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LEGISLATIVE ACTION

Senate

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House

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Senator Bean moved the following:

**Senate Amendment (with title amendment)**

Between lines 2694 and 2695

insert:

Section 48. Paragraph (b) of subsection (2) of section  
288.0001, Florida Statutes, is amended to read:

288.0001 Economic Development Programs Evaluation.—The  
Office of Economic and Demographic Research and the Office of  
Program Policy Analysis and Government Accountability (OPPAGA)  
shall develop and present to the Governor, the President of the  
Senate, the Speaker of the House of Representatives, and the



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12 chairs of the legislative appropriations committees the Economic  
13 Development Programs Evaluation.

14 (2) The Office of Economic and Demographic Research and  
15 OPPAGA shall provide a detailed analysis of economic development  
16 programs as provided in the following schedule:

17 (b) By January 1, 2015, and every 3 years thereafter, an  
18 analysis of the following:

19 1. The entertainment industry financial incentive program  
20 established under s. 288.1254.

21 2. The entertainment industry sales tax exemption program  
22 established under s. 288.1258.

23 3. VISIT Florida and its programs established or funded  
24 under ss. 288.122, 288.1226, 288.12265, ~~and~~ 288.124, and  
25 288.924.

26 4. The Florida Sports Foundation and related programs  
27 established under ss. 288.1162, 288.11621, 288.1166, 288.1167,  
28 288.1168, 288.1169, and 288.1171.

29 Section 49. Subsection (2) of section 288.901, Florida  
30 Statutes, is amended to read:

31 288.901 Enterprise Florida, Inc.—

32 (2) PURPOSES.—Enterprise Florida, Inc., shall act as the  
33 economic development organization for the state, using ~~utilizing~~  
34 private sector and public sector expertise in collaboration with  
35 the department to:

36 (a) Increase private investment in Florida;

37 (b) Advance international and domestic trade opportunities;

38 (c) Market the state both as a probusiness location for new  
39 investment and as an unparalleled tourist destination;

40 (d) Revitalize Florida's space and aerospace industries,



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41 and promote emerging complementary industries;

42 (e) Promote opportunities for minority-owned businesses;

43 (f) Assist and market professional and amateur sport teams  
44 and sporting events in Florida; ~~and~~

45 (g) Assist, promote, and enhance economic opportunities in  
46 this state's rural and urban communities; and

47 (h) Market the state as a health care destination by using  
48 the medical tourism initiatives as described in s. 288.924 to  
49 promote quality health care services in this state.

50 Section 50. Paragraph (c) of subsection (4) of section  
51 288.923, Florida Statutes, is amended to read:

52 288.923 Division of Tourism Marketing; definitions;  
53 responsibilities.-

54 (4) The division's responsibilities and duties include, but  
55 are not limited to:

56 (c) Developing a 4-year marketing plan.

57 1. At a minimum, the marketing plan shall discuss the  
58 following:

59 a. Continuation of overall tourism growth in this state.

60 b. Expansion to new or under-represented tourist markets.

61 c. Maintenance of traditional and loyal tourist markets.

62 d. Coordination of efforts with county destination  
63 marketing organizations, other local government marketing  
64 groups, privately owned attractions and destinations, and other  
65 private sector partners to create a seamless, four-season  
66 advertising campaign for the state and its regions.

67 e. Development of innovative techniques or promotions to  
68 build repeat visitation by targeted segments of the tourist  
69 population.



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70 f. Consideration of innovative sources of state funding for  
71 tourism marketing.

72 g. Promotion of nature-based tourism and heritage tourism.

73 h. Promotion of medical tourism, as provided under s.  
74 288.924.

75 i.~~h.~~ Development of a component to address emergency  
76 response to natural and manmade disasters from a marketing  
77 standpoint.

78 2. The plan shall be annual in construction and ongoing in  
79 nature. Any annual revisions of the plan shall carry forward the  
80 concepts of the remaining 3-year portion of the plan and  
81 consider a continuum portion to preserve the 4-year timeframe of  
82 the plan. The plan also shall include recommendations for  
83 specific performance standards and measurable outcomes for the  
84 division and direct-support organization. The department, in  
85 consultation with the board of directors of Enterprise Florida,  
86 Inc., shall base the actual performance metrics on these  
87 recommendations.

88 3. The 4-year marketing plan shall be developed in  
89 collaboration with the Florida Tourism Industry Marketing  
90 Corporation. The plan shall be annually reviewed and approved by  
91 the board of directors of Enterprise Florida, Inc.

92 Section 51. Section 288.924, Florida Statutes, is created  
93 to read:

94 288.924 Medical tourism.—

95 (1) MEDICAL TOURISM MARKETING PLAN.—The Division of Tourism  
96 Marketing shall include within the 4-year marketing plan  
97 required under s. 288.923(4) (c) specific initiatives to advance  
98 this state as a destination for quality health care services.



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99 The plan must:

100 (a) Promote national and international awareness of the  
101 qualifications, scope of services, and specialized expertise of  
102 health care providers throughout this state;

103 (b) Promote national and international awareness of  
104 medical-related conferences, training, or other business  
105 opportunities to attract practitioners from the medical field to  
106 destinations in this state; and

107 (c) Include an initiative that showcases selected,  
108 qualified providers offering bundled packages of health care and  
109 support services for defined care episodes. The selection of  
110 providers to be showcased must be conducted through a  
111 solicitation of proposals from Florida hospitals and other  
112 licensed providers for plans that describe available services,  
113 provider qualifications, and special arrangements for food,  
114 lodging, transportation, or other support services and amenities  
115 that may be provided to visiting patients and their families. A  
116 single health care provider may submit a proposal describing the  
117 available health care services that will be offered through a  
118 network of multiple providers and explaining any support  
119 services or other amenities associated with the care episode.  
120 The Florida Tourism Industry Marketing Corporation shall assess  
121 the qualifications and credentials of providers submitting  
122 proposals. To the extent funding is available, all qualified  
123 providers shall be selected to be showcased in the initiative.  
124 To be qualified, a health care provider must:

125 1. Have a full, active, and unencumbered Florida license  
126 and ensure that all health care providers participating in the  
127 proposal have full, active, and unencumbered Florida licenses;



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128           2. Have a current accreditation that is not conditional or  
129 provisional from a nationally recognized accrediting body;

130           3. Be recognized as a Cancer Center of Excellence under s.  
131 381.925 or have a current national or international recognition  
132 in another specialty area, if such recognition is given through  
133 a specific qualifying process; and

134           4. Meet other criteria as determined by the Florida Tourism  
135 Industry Marketing Corporation in collaboration with the Agency  
136 for Health Care Administration and the Department of Health.

137           (2) ALLOCATION OF FUNDS FOR MARKETING PLAN.—Annually, at  
138 least \$3.5 million of the funds appropriated in the General  
139 Appropriations Act to the Florida Tourism Industry Marketing  
140 Corporation shall be allocated for the development and  
141 implementation of the medical tourism marketing plan.

142           (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism  
143 Industry Marketing Corporation shall create a matching grant  
144 program to provide funding to local or regional economic  
145 development organizations for targeted medical tourism marketing  
146 initiatives. The initiatives must promote and advance Florida as  
147 a destination for quality health care services. Selection of  
148 recipients of a matching grant shall be based on the following  
149 criteria:

150           (a) The providers involved in the local initiative must  
151 meet the criteria specified in subsection (1).

152           (b) The local or regional economic development organization  
153 must demonstrate an ability to involve a variety of businesses  
154 in a collaborative effort to welcome and support patients and  
155 their families who travel to this state to obtain medical  
156 services.



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157       (c) The cash or in-kind services available from the local  
158 or regional economic development organization must be at least  
159 equal to the amount of available state financial support.

160       (4) ALLOCATION OF FUNDS FOR MATCHING GRANTS.—Annually, at  
161 least \$1.5 million of the funds appropriated in the General  
162 Appropriations Act to the Florida Tourism Industry Marketing  
163 Corporation shall be allocated for the matching grant program.

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166 ===== T I T L E   A M E N D M E N T =====

167 And the title is amended as follows:

168       Delete line 292

169 and insert:

170       home health agencies; amending s. 288.0001, F.S.;

171       requiring an analysis of medical tourism in the

172       Economic Development Programs Evaluation; amending s.

173       288.901, F.S.; requiring Enterprise Florida, Inc., to

174       collaborate with the Department of Economic

175       Opportunity to market this state as a health care

176       destination; amending s. 288.923, F.S.; requiring the

177       Division of Tourism Marketing to include in its 4-year

178       plan a discussion of the promotion of medical tourism;

179       creating s. 288.924, F.S.; requiring the plan to

180       promote national and international awareness of the

181       qualifications, scope of services, and specialized

182       expertise of health care providers in this state, to

183       promote national and international awareness of

184       certain business opportunities to attract

185       practitioners to destinations in this state, and to



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186 include an initiative to showcase qualified health  
187 care providers; requiring a specified amount of funds  
188 appropriated to the Florida Tourism Industry Marketing  
189 Corporation to be allocated for the medical tourism  
190 marketing plan; requiring the Florida Tourism Industry  
191 Marketing Corporation to create a matching grant  
192 program; specifying criteria for the grant program;  
193 requiring that a specified amount of funds  
194 appropriated to the Florida Tourism Industry Marketing  
195 Corporation be allocated for the grant program;  
196 providing effective dates.