies from state to state; the cost ranges from \$5 in some states to \$30 in Connecticut and New York.

III. Effect of Proposed Changes:

Identification Cards

The bill requires the DOC to provide every Florida-born inmate with a certified copy of their birth certificate and a state identification card before release from prison. To obtain a birth certificate, the DOC must submit a photo and specified personal information of all Florida-born inmates in its custody to the DOH. An inmate's failure to cooperate in providing the photograph and the required information may result in disciplinary action. The DOC is also required to assist all inmates with obtaining a social security card before release, if needed.

Under the bill, the DOC would be required to assist inmates born outside of Florida with completing forms needed to apply for a social security card, driver license, or state identification card. The DOC must also provide the inmate with the address of the appropriate agency near his or her expected release address where an identification card can be obtained.

The bill amends s. 382.0255, F.S, to require the DOH to waive all fees for a Florida-born inmate to acquire a certified copy of his or her birth certification through the new process created in the bill. It also amends s. 322.051, F.S., to require the DHSMV to issue a state identification for no charge to a Florida-born inmate who obtains the card through the new process created in the bill.

¹⁰ Department of Corrections Analysis of Senate Bill 1032 (2013), p. 9.

¹¹ Department of Highway Safety and Motor Vehicles Analysis of Senate Bill 274, p. 2.

¹² Department of Corrections' Analysis of Senate Bill 274, pp. 3.

¹³ Sections 382.0255(2) and 402.40, Florida Statutes.

The DOC is not required to provide a birth certificate and state identification card to a Florida-born inmate who:

- Already has a valid driver license or state identification card;
- Has an active detainer, unless cancellation of the detainer is likely or if the incarceration for which the detainer was issued will be for less than twelve months;
- Is released due to emergency release or conditional medical release;
- Is not in the DOC's physical custody at or within 180 days before release; or
- Is subject to sex offender residency restrictions and does not have a qualifying address.

The bill requires the DOC to make an annual report providing the number of inmates who were released with or without identification cards during the previous year, identifying any impediments to implementation of the identification card program, and recommending any needed improvements in obtaining release documents and identification cards for all inmates.

Faith and Character-Based Programs

The bill amends s. 944.803, F.S., to encourage the DOC to maintain faith and character-based institutions to serve both male and female inmates. Currently, three faith and character-based institutions exist for males; one exists for females. The bill also requires faith and character-based institutions to offer peer-to-peer programs such as Alcoholics Anonymous and literacy instruction.

IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

V. Fiscal Impact Statement:

A. Tax/Fee Issues:

The bill eliminates fees for a state identification card and birth certificate for Florida-born inmates leaving prison.

B. Private Sector Impact:

The bill does not appear to have any fiscal impact on the private sector.

C. Government Sector Impact:

Revenues:

The Revenue Impact Conference is scheduled to review the bill on February 7, 2014. The Economic and Demographic Research (EDR) staff projects the bill will have a negative fiscal impact on state revenues due to the waiver of the fee for a state identification card¹⁴ and the waiver of the charge for a certified copy of a Florida birth certificate.¹⁵ The EDR estimate is based on an update to the forecast of House Bill 7121, containing the same provisions, which was heard by the Revenue Impact Conference on April 5, 2013.

The November 20, 2013, Criminal Justice Estimating Conference forecast that the DOC will release 33,117 inmates during Fiscal Year 2014-2015. The DOC estimates that 58 percent of the inmates released over the next 5 years will be Florida-born inmates eligible for the fee waiver. This population is reduced by 5 percent to account for sex-offenders who are ineligible to receive the fee waiver for a state identification card or birth certificate.

Florida-born Inmates Eligible for Fee Waiver on Identification Cards and Birth Certificates				
	FY 14-15	FY 15-16	FY 16-17	FY 17-18
CJEC Forecast Inmate Releases	33,117	33,370	33,336	33,336
Number Eligible for Fee Waiver	18,247	18,387	18,368	18,18,510

The DOC estimates that 18,247 Florida-born inmates are expected to be eligible annually for the fee waiver for a state identification card or birth certificate, resulting in a revenue loss for the affected agencies. However, absent the provisions of the bill, it is unlikely that all eligible inmates would have paid to obtain a birth certificate and/or a state identification card. Accordingly the affected agencies or funds would not have received fees for an identification card or birth certificate for those inmates either before or after release. Consequently, the number of released inmates has been reduced by 25 percent to determine the state revenue impact of the bill.

Potential Fiscal Impact of Waiving Fee for Identification Cards and Birth Certificates for Florida-born Inmates¹⁶				
	FY 14-15	FY 15-16	FY 16-17	FY 17-18
General Revenue Fund	(\$311,089)	(\$311,788)	(\$311,470)	(\$313,881)

¹⁴ Section 322.21(f), F.S., directs that the \$25 fee for issuing a state identification card is deposited in the General Revenue Fund. For renewals, \$6 of the fee is deposited in the Highway Safety Operating Trust Fund and \$19 in the General Revenue Fund. For replacements, \$9 of the fee is deposited in the Highway Safety Operating Trust Fund and \$16 in the General Revenue Fund.

¹⁵ Section 382.0255(4), F.S., provides that fees charged for issuing a copy of a birth certificate are deposited into a DOH trust fund.

¹⁶ Draft Revenue Estimating Conference Analysis dated February 4, 2014 prepared for CS/SB 274 by the Office of Economic and Demographic Research on file with the Appropriations Subcommittee on Transportation, Tourism and Economic Development.

Highway Safety Operating Trust Fund (DHSMV)	(\$40,906)	(\$21,932)	(\$21,910)	(\$22,079)
Planning and Evaluation Trust Fund (DOH)	(\$113,317)	(\$114,182)	(\$114,066)	(\$114,949)
TOTAL STATE REVENUE IMPACT	(\$465,310)	(\$447,902)	(\$447,446)	(\$450,909)
Local Government Impact - Tax Collectors	-	(\$20,963)	(\$20,942)	(\$21,104)

Expenditures:

According to the DHSMV, the current fleet of five FLOWmobiles and crews process 2,000 to 2,500 inmates annually. To meet the requirements of the bill, the DHSMV estimates it will issue approximately 15,000 identification cards to Florida-born inmates and will need to equip two additional FLOWmobiles with the primary responsibility of issuing identification cards at DOC facilities. The DHSMV estimates that the cost to purchase, equip and operate the two additional FLOWmobiles is \$465,058, which includes:

- Acquisition of Motor Vehicles - \$231,286,
- Operation of Motor Vehicles - \$221,276, and
- Other Capital Outlay - \$12,496.

The DHSMV has sufficient budget authority in the Purchase of Drivers Licenses and Salary and Benefits appropriation categories to purchase the necessary equipment to issue credentials and hire 4 FTE to staff the two additional FLOWmobiles.

The actual costs to the DOH to produce a birth certificate is \$0.62, which includes the cost of paper, printing and postage. The projected expenditures of \$11,314 and associated labor costs will be absorbed within existing resources by the DOH.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Statutes Affected:

This bill substantially amends the following sections of the Florida Statutes: 322.051, 382.0255, 944.605, and 944.803.

IX. Additional Information:

- A. **Committee Substitute – Statement of Changes:**
(Summarizing differences between the Committee Substitute and the prior version of the bill.)

CS by Criminal Justice on December 9, 2013:

The CS includes numerous changes in style and organization. However, it is substantively the same as the bill.

- B. **Amendments:**

None.

By the Committee on Criminal Justice; and Senator Simmons

591-00793-14

2014274c1

1 A bill to be entitled
2 An act relating to inmate reentry; amending s.
3 322.051, F.S.; waiving the fee for identification
4 cards issued to certain inmates; amending s. 382.0255,
5 F.S.; requiring a waiver of fees for certain inmates
6 receiving a copy of a birth certificate; amending s.
7 944.605, F.S.; requiring the Department of Corrections
8 to work with other agencies in acquiring necessary
9 documents for certain inmates to acquire an
10 identification card before release; providing
11 exceptions; requiring the department to provide
12 specified assistance to inmates born outside this
13 state; requiring a report; amending s. 944.803, F.S.;
14 authorizing the department to operate male and female
15 faith- and character-based institutions; providing an
16 effective date.

17
18 Be It Enacted by the Legislature of the State of Florida:

19
20 Section 1. Subsection (9) of section 322.051, Florida
21 Statutes, is amended to read:

22 322.051 Identification cards.—

23 (9) Notwithstanding any other provision of this section or
24 s. 322.21 to the contrary, the department shall issue or renew a
25 card at no charge to a person who presents evidence satisfactory
26 to the department that he or she is homeless as defined in s.
27 414.0252(7) or to an inmate receiving a card issued pursuant to
28 s. 944.605(7).

29 Section 2. Subsection (3) of section 382.0255, Florida

591-00793-14

2014274c1

30 Statutes, is amended to read:

31 382.0255 Fees.—

32 (3) Fees shall be established by rule. However, until rules
33 are adopted, the fees assessed pursuant to this section shall be
34 the minimum fees cited. The fees established by rule must be
35 sufficient to meet the cost of providing the service. All fees
36 shall be paid by the person requesting the record, are due and
37 payable at the time services are requested, and are
38 nonrefundable, except that, when a search is conducted and no
39 vital record is found, any fees paid for additional certified
40 copies shall be refunded. The department may waive all or part
41 of the fees required under this section for any government
42 entity. The department shall waive all fees required under this
43 section for a certified copy of a birth certificate issued for
44 purposes of an inmate acquiring a state identification card
45 before release pursuant to s. 944.605(7).

46 Section 3. Subsection (7) is added to section 944.605,
47 Florida Statutes, to read:

48 944.605 Inmate release; notification; identification card.—

49 (7) (a) The department, working in conjunction with the
50 Department of Health and the Department of Highway Safety and
51 Motor Vehicles, shall provide every Florida-born inmate with a
52 certified copy of their birth certificate and a state
53 identification card before his or her release upon expiration of
54 the inmate's sentence.

55 (b) Paragraph (a) does not apply to inmates who:

56 1. The department determines have a valid driver license or
57 state identification card.

58 2. Have an active detainer, unless the department

591-00793-14

2014274c1

59 determines that cancellation of the detainer is likely or that
60 the incarceration for which the detainer was issued will be less
61 than 12 months in duration.

62 3. Are released due to an emergency release or a
63 conditional medical release under s. 947.149.

64 4. Are not in the physical custody of the department at or
65 within 180 days before release.

66 5. Are subject to sex offender residency restrictions, and
67 who, upon release under such restrictions, do not have a
68 qualifying address.

69 (c) The department shall assist each inmate in applying for
70 and obtaining a social security card before release if the
71 inmate needs a social security card.

72 (d) The department, for purposes of assisting the inmate in
73 obtaining a birth certificate, shall submit to the Department of
74 Health on all Florida-born inmates in its custody, the
75 department's inmate photo or digitized photo, and as provided by
76 the inmate his or her date of birth, full name at birth and any
77 subsequent legal name changes, city or county of birth, mother's
78 full name including her maiden surname, and father's full name.
79 Failure of the inmate to cooperate with the department in
80 providing this information may subject the inmate to
81 disciplinary action.

82 (e) For inmates born outside of this state, the department
83 shall assist the inmate in completing the necessary forms or
84 applications to obtain a social security card, driver license,
85 or state identification card. The department shall also provide
86 the inmate with the location and address of the appropriate
87 licensing authority the inmate will need to obtain a valid

591-00793-14

2014274c1

88 identification card in proximity to the inmate's release
89 address.

90 (f) The department shall, as part of its annual report,
91 provide a report that identifies the number of inmates released
92 with and without identification cards, identifies any
93 impediments in the implementation of this subsection, and
94 provides recommendations to improve obtaining release documents
95 and identification cards for all inmates.

96 Section 4. Subsections (2) and (6) of section 944.803,
97 Florida Statutes, are amended to read:

98 944.803 Faith- and character-based programs.—

99 (2) It is the intent of the Legislature that the department
100 expand the faith- and character-based initiative through the use
101 of faith- and character-based institutions. The department is
102 encouraged to phase out the faith-based and self improvement
103 dormitory programs and move toward the goal of only implementing
104 faith- and character-based institutions. The department is also
105 encouraged to dedicate and maintain faith- and character-based
106 institutions that serve both male and female inmates at their
107 respective institutions.

108 (6) Within faith- and character-based institutions of the
109 state correctional system, peer-to-peer programming shall be
110 offered ~~allowed~~, such as Alcoholics Anonymous, literacy
111 instruction, and other activities, ~~when appropriate.~~

112 Section 5. This act shall take effect July 1, 2014.

THE FLORIDA SENATE
APPEARANCE RECORD

Spoke

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

2/6/2014
Meeting Date

Topic _____

Bill Number 274
(if applicable)

Name BRIAN PITTS

Amendment Barcode _____
(if applicable)

Job Title Trustee

Address 1119 Newton Ave S
Street

Phone 727/897-9291

St. Petersburg FL 33705
City State Zip

E-mail justice2jesus@yahoo.com

Speaking: For Against Information

Representing _____

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting

Waive

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

2/6/14
Meeting Date

Topic Immature Reentry

Bill Number SB 274
(if applicable)

Name Barney Bishop

Amendment Barcode _____
(if applicable)

Job Title President/CEO

Address 204 South Monroe St, Suite 201
Street

Phone 850 577 3032

Tallahassee FL 32301
City State Zip

E-mail barney@smartjusticealliance.org

Speaking: For Against Information

Representing Florida Smart Justice Alliance

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting

Waive

THE FLORIDA SENATE

APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

2/6/14

Meeting Date

Topic Inmate Reentry

Bill Number 274
(if applicable)

Name Cecelyn Johnson

Amendment Barcode _____
(if applicable)

Job Title Police Director

Address _____
Street

Phone johnson@flchamber.com

City _____ State _____ Zip _____

E-mail 407-913-2100

Speaking: For Against Information

Representing FL Chamber of Commerce

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

Waive

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

2/6/14

Meeting Date

Topic Inmate Reentry

Bill Number 274
(if applicable)

Name Jim DeBeaugrine

Amendment Barcode _____
(if applicable)

Job Title Vice President

Address 204 South Monroe St. Ste 201

Phone 850-577-3032

Street

Tallahassee

FL

32301

City

State

Zip

E-mail jdebeaugrine@penningtonlaw.com

Speaking: For Against Information

Representing Florida Smart Justice Alliance

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: The Professional Staff of the Appropriations Subcommittee on Transportation, Tourism, and Economic Development

BILL: CS/SB 398

INTRODUCER: Commerce and Tourism Committee and Senator Detert and others

SUBJECT: Florida Tourism Hall of Fame

DATE: January 13, 2014 REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	<u>Askey</u>	<u>Hrdlicka</u>	<u>CM</u>	Fav/CS
2.	<u>Pingree</u>	<u>Martin</u>	<u>ATD</u>	Favorable
3.	_____	_____	<u>AP</u>	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____

Please see Section IX. for Additional Information:
 COMMITTEE SUBSTITUTE - Substantial Changes

I. Summary:

CS/SB 398 establishes the Florida Tourism Hall of Fame to recognize persons, living or dead, whose work in the tourism industry have made significant contributions to the economic climate in Florida. The Florida Tourism Industry Marketing Corporation (d/b/a VISIT Florida) will administer the Florida Tourism Hall of Fame without the appropriation of state funds.

The Department of Management Services (DMS) must set aside an area on the Plaza Level of the Capitol Building for the Hall of Fame and consult with VISIT Florida regarding the design and theme of the area.

The bill has an indeterminate but insignificant fiscal impact.

II. Present Situation:

According to VISIT Florida¹ since 2001, individuals have been chosen annually to be inducted into the Florida Tourism Hall of Fame. “This honor, presented by the VISIT Florida Board of Directors, recognizes contemporary and historic figures whose vision, creativity and drive have had a positive and significant impact on the development of Florida as a desirable visitor

¹ VISIT Florida is the fictitious name for the Florida Tourism Industry Marketing Corporation. See s. 288.1226(5)(c), F.S.

destination.²” In 2001, eight individuals were inducted into the Florida Tourism Hall of Fame “Founders Club,” including Walt Disney and Henry Flagler. Since 2001, 30 additional individuals have been inducted into the Florida Tourism Hall of Fame.

The Florida Tourism Industry Marketing Corporation is a direct-support organization of Enterprise Florida, Inc. (EFI), and is a not for profit corporation. The corporation’s board of directors is composed of 31 tourism-industry-related members who are appointed by the EFI.

Other Florida Halls of Fame displayed in the Capitol Plaza include the Florida Women’s Hall of Fame (s. 265.001, F.S.), the Florida Veterans’ Hall of Fame (s. 265.003, F.S.), the Florida Artists Hall of Fame (s. 265.2865, F.S.), and the Florida Civil Rights Hall of Fame (s. 760.065, F.S.).

III. Effect of Proposed Changes:

This bill establishes the Florida Tourism Hall of Fame to recognize persons, living or dead, whose work in the tourism industry have made significant contributions to the economic climate in Florida. VISIT Florida will administer the Florida Tourism Hall of Fame without the appropriation of state funds.

The DMS must set aside an area on the Plaza Level of the Capitol Building for the Florida Tourism Hall of Fame and consult with VISIT Florida regarding the design and theme of the area.

The bill requires VISIT Florida to annually accept nominations and to establish selection criteria and timeframes for induction into the Florida Tourism Hall of Fame. VISIT Florida must give selection preference to the nominees who were born in Florida or adopted Florida as their home state and who have made a significant contribution to the state’s travel and tourism industry.

According to VISIT Florida, each individual inducted into the “Founders Club” and the Florida Tourism Hall of Fame since 2001 will have his or her name, image, discipline or contribution, and vital information placed on a plaque displayed in the Capitol Plaza. VISIT Florida may establish a formal induction ceremony to coincide with the annual Governor’s Conference on Tourism.

Any person inducted into the Florida Tourism Hall of Fame administered by VISIT Florida before July 1, 2014, shall remain in the Hall of Fame.

This bill creates s. 265.004, F.S., and takes effect July 1, 2014.

IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

² VISIT Florida website, <http://www.visitflorida.org/awards-honorees/florida-tourism-hall-of-fame> (last visited January 30, 2014).

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

V. Fiscal Impact Statement:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

The bill requires the Florida Tourism Hall of Fame to be administered by VISIT Florida without appropriation of state funds.³

The bill requires the DMS to set aside an area on the Plaza Level of the Capitol Building for the Florida Tourism Hall of Fame and consult with VISIT Florida regarding the design and theme of the area. Any costs incurred by the DMS are indeterminate, but expected to be insignificant.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Statutes Affected:

This bill creates section 265.004, of the Florida Statutes.

IX. Additional Information:

- A. Committee Substitute – Statement of Substantial Changes:
(Summarizing differences between the Committee Substitute and the prior version of the bill.)

CS by Commerce and Tourism on Jan. 8, 2014:

³ Visit Florida is required to raise private funds equal to at least a one-to-one match of public funds received. See s. 288.904(3), F.S.

The committee substitute provides that any person inducted into the Florida Tourism Hall of Fame administered by VISIT Florida before July 1, 2014, shall remain in the Florida Tourism Hall of Fame.

B. Amendments:

None.

This Senate Bill Analysis does not reflect the intent or official position of the bill's introducer or the Florida Senate.

By the Committee on Commerce and Tourism; and Senators Detert and Margolis

577-00951-14

2014398c1

1 A bill to be entitled
2 An act relating to the Florida Tourism Hall of Fame;
3 creating s. 265.004, F.S.; providing legislative
4 intent; establishing the Florida Tourism Hall of Fame;
5 providing for administration by the Florida Tourism
6 Industry Marketing Corporation; designating a location
7 for the display of inductee plaques; providing
8 procedures for nomination, selection, and induction of
9 members; providing that a person inducted before a
10 certain date remains in the Hall of Fame; providing an
11 effective date.

12
13 Be It Enacted by the Legislature of the State of Florida:

14
15 Section 1. Section 265.004, Florida Statutes, is created to
16 read:

17 265.004 Florida Tourism Hall of Fame.-

18 (1) It is the intent of the Legislature to recognize and
19 honor those persons, living or dead, who through their work
20 within the tourism industry have made significant contributions
21 to the economic climate and the well-being of the residents of
22 this state.

23 (2) There is established the Florida Tourism Hall of Fame.

24 (a) The Florida Tourism Hall of Fame is administered by the
25 Florida Tourism Industry Marketing Corporation without
26 appropriation of state funds.

27 (b) The Department of Management Services shall set aside
28 an area on the Plaza Level of the Capitol Building and shall
29 consult with the Florida Tourism Industry Marketing Corporation

577-00951-14

2014398c1

30 regarding the design and theme of the area.

31 (c) Each person who is inducted into the Florida Tourism
32 Hall of Fame shall have his or her name and image placed on a
33 plaque displayed in the designated area of the Capitol Building,
34 which plaque shall designate the member's discipline or
35 contribution and any vital information relating to the member.

36 (3) The Florida Tourism Industry Marketing Corporation
37 shall establish selection criteria for induction into the
38 Florida Tourism Hall of Fame and shall annually accept
39 nominations.

40 (a) In selecting its nominees for submission to the board
41 of directors of the corporation, the corporation shall give
42 preference to tourism industry leaders who were born in Florida
43 or adopted Florida as their home state and who have made a
44 significant contribution to the state's travel and tourism
45 industry.

46 (b) The corporation may establish criteria and set specific
47 timeframes for the acceptance and consideration of nominations
48 and may establish a formal induction ceremony to coincide with
49 the annual Governor's Conference on Tourism.

50 (c) A person inducted into the Florida Tourism Hall of Fame
51 administered by the corporation before July 1, 2014, shall
52 remain in the Florida Tourism Hall of Fame.

53 Section 2. This act shall take effect July 1, 2014.

THE FLORIDA SENATE

Waive

APPEARANCE RECORD

Feb 6th 2014

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

Meeting Date

Topic Florida Tourism Hall of Fame

Bill Number ~~397~~ 398

(if applicable)

Name Richard Turner

Amendment Barcode

(if applicable)

Job Title General Counsel

Address 230 S. Adams

Phone 850 224-2250

Street

Tallahassee FL 32301

E-mail RTurner@FRLA.org

City

State

Zip

Speaking: For Against Information

Representing Florida Restaurant & Lodging Assn.

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

S-001 (10/20/11)

Spoke

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

2/6/2014

Meeting Date

Topic _____

Bill Number 398

(if applicable)

Name BRIAN Pitts

Amendment Barcode _____

(if applicable)

Job Title Trustee

Address 1119 Newton Ave S

Phone 727/897-9291

Street

St Petersburg

FL

33705

City

State

Zip

E-mail justice2jesus@yahoo.com

Speaking: For Against Information

Representing Justice-2-Jesus

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

It's Your Money Tax Cut Budget

GOVERNOR RICK SCOTT

Fiscal Year 2014-2015

Policy and Budget Recommendations



Cutting Taxes, Reducing Debt and Eliminating Government Waste

It's Your Money Tax Cut Budget

Governor Rick Scott's Budget Recommendations for Transportation and Economic Development

Fiscal Year 2014-15

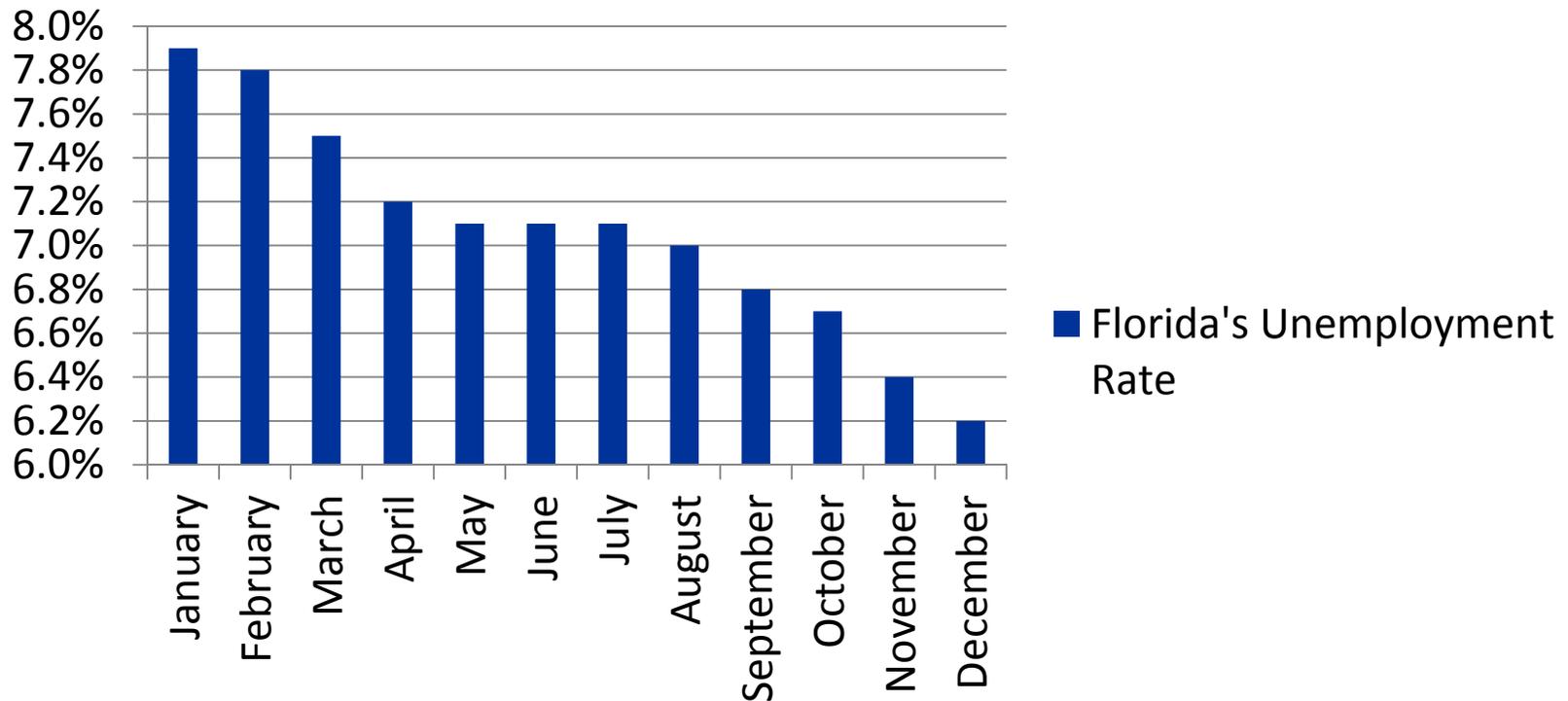
Presented February 5-6, 2014



Cutting Taxes, Reducing Debt and Eliminating Government Waste

Florida Continues in the Right Direction

Florida's 2013 Unemployment Rate



Transportation and Economic Development Office of Policy and Budget

Department of Economic Opportunity

Division of Emergency Management

Department of Highway Safety & Motor Vehicles

Department of State

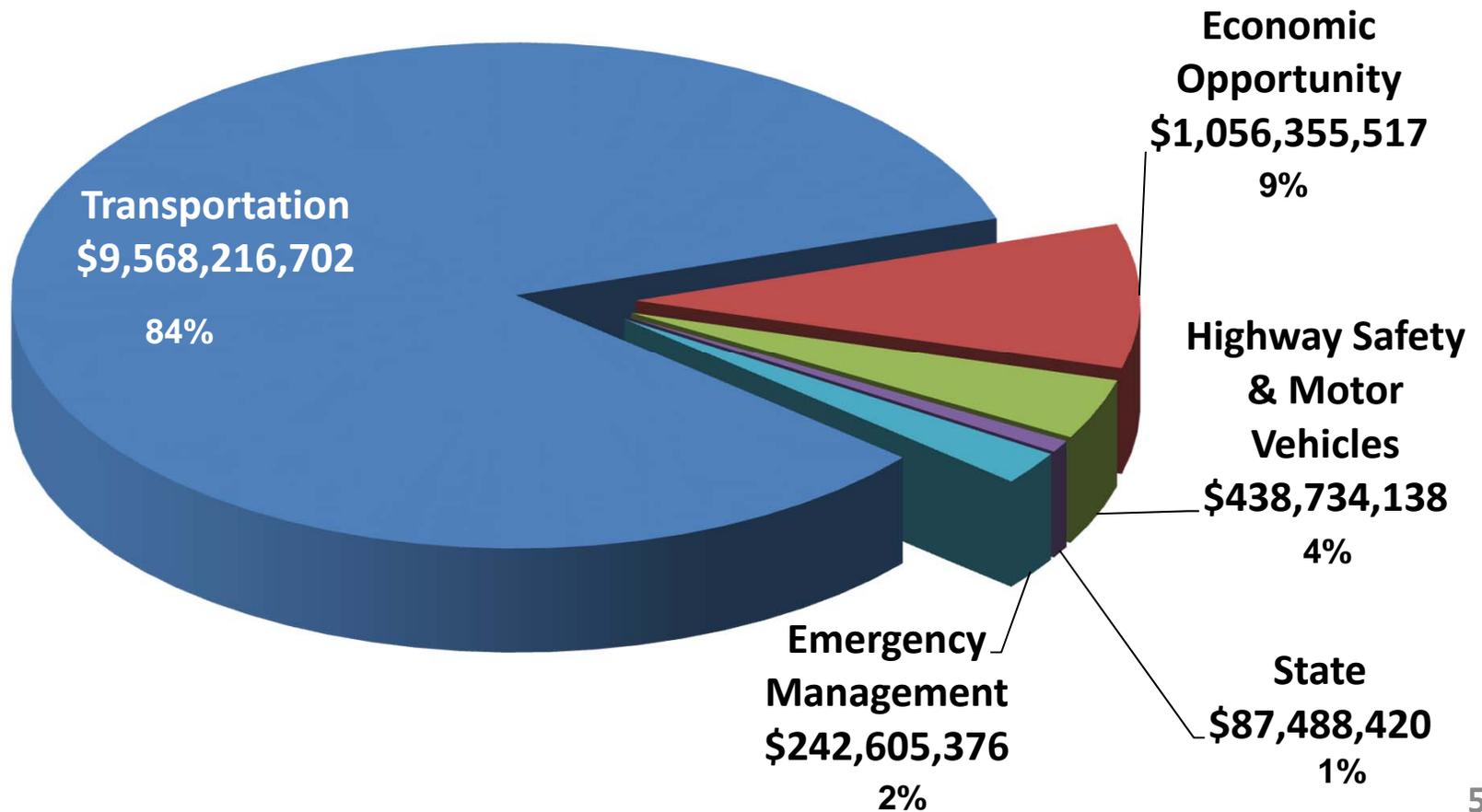
Department of Transportation



Transportation and Economic Development

Total Budget - \$11.4 Billion

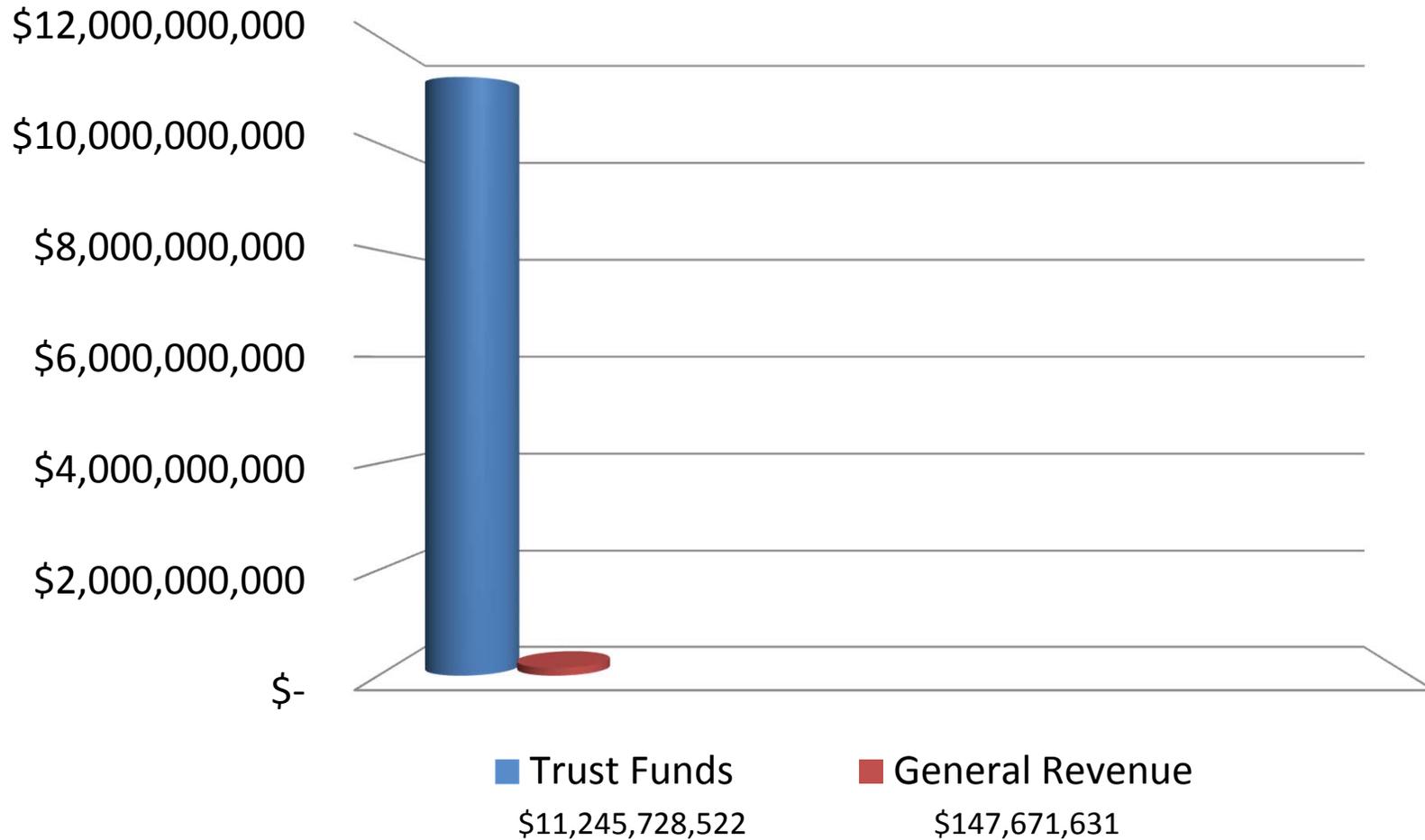
Fiscal Year 2014-15



It's Your Money Tax Cut Budget

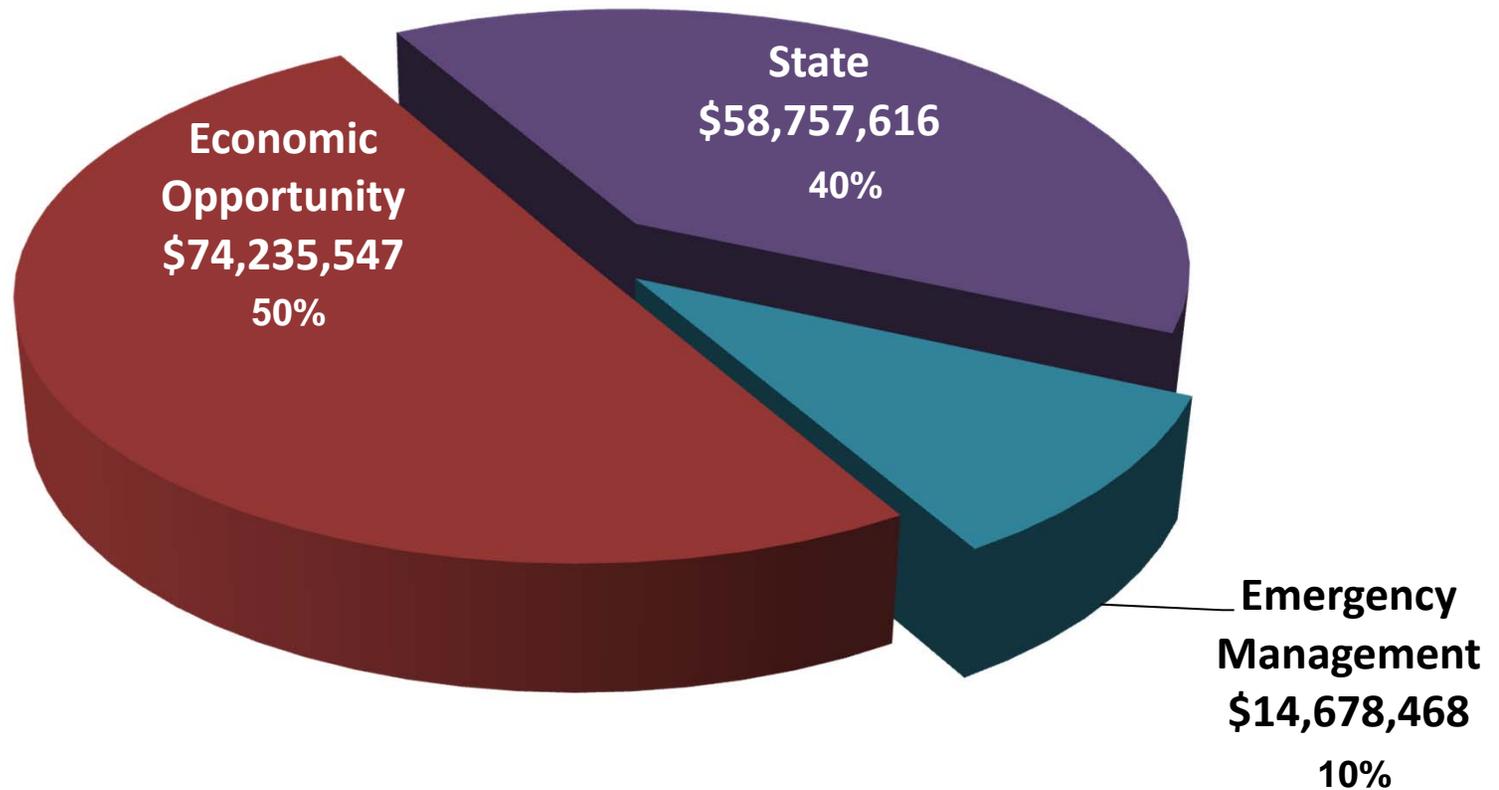
Transportation and Economic Development General Revenue/Trust Fund

FY 2014 - 15



Cutting Taxes, Reducing Debt and Eliminating Government Waste

General Revenue \$147.7 Million



Budget by Agency

Fiscal Year 2014-15			
Agency	General Revenue	All Funds	Positions
DEM	\$14.7 Million	\$243 Million	157.00
DEO	\$74.2 Million	\$1.1 Billion	1,616.50
DHSMV	\$0.00	\$438.7 Million	4,410.00
DOS	\$58.8 Million	\$87.4 Million	405.00
DOT	\$0.00	\$9.6 Billion	6,504.00
GRAND TOTAL:	\$147.7 Million	\$11.4 Billion	13,092.50



Department of Economic Opportunity

\$1.1 Billion

- \$95 Million – Flexible Funding for Economic Development Tools (Includes Incentive Funding)
- \$30 Million – Workforce State Training
- \$36.5 Million – Increase VISIT Florida Funding Level (\$100 Million Total)
- \$6.1 Million – Increase Enterprise Florida Funding Level (\$24.2 Million Total)
 - \$3 Million – Expand and Market a Florida Statewide Business Brand
 - \$1.5 Million – International Trade and Exports
 - \$2.5 Million – Florida Sports Foundation (\$5 Million Total)
- \$6 Million – Maintain Space Florida Funding Level at \$10 Million
- \$6 Million – Recurring funding for Quick Response Training (\$12.0 Million Total)
- \$89.3 Million – Affordable Housing Programs
- \$8.8 Million – Military Base Protection Non-Conservation Lands



Workforce Training and Job Growth

\$30 Million

Create new programs and maintain existing programs that attract businesses and create jobs.

- The Governor recommends \$30 million for an initiative focused on providing more Floridians with the training required to not only obtain employment, but to provide families with longer lasting careers.
- The Workforce State Training Program will provide flexible funding to businesses seeking to train employees, as well as individuals seeking training in STEM (Science, Technology, Engineering, Math) and other specialized high skill/high wage occupations.



Department of Transportation

\$9.6 Billion

- \$8.8 Billion – Transportation Work Program
 - Funds Maintenance, Enhancement and Expansion of the State's Transportation System
 - Includes Funding for Seaports, Airports, Transit Systems, railways, roadways, etc.
- \$790.8 Million – Operations, Administration and Support Services
- \$114.8 Million – Transportation Disadvantaged Services
- \$16.5 Million – Fixed Capital Outlay – Maintenance and Repairs
- (\$4.9 Million, 126 FTE) – Department-wide Savings Due to Efficiencies and Restructuring; Includes Reduction of 115 Vacant Positions



Department of Highway Safety and Motor Vehicles

\$438.7 Million

- \$6.9 Million – Florida Highway Patrol Pursuit Vehicles (\$11.9M Total)
- \$10.9 Million – Motorist Modernization
- \$5.4 Million – Critical Safety Repairs Statewide
- \$2 Million – Trooper Overtime Pay
- \$922,000 – Complete Driver Related Issuance and Vehicle Enhancements



Department of State

\$87.4 Million

- \$24.7 Million – State Aid to Libraries
- \$1 Million – Library Cooperative Grants
- \$6.9 Million – Cultural, Museum and Historic Preservation Grants
- \$4.8 Million – Election Activities under the Help America Vote Act
- \$340,000 – Historic Properties Maintenance and Repairs
- \$500,000 – Department–wide Litigation Expenses
- \$350,000 – Florida Humanities Council
- \$257,000 – Holocaust Documentation and Education Center



Division of Emergency Management

\$243 Million

- \$174 Million – Federally Declared Disasters
 - \$13.6 Million – State Match in General Revenue
- \$15 Million – Emergency Management Preparedness Grant
- \$6.2 Million/\$7.9 Million – Flood Mitigation Programs and Pre-Disaster Mitigation
- \$2.1 Million/\$2.6 Million – Repetitive Flood Claims and Severe Repetitive Loss Programs
- \$3 Million – Shelter Retrofit Program
- \$310,250 – To obtain accreditation for local emergency management agencies



Department of Military Affairs

\$78.5 Million

- \$15 Million – National Guard Armories and Special Forces Facility
- \$2.0 Million for About Face and Forward March Programs
- \$1 Million for Camp Blanding and Youth Challenge Program Equipment



FLORIDA SENATE
TRANSPORTATION, TOURISM AND
ECONOMIC DEVELOPMENT
APPROPRIATIONS SUBCOMMITTEE

February 6, 2014



OVERVIEW TOPICS:

- *Background / Budget History*
- *Space Tourism Marketing/Israel MOU*
- *Recent Projects / Achievements*
- *Upcoming Projects and Initiatives*



BACKGROUND REVIEW:

- - - - - Where We've Been:

- **Responded Statewide to Shuttle Transition**
 - Filled Deal Log / Closed 36 Transactions – 3000+ jobs
- **Strengthened Financing Capability / Funding**
- **Institutionalized Space Transportation within FDOT**
- **Secured Key NASA/AF Infrastructure Assets**
 - Commercialization/Activity in O&C, OPF-3, SLSL



Budget History: FY2014 Appropriations

- *\$10 million appropriation (\$4 million recurring) for business development and operations*
 - *\$4.8 million for spaceport operations*
 - *\$2.2 million for business development*
 - *\$2.7 million for general operations and administration*
 - *\$300k for facilities capital expenditures*
- *\$7 million appropriation for aerospace financing*
- *\$1.5 million (recurring) for space tourism marketing*
- *\$1 million (recurring) for R&D MOU with Israel*



OVERVIEW OF STRATEGY FOR GROWTH

Focus on Diversification & Supply Chain



Cape Canaveral Spaceport Complex Master Plan Goals

GOAL ONE

Create a Spaceport that provides a positive economic benefit to the People of Florida.

Objective 1.1: Advance Commercial Heavy Lift

Objective 1.2: Support Commercial Crew and Cargo

Objective 1.3: Attract New Emerging Space Systems

Objective 1.4: Expand Horizontal Launch and Landing Capacity

Objective 1.5: Expand Statewide Capacity



GOAL TWO

Ensure responsible environmental stewardship and an efficient, safe, and secure transportation system at the Spaceport.

Objective 2.1: Utilize the Unique Market Position of the CCS to Promote Space Tourism

Objective 2.2: Develop an Efficient and Competitive Organization Structure to Market and Promote the Cape Canaveral Spaceport

Objective 2.3: Environmental Stewardship

SPACE FLORIDA

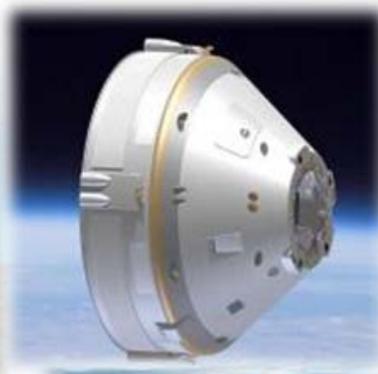
www.spaceflorida.gov



Spaceport Master Plan Objectives/Goals



Advance Commercial Heavy Lift



Support Commercial Crew and Cargo



Expand Horizontal Launch and Landing



Expand Statewide Space Capacity



Attract New Emerging Space Systems



Adventure Tourism



Space Tourism Marketing Initiative

- *Working with VISIT Florida to utilize existing tools and maximize ROI*
- *Partnering with space tourism industry / partners*
- *Interim report delivered to Legislature on February 3*
- *Initiatives already underway:*
 - *WhereDreamsAreLaunched.com*
 - *Train wraps*
 - *Interactive digital airport kiosks*



Israel – Florida MOU for Cooperative R&D



- *Collaboration to grow businesses in Florida and Israel*
- *Memorandum of understanding signed on 21 October*
- *Request for Proposal issued to Florida & Israeli businesses in December*



www.spaceflorida.gov

Recent Achievements:

- **Orbital Test Vehicle X37 – Kennedy Space Center**
 - Existing USAF program attracted to Florida from California
 - Repurposing of two Orbiter Processing Facilities vacant since the Space Shuttle program ended
 - 50-350 Jobs; \$58M in Capital Investment; Average wage: \$85,000
- **PF Man – Wauchula**
 - Precision parts manufacturer for small engine technology with broad applications in aerospace, aviation and clean energy
 - 50 Jobs; \$2M in Capital Investment; Average wage: \$65,000



Recent Achievements:

- **Redline – Melbourne**
 - Embraer’s new design and engineering center, the first outside of Brazil
 - Attracting supplier
 - 200 Jobs; \$25M in Capital Investments; Average wage: \$70,000
- **Generation Orbit – Jacksonville**
 - Generation Orbit is developing a reusable launch system for nano-, micro- and pico- class satellites as well as suborbital payloads; basically a launcher underneath a Gulfstream jet
 - Cecil Spaceport’s first launch scheduled for 2016
- **Sierra Nevada – KSC**
 - Launch & Processing activity in state funded facilities
 - Jobs & Capital Investment still in negotiation



Upcoming – Reclaiming Commercial Launch Market

- *U.S. share of Commercial Launch Market fell from 100% in 1981 to 0% in 2012*
- *Domestic launch companies can reclaim nearly 30% of the market by 2015*
- *Space Florida will ensure adequate spaceport infrastructure exists to meet commercial needs*



Upcoming — FLORIDA's Unmanned Mobile Platform Systems Initiative

Supporting the FAA's safe, prudent integration of Unmanned Aerial Systems (UAS) technologies into National Air Space



UAS Integration Impact to Florida

AUVSI Economic Impact May 2013

Overall 4th among all states

(CA/WA/TX/FL)

Economic Impact / Jobs Created (FL / US)

2015 – 2017 \$632M (\$13,657M) / 3,251 (70,240)

2015 – 2025 \$3.8B (\$82B) / 4,803 (103,776)

Florida's UAS Team – Creating Opportunities



FLORIDA SENATE
TRANSPORTATION, TOURISM AND
ECONOMIC DEVELOPMENT
APPROPRIATIONS SUBCOMMITTEE

February 6, 2014



Spoke

THE FLORIDA SENATE

APPEARANCE RECORD

6 Feb 2014

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

Meeting Date

Topic Presentation on 2013-2014 Space Florida Appropriations

Bill Number _____
(if applicable)

Name James Kuzma

Amendment Barcode _____
(if applicable)

Job Title Chief Operations Officer

Address 505 Odyssey Parkway, Suite 300

Phone (321) 730-9301

Street

Exploration Park FL 32953

City

State

Zip

E-mail _____

Speaking: For Against Information

Representing Space Florida

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

S-001 (10/20/11)

FLORIDA TOURISM INDUSTRY BY THE NUMBERS

Will Seccombe
President & CEO

VISITFLORIDA®

VISIT FLORIDA

2012-2016 STRATEGIC PLAN

MISSION

To promote travel and drive visitation to and within Florida

VISION

VISIT FLORIDA establishes Florida as the No. 1 travel destination in the world

PURPOSE

To brighten the lives of all



VISITFLORIDA.

FLORIDA TOURISM HAS MOMENTUM

- Tourism-related employment has seen **45** consecutive months of job growth
- **Two** consecutive years of record visitation
 - **91.5** million visitors in 2012
 - **87.3** million visitors in 2011
- **Record** high visitation for Q1, Q2 & Q3 2013
 - **26** million visitors in Q1
 - **23** million visitors in Q2
 - **22.9** million visitors in Q3

RETURN ON INVESTMENT

For every \$1 invested in tourism advertising, VISIT FLORIDA generates **\$390 in tourism spending** and more than **\$23 in new sales tax collections** – paid by visitors, not residents

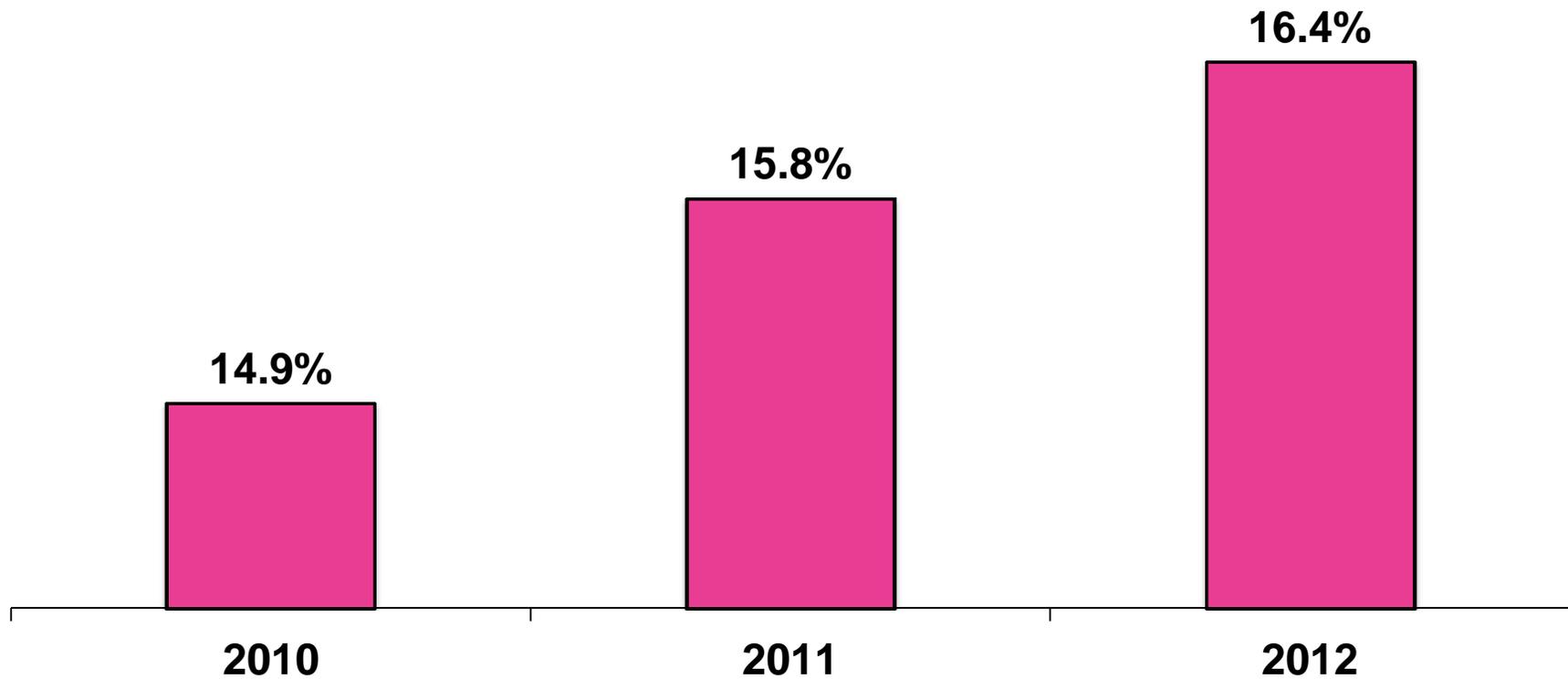
39% of Florida visitors from domestic markets were significantly influenced by VISIT FLORIDA marketing efforts

Every **85 visitors** to the Sunshine State supports **one Florida job**

Florida tourism industry invests **\$2** in marketing programs for every \$1 the state of Florida invests

MARKET SHARE

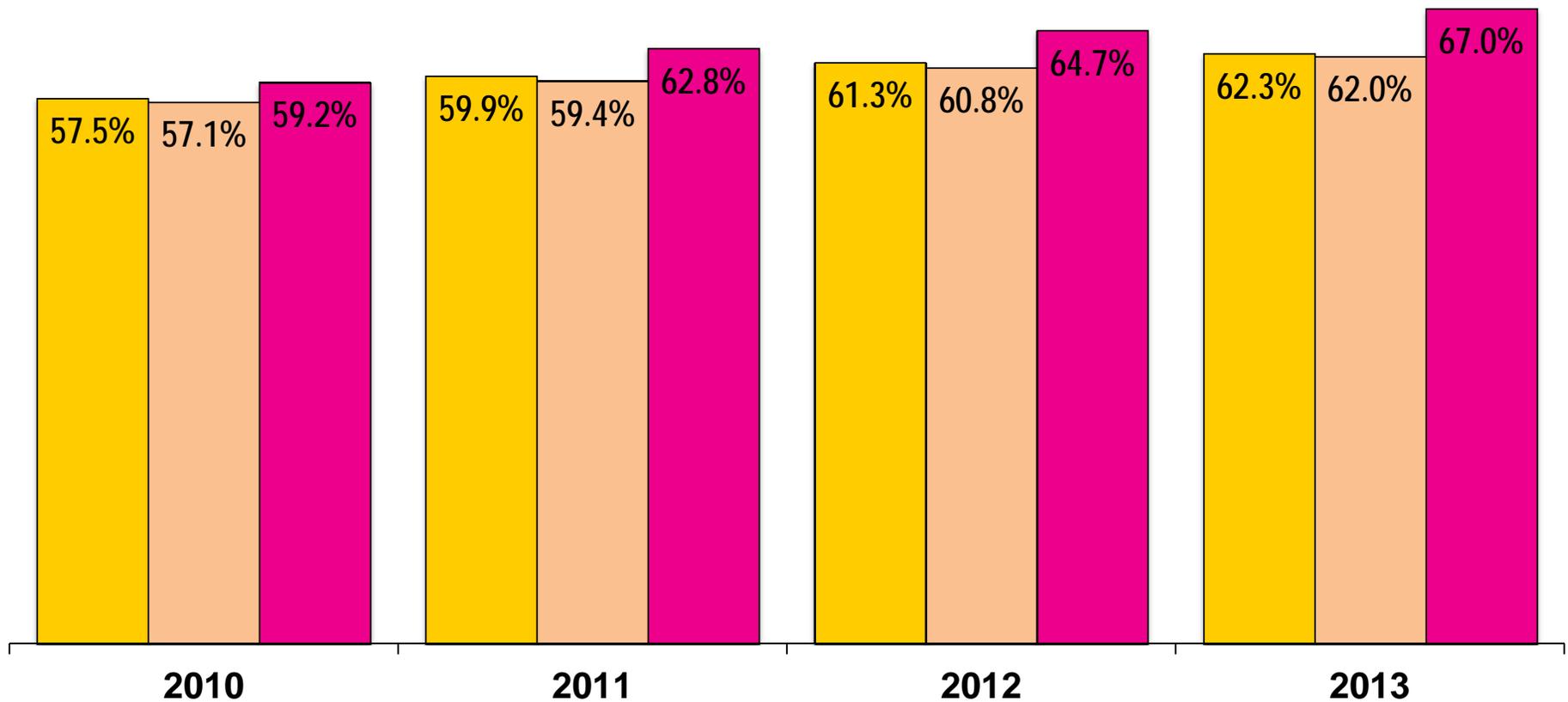
Domestic Out-of-State Visitors who Stay Overnight for a Vacation



OCCUPANCY RATES

CY 2010 – CY 2013

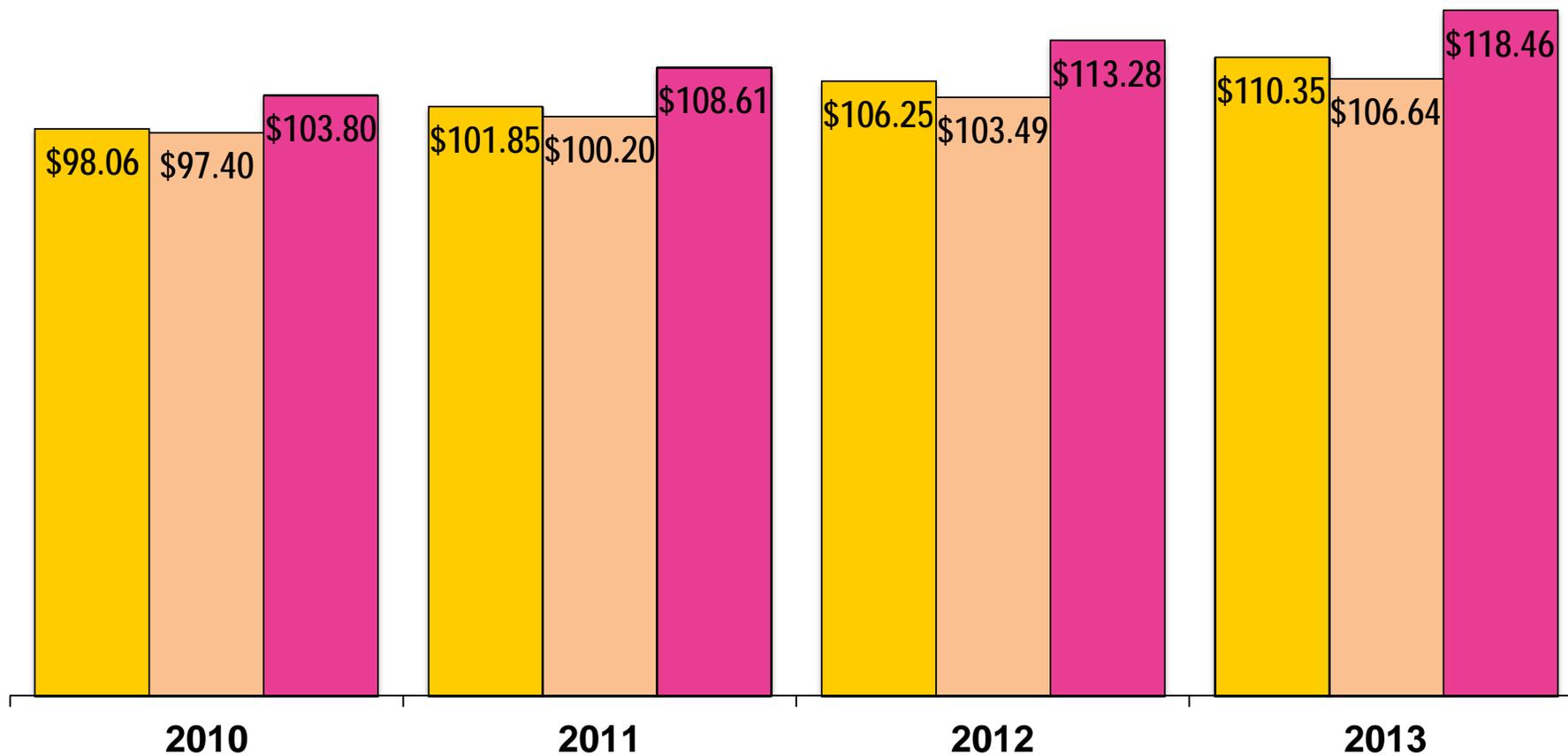
■ U.S. ■ South Atlantic ■ Florida



AVERAGE DAILY RATE

CY 2010 – CY 2013

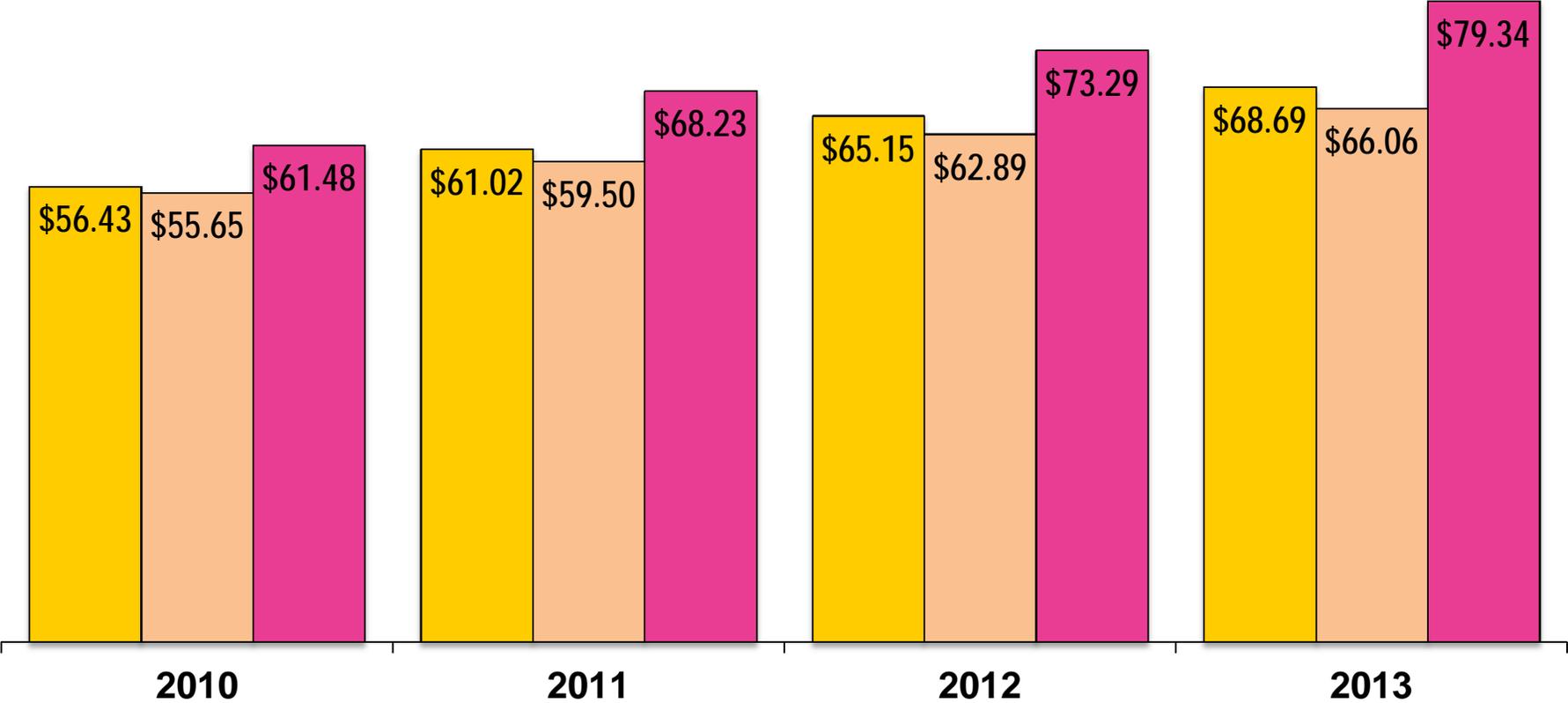
■ U.S. ■ South Atlantic ■ Florida



REVENUE PER AVAILABLE ROOM

CY 2010 – CY 2013

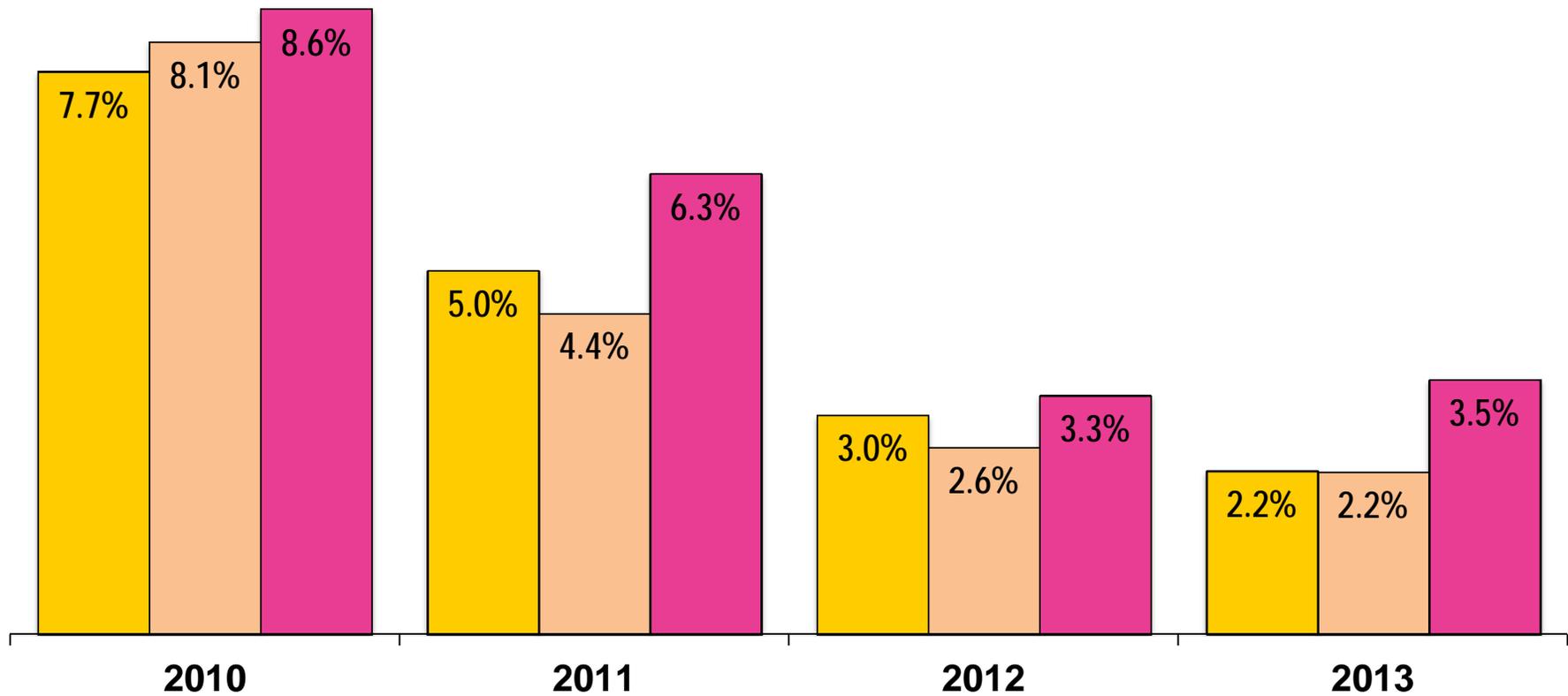
■ U.S. ■ South Atlantic ■ Florida



ROOMS SOLD GROWTH

CY 2010 – CY 2013

■ U.S. ■ South Atlantic ■ Florida



EXPANDED EFFORTS IN 2012/13

- **\$108.6M** private contribution
- **\$54M** public funding
 - **\$19.1M** public funding increase over 2011/12
 - Increased media buys of **\$13.5M**
 - New VISITFLORIDA.com consumer website
 - Increased international marketing
 - Added representation in India
 - Increased funding for Air Team Florida
 - Integrated VIVA Florida marketing efforts
 - New CRM system - partnership/consumer direct marketing
 - Created Small Business Destination marketing grant program

EXPANDED EFFORTS IN 2013/14

- **\$111.9M** budgeted private contribution
- **\$63.5M** public funding
 - **\$9.5M** public funding increase over 2012/13
 - Additional **\$6.5M** in domestic marketing
 - Four major campaigns (Summer, Fall, Winter & Spring)
 - Geographic expansion
 - Additional **\$2M** in International marketing
 - Additional **\$750K** for Air Lift grants to increase lift to FL
 - 2020 Plan Research – **\$250K**

VISITFLORIDA®



CourtSmart Tag Report

Room: EL 110

Case:

Type:

Caption: sSenate Appropriations Subcommittee on Transportation, Tourism, and Economic Development Judge:

Started: 2/6/2014 12:59:25 PM

Ends: 2/6/2014 2:03:33 PM Length: 01:04:09

12:59:27 PM Senator Gardiner (Chair)
12:59:54 PM Roll Call
1:00:04 PM S 274
1:00:15 PM Sen. Simmons
1:00:20 PM Sen. Gardiner
1:00:31 PM Am. 308614
1:00:40 PM Am. 399608
1:00:56 PM Am. 965940
1:01:13 PM Sen. Simmons
1:01:44 PM Sen. Gardiner
1:01:45 PM Sen. Simmons
1:01:47 PM Sen. Gardiner
1:02:11 PM Sen. Simmons
1:02:20 PM Sen. Gibson
1:03:05 PM Sen. Simmons
1:03:31 PM Sen. Gibson
1:04:20 PM Sen. Simmons
1:04:22 PM Sen. Gardiner
1:04:33 PM Sen. Simmons
1:04:43 PM Sen. Gibson
1:04:51 PM Sen. Simmons
1:04:56 PM Sen. Gibson
1:04:57 PM Sen. Simmons
1:05:01 PM Sen. Gibson
1:05:04 PM Sen. Gardiner
1:05:07 PM Sen. Thompson
1:05:48 PM Sen. Simmons
1:06:34 PM Sen. Thompson
1:06:48 PM Sen. Simmons
1:06:50 PM Sen. Thompson
1:06:52 PM Sen. Gardiner
1:07:05 PM Jim DeBeaugrine, Vice President, Florida Smart Justice Alliance (waives in support)
1:07:07 PM Carolyn Johnson, Policy Director, Florida Chamber of Commerce (waives in support)
1:07:12 PM Barney Bishop, President/CEO, Florida Smart Justice Alliance (waives in support)
1:07:25 PM Brian Pitts, Trustee
1:07:26 PM Sen. Gardiner
1:07:28 PM B. Pitts
1:09:10 PM Sen. Gardiner
1:09:16 PM Sen. Simmons
1:09:18 PM Sen. Gardiner
1:09:29 PM Vote
1:09:47 PM Sen. Gardiner
1:09:51 PM Sen. Simmons
1:09:58 PM S 398
1:10:05 PM Charlie Anderson, Legislative Aide Presenting for Sen. Detert
1:10:36 PM Sen. Gardiner
1:10:43 PM Richard Turner, General Counsel, Florida Restaurant & Lodging Association (waives in support)
1:10:56 PM B. Pitts
1:12:55 PM Sen. Gardiner
1:13:07 PM C. Anderson
1:13:09 PM Vote
1:13:31 PM Tab 3 - Presentation on Governor's Fiscal Year 2014-2015 Budget Recommendations

1:13:45 PM Mark Kruse, Policy Coordinator, Office of the Governor
1:13:48 PM Sen. Gardiner
1:13:53 PM M. Kruse
1:29:17 PM Sen. Gardiner
1:29:22 PM Sen. Thompson
1:29:48 PM M. Kruse
1:30:46 PM Sen. Thompson
1:30:52 PM Sen. Gibson
1:31:09 PM Sen. Gardiner
1:31:17 PM Sen. Gibson
1:31:44 PM M. Kruse
1:32:25 PM Sen. Gibson
1:32:39 PM M. Kruse
1:32:43 PM Sen. Gibson
1:33:10 PM M. Kruse
1:33:30 PM Sen. Gibson
1:34:45 PM Sen. Gardiner
1:34:48 PM Sen. Margolis
1:36:11 PM M. Kruse
1:36:29 PM Sen. Margolis
1:36:48 PM Sen. Gardiner
1:37:18 PM Sen. Margolis
1:38:09 PM Sen. Gardiner
1:38:18 PM Sen. Latvala
1:38:24 PM Sen. Gardiner
1:38:31 PM Sen. Evers
1:38:41 PM Sen. Gardiner
1:38:44 PM M. Kruse
1:38:46 PM Tab 4 - Presentation on Fiscal Year 2013-2014 Appropriations Spending by Space Florida
1:38:59 PM James Kuzma, Chief Operations Officer, Space Florida
1:48:09 PM Sen. Gardiner
1:48:15 PM Sen. Margolis
1:48:41 PM J. Kuzma
1:48:42 PM Tab 5 - Presentation on Fiscal Year 2013-2014 Appropriations Spending by VISIT Florida
1:49:20 PM Will Seccombe, President/CEO of VISIT Florida
1:57:54 PM Sen. Gardiner
1:58:00 PM Sen. Margolis
1:58:03 PM W. Seccombe
1:58:07 PM Sen. Gardiner
1:58:11 PM Sen. Sobel
1:58:56 PM W. Seccombe
1:59:53 PM Sen. Gardiner
1:59:55 PM Sen. Thompson
2:00:09 PM W. Seccombe
2:00:11 PM Sen. Gardiner
2:00:12 PM Sen. Gibson
2:01:31 PM W. Seccombe
2:03:17 PM Sen. Gardiner
2:03:20 PM W. Seccombe
2:03:22 PM Sen. Gardiner