



1                   A bill to be entitled  
2           An act relating to economic programs; terminating the  
3           Displaced Homemaker Trust Fund within the Department  
4           of Economic Opportunity; providing for the disposition  
5           of balances in and revenues of such trust fund;  
6           providing procedures for the termination of the trust  
7           fund; repealing ss. 446.50, 446.51, 446.52, and  
8           1010.84, F.S., relating to displaced homemaker  
9           programs, prohibited discrimination and  
10          confidentiality of information related to such  
11          programs, and the Displaced Homemaker Trust Fund,  
12          respectively; amending ss. 20.60, 28.101, 187.201,  
13          445.003, 445.004, 741.01, and 741.011, F.S.;  
14          conforming provisions to changes made by the act;  
15          amending s. 11.45, F.S.; authorizing the Auditor  
16          General to audit the Florida Tourism Industry  
17          Marketing Corporation; amending s. 201.15, F.S.;  
18          transferring certain funds to the General Revenue  
19          Fund; amending s. 288.1168, F.S.; requiring the  
20          Department of Revenue to conduct an audit; requiring  
21          the department to provide a copy of such audit to the  
22          Governor and the Legislature by a specified date;  
23          requiring a professional golf hall of fame facility  
24          applicant to provide a certified financial report to  
25          the Governor and the Legislature; requiring payments



26 | to cease under certain conditions; providing a repeal  
27 | date; amending s. 288.1226, F.S.; requiring the  
28 | Florida Tourism Industry Marketing Corporation to  
29 | comply with certain per diem and travel expense  
30 | provisions; providing corporation board members and  
31 | officers with certain voting authority; requiring such  
32 | officers and members to file a certain annual  
33 | disclosure; requiring that such disclosure be placed  
34 | on the corporation's website; authorizing  
35 | reimbursement for per diem and travel expenses for  
36 | corporation board members; requiring such expenses to  
37 | be paid out of corporation funds; subjecting certain  
38 | contracts to specified notice and review procedures;  
39 | prohibiting the execution of certain contracts;  
40 | limiting the amount of compensation paid to  
41 | corporation officers, agents, and employees;  
42 | prohibiting certain performance bonuses and severance  
43 | pay; requiring the corporation to appoint its  
44 | president and chief executive officer, subject to  
45 | Senate confirmation; prohibiting the corporation from  
46 | creating or establishing certain entities and  
47 | expending certain funds that benefit only one entity;  
48 | requiring a one-to-one match of private to public  
49 | contributions to the corporation; providing private  
50 | contribution categories to be used for the calculation



51 of such match; prohibiting certain contributions from  
52 being considered private contributions for purposes of  
53 such match; requiring the reversion of unmatched  
54 public contributions to the state treasury by a  
55 certain date annually; requiring the corporation to  
56 provide certain data to the Office of Economic and  
57 Demographic Research; revising the date for a repeal  
58 of a public records exemption; prohibiting the  
59 expenditure of corporation funds for certain purposes;  
60 prohibiting the acceptance or receipt of certain items  
61 or services from certain entities; limiting lodging  
62 expenses of corporation employees; providing an  
63 exception; requiring the Department of Economic  
64 Opportunity to submit a proposed operating budget for  
65 the corporation to the Governor and the Legislature;  
66 providing that the corporation is a governmental  
67 entity and subject to the Transparency Florida Act;  
68 requiring the inclusion of specified information in  
69 certain corporation contracts and on the corporation's  
70 website; requiring certain entities that receive a  
71 certain amount of specified funds to report certain  
72 public and private financial data to the corporation  
73 by a specified date; requiring an annual accounting  
74 containing specified financial data; requiring  
75 specified functionality of the corporation's website;



76 | creating s. 288.12266, F.S.; creating the Targeted  
77 | Marketing Assistance Program to enhance the tourism  
78 | business marketing of small, minority, rural, and  
79 | agritourism businesses in the state; providing a  
80 | definition; requiring the department and the  
81 | corporation to provide an annual report to the  
82 | Governor and the Legislature; amending s. 288.124,  
83 | F.S.; authorizing the Florida Tourism Industry  
84 | Marketing Corporation, rather than Enterprise Florida,  
85 | Inc., to establish a convention grants program and  
86 | guidelines governing the award of program grants and  
87 | the administration of such program; amending s.  
88 | 288.901, F.S.; authorizing reimbursement for per diem  
89 | and travel expenses for Enterprise Florida, Inc.,  
90 | board members; requiring such expenses to be paid out  
91 | of Enterprise Florida, Inc., funds; amending s.  
92 | 288.903, F.S.; subjecting certain contracts to  
93 | specified notice and review procedures; prohibiting  
94 | the execution of certain contracts; prohibiting  
95 | Enterprise Florida, Inc., from creating or  
96 | establishing certain entities; requiring Enterprise  
97 | Florida, Inc., to comply with certain per diem and  
98 | travel expense provisions; amending s. 288.904, F.S.;  
99 | prohibiting certain contributions from being  
100 | considered private contributions for purposes of a



101 required match; requiring the reversion of unmatched  
102 public contributions to the state treasury by a  
103 certain date annually; requiring the Department of  
104 Economic Opportunity to submit a proposed operating  
105 budget for Enterprise Florida, Inc., to the Governor  
106 and the Legislature; providing that Enterprise  
107 Florida, Inc., is a governmental entity and subject to  
108 the Transparency Florida Act; requiring the inclusion  
109 of specified information in certain Enterprise  
110 Florida, Inc., contracts and on the Enterprise  
111 Florida, Inc., website; requiring certain entities  
112 that receive a certain amount of specified funds to  
113 report certain public and private financial data to  
114 Enterprise Florida, Inc., by a specified date;  
115 requiring an annual accounting containing specified  
116 financial data; requiring specified functionality of  
117 the Enterprise Florida, Inc., website; amending s.  
118 288.905, F.S.; providing that the president of  
119 Enterprise Florida, Inc., is subject to confirmation  
120 by the Senate; limiting the amount of public  
121 compensation paid to Enterprise Florida, Inc.,  
122 employees; prohibiting certain performance bonuses and  
123 severance pay; limiting lodging expenses of Enterprise  
124 Florida, Inc., employees; providing an exception;  
125 prohibiting certain expenditures; prohibiting the



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126 acceptance or receipt of certain items or services  
127 from certain entities; amending s. 288.92, F.S.;  
128 conforming provisions to changes made by the act;  
129 amending s. 288.923, F.S.; conforming a cross-  
130 reference; providing appropriations; providing an  
131 effective date.

132

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

134

135 Section 1. (1) The Displaced Homemaker Trust Fund, FLAIR  
136 number 40-2-160, within the Department of Economic Opportunity  
137 is terminated.

138 (2) All current balances remaining in, and all revenues  
139 of, the trust fund shall be transferred to the General Revenue  
140 Fund.

141 (3) The Department of Economic Opportunity shall pay any  
142 outstanding debts and obligations of the terminated fund as soon  
143 as practicable, and the Chief Financial Officer shall close out  
144 and remove the terminated fund from various state accounting  
145 systems using generally accepted accounting principles  
146 concerning warrants outstanding, assets, and liabilities.

147 Section 2. Section 446.50, Florida Statutes, is repealed.

148 Section 3. Section 446.51, Florida Statutes, is repealed.

149 Section 4. Section 446.52, Florida Statutes, is repealed.

150 Section 5. Section 1010.84, Florida Statutes, is repealed.



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151 Section 6. Paragraph (b) of subsection (10) of section  
152 20.60, Florida Statutes, is amended to read:

153 20.60 Department of Economic Opportunity; creation; powers  
154 and duties.—

155 (10) The department, with assistance from Enterprise  
156 Florida, Inc., shall, by November 1 of each year, submit an  
157 annual report to the Governor, the President of the Senate, and  
158 the Speaker of the House of Representatives on the condition of  
159 the business climate and economic development in the state.

160 (b) The report must incorporate annual reports of other  
161 programs, including:

162 ~~1. The displaced homemaker program established under s.~~  
163 ~~446.50.~~

164 1.2. Information provided by the Department of Revenue  
165 under s. 290.014.

166 ~~2.3.~~ Information provided by enterprise zone development  
167 agencies under s. 290.0056 and an analysis of the activities and  
168 accomplishments of each enterprise zone.

169 ~~3.4.~~ The Economic Gardening Business Loan Pilot Program  
170 established under s. 288.1081 and the Economic Gardening  
171 Technical Assistance Pilot Program established under s.  
172 288.1082.

173 ~~4.5.~~ A detailed report of the performance of the Black  
174 Business Loan Program and a cumulative summary of quarterly  
175 report data required under s. 288.714.



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176        ~~5.6.~~ The Rural Economic Development Initiative established  
177 under s. 288.0656.

178        ~~6.7.~~ The Florida Unique Abilities Partner Program.

179        Section 7. Subsection (1) of section 28.101, Florida  
180 Statutes, is amended to read:

181        28.101 Petitions and records of dissolution of marriage;  
182 additional charges.—

183        (1) When a party petitions for a dissolution of marriage,  
184 in addition to the filing charges in s. 28.241, the clerk shall  
185 collect and receive:

186        (a) A charge of \$5. On a monthly basis, the clerk shall  
187 transfer the moneys collected pursuant to this paragraph to the  
188 Department of Revenue for deposit in the Child Welfare Training  
189 Trust Fund created in s. 402.40.

190        ~~(b) A charge of \$5. On a monthly basis, the clerk shall~~  
191 ~~transfer the moneys collected pursuant to this paragraph to the~~  
192 ~~Department of Revenue for deposit in the Displaced Homemaker~~  
193 ~~Trust Fund created in s. 446.50. If a petitioner does not have~~  
194 ~~sufficient funds with which to pay this fee and signs an~~  
195 ~~affidavit so stating, all or a portion of the fee shall be~~  
196 ~~waived subject to a subsequent order of the court relative to~~  
197 ~~the payment of the fee.~~

198        (b)(e) A charge of \$55. On a monthly basis, the clerk  
199 shall transfer the moneys collected pursuant to this paragraph  
200 to the Department of Revenue for deposit in the Domestic





201 Violence Trust Fund. Such funds which are generated shall be  
202 directed to the Department of Children and Families for the  
203 specific purpose of funding domestic violence centers.

204 ~~(c)~~ (d) A charge of \$37.50 ~~32.50~~. On a monthly basis, the  
205 clerk shall transfer the moneys collected pursuant to this  
206 paragraph ~~as follows:~~

207 ~~1. An amount of \$7.50 to the Department of Revenue for~~  
208 ~~deposit in the Displaced Homemaker Trust Fund.~~

209 ~~2. An amount of \$25 to the Department of Revenue for~~  
210 ~~deposit in the General Revenue Fund.~~

211 Section 8. Paragraph (b) of subsection (2) of section  
212 187.201, Florida Statutes, is amended to read:

213 187.201 State Comprehensive Plan adopted.—The Legislature  
214 hereby adopts as the State Comprehensive Plan the following  
215 specific goals and policies:

216 (2) FAMILIES.—

217 (b) Policies.—

218 1. Eliminate state policies which cause voluntary family  
219 separations.

220 2. Promote concepts to stabilize the family unit to  
221 strengthen bonds between parents and children.

222 3. Promote home care services for the sick and disabled.

223 4. Provide financial support for alternative child care  
224 services.

225 5. Increase direct parental involvement in K-12 education



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226 | programs.

227 |       6. Promote family dispute resolution centers.

228 |       ~~7. Support displaced homemaker programs.~~

229 |       7.8. Provide increased assurance that child support  
230 | payments will be made.

231 |       ~~8.9.~~ Actively develop job opportunities, community work  
232 | experience programs, and job training programs for persons  
233 | receiving governmental financial assistance.

234 |       ~~9.10.~~ Direct local law enforcement authorities and  
235 | district mental health councils to increase efforts to prevent  
236 | family violence and to adequately punish the guilty party.

237 |       ~~10.11.~~ Provide financial, mental health, and other support  
238 | for victims of family violence.

239 |       Section 9. Paragraph (a) of subsection (3) of section  
240 | 445.003, Florida Statutes, is amended to read:

241 |       445.003 Implementation of the federal Workforce Innovation  
242 | and Opportunity Act.—

243 |       (3) FUNDING.—

244 |       (a) Title I, Workforce Innovation and Opportunity Act  
245 | funds; Wagner-Peyser funds; and NAFTA/Trade Act funds will be  
246 | expended based on the 4-year plan of CareerSource Florida, Inc.  
247 | The plan must outline and direct the method used to administer  
248 | and coordinate various funds and programs that are operated by  
249 | various agencies. The following provisions apply to these funds:

250 |       1. At least 50 percent of the Title I funds for Adults and



251 Dislocated Workers which are passed through to local workforce  
252 development boards shall be allocated to and expended on  
253 Individual Training Accounts unless a local workforce  
254 development board obtains a waiver from CareerSource Florida,  
255 Inc. Tuition, books, and fees of training providers and other  
256 training services prescribed and authorized by the Workforce  
257 Innovation and Opportunity Act qualify as Individual Training  
258 Account expenditures.

259       2. Fifteen percent of Title I funding shall be retained at  
260 the state level and dedicated to state administration and shall  
261 be used to design, develop, induce, and fund innovative  
262 Individual Training Account pilots, demonstrations, and  
263 programs. Of such funds retained at the state level, \$2 million  
264 shall be reserved for the Incumbent Worker Training Program  
265 created under subparagraph 3. Eligible state administration  
266 costs include the costs of funding for the board and staff of  
267 CareerSource Florida, Inc.; operating fiscal, compliance, and  
268 management accountability systems through CareerSource Florida,  
269 Inc.; conducting evaluation and research on workforce  
270 development activities; and providing technical and capacity  
271 building assistance to local workforce development areas at the  
272 direction of CareerSource Florida, Inc. Notwithstanding s.  
273 445.004, such administrative costs may not exceed 25 percent of  
274 these funds. An amount not to exceed 75 percent of these funds  
275 shall be allocated to Individual Training Accounts and other



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276 workforce development strategies for other training designed and  
277 tailored by CareerSource Florida, Inc., including, but not  
278 limited to, programs for incumbent workers, ~~displaced~~  
279 ~~homemakers~~, nontraditional employment, and enterprise zones.  
280 CareerSource Florida, Inc., shall design, adopt, and fund  
281 Individual Training Accounts for distressed urban and rural  
282 communities.

283 3. The Incumbent Worker Training Program is created for  
284 the purpose of providing grant funding for continuing education  
285 and training of incumbent employees at existing Florida  
286 businesses. The program will provide reimbursement grants to  
287 businesses that pay for preapproved, direct, training-related  
288 costs.

289 a. The Incumbent Worker Training Program will be  
290 administered by CareerSource Florida, Inc., which may, at its  
291 discretion, contract with a private business organization to  
292 serve as grant administrator.

293 b. The program shall be administered pursuant to s.  
294 134(d)(4) of the Workforce Innovation and Opportunity Act.  
295 Priority for funding shall be given to businesses with 25  
296 employees or fewer, businesses in rural areas, businesses in  
297 distressed inner-city areas, businesses in a qualified targeted  
298 industry, businesses whose grant proposals represent a  
299 significant upgrade in employee skills, or businesses whose  
300 grant proposals represent a significant layoff avoidance



301 strategy.

302 c. All costs reimbursed by the program must be preapproved  
303 by CareerSource Florida, Inc., or the grant administrator. The  
304 program may not reimburse businesses for trainee wages, the  
305 purchase of capital equipment, or the purchase of any item or  
306 service that may possibly be used outside the training project.  
307 A business approved for a grant may be reimbursed for  
308 preapproved, direct, training-related costs including tuition,  
309 fees, books and training materials, and overhead or indirect  
310 costs not to exceed 5 percent of the grant amount.

311 d. A business that is selected to receive grant funding  
312 must provide a matching contribution to the training project,  
313 including, but not limited to, wages paid to trainees or the  
314 purchase of capital equipment used in the training project; must  
315 sign an agreement with CareerSource Florida, Inc., or the grant  
316 administrator to complete the training project as proposed in  
317 the application; must keep accurate records of the project's  
318 implementation process; and must submit monthly or quarterly  
319 reimbursement requests with required documentation.

320 e. All Incumbent Worker Training Program grant projects  
321 shall be performance-based with specific measurable performance  
322 outcomes, including completion of the training project and job  
323 retention. CareerSource Florida, Inc., or the grant  
324 administrator shall withhold the final payment to the grantee  
325 until a final grant report is submitted and all performance



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326 criteria specified in the grant contract have been achieved.

327 f. CareerSource Florida, Inc., may establish guidelines  
328 necessary to implement the Incumbent Worker Training Program.

329 g. No more than 10 percent of the Incumbent Worker  
330 Training Program's total appropriation may be used for overhead  
331 or indirect purposes.

332 4. At least 50 percent of Rapid Response funding shall be  
333 dedicated to Intensive Services Accounts and Individual Training  
334 Accounts for dislocated workers and incumbent workers who are at  
335 risk of dislocation. CareerSource Florida, Inc., shall also  
336 maintain an Emergency Preparedness Fund from Rapid Response  
337 funds, which will immediately issue Intensive Service Accounts,  
338 Individual Training Accounts, and other federally authorized  
339 assistance to eligible victims of natural or other disasters. At  
340 the direction of the Governor, these Rapid Response funds shall  
341 be released to local workforce development boards for immediate  
342 use after events that qualify under federal law. Funding shall  
343 also be dedicated to maintain a unit at the state level to  
344 respond to Rapid Response emergencies and to work with state  
345 emergency management officials and local workforce development  
346 boards. All Rapid Response funds must be expended based on a  
347 plan developed by CareerSource Florida, Inc., and approved by  
348 the Governor.

349 Section 10. Paragraph (b) of subsection (5) of section  
350 445.004, Florida Statutes, is amended to read:



351 445.004 CareerSource Florida, Inc.; creation; purpose;  
352 membership; duties and powers.—

353 (5) CareerSource Florida, Inc., shall have all the powers  
354 and authority not explicitly prohibited by statute which are  
355 necessary or convenient to carry out and effectuate its purposes  
356 as determined by statute, Pub. L. No. 113-128, and the Governor,  
357 as well as its functions, duties, and responsibilities,  
358 including, but not limited to, the following:

359 (b) Providing oversight and policy direction to ensure  
360 that the following programs are administered by the department  
361 in compliance with approved plans and under contract with  
362 CareerSource Florida, Inc.:

363 1. Programs authorized under Title I of the Workforce  
364 Innovation and Opportunity Act, Pub. L. No. 113-128, with the  
365 exception of programs funded directly by the United States  
366 Department of Labor under Title I, s. 167.

367 2. Programs authorized under the Wagner-Peyser Act of  
368 1933, as amended, 29 U.S.C. ss. 49 et seq.

369 3. Activities authorized under Title II of the Trade Act  
370 of 2002, as amended, 19 U.S.C. ss. 2272 et seq., and the Trade  
371 Adjustment Assistance Program.

372 4. Activities authorized under 38 U.S.C. chapter 41,  
373 including job counseling, training, and placement for veterans.

374 5. Employment and training activities carried out under  
375 funds awarded to this state by the United States Department of



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376 Housing and Urban Development.

377       6. Welfare transition services funded by the Temporary  
378 Assistance for Needy Families Program, created under the  
379 Personal Responsibility and Work Opportunity Reconciliation Act  
380 of 1996, as amended, Pub. L. No. 104-193, and Title IV, s. 403,  
381 of the Social Security Act, as amended.

382       ~~7. Displaced homemaker programs, provided under s. 446.50.~~

383       7.8. The Florida Bonding Program, provided under Pub. L.  
384 No. 97-300, s. 164(a) (1).

385       ~~8.9.~~ The Food Assistance Employment and Training Program,  
386 provided under the Food and Nutrition Act of 2008, 7 U.S.C. ss.  
387 2011-2032; the Food Security Act of 1988, Pub. L. No. 99-198;  
388 and the Hunger Prevention Act, Pub. L. No. 100-435.

389       ~~9.10.~~ The Quick-Response Training Program, provided under  
390 ss. 288.046-288.047. Matching funds and in-kind contributions  
391 that are provided by clients of the Quick-Response Training  
392 Program shall count toward the requirements of s. 288.904,  
393 pertaining to the return on investment from activities of  
394 Enterprise Florida, Inc.

395       ~~10.11.~~ The Work Opportunity Tax Credit, provided under the  
396 Tax and Trade Relief Extension Act of 1998, Pub. L. No. 105-277,  
397 and the Taxpayer Relief Act of 1997, Pub. L. No. 105-34.

398       ~~11.12.~~ Offender placement services, provided under ss.  
399 944.707-944.708.

400       Section 11. Subsections (3), (4), and (5) of section





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401 741.01, Florida Statutes, are amended to read:

402 741.01 County court judge or clerk of the circuit court to  
403 issue marriage license; fee.-

404 ~~(3) Further, the fee charged for each marriage license~~  
405 ~~issued in the state shall be increased by an additional sum of~~  
406 ~~\$7.50 to be collected upon receipt of the application for the~~  
407 ~~issuance of a marriage license. The clerk shall transfer such~~  
408 ~~funds monthly to the Department of Revenue for deposit in the~~  
409 ~~Displaced Homemaker Trust Fund created in s. 446.50.~~

410 (3)~~(4)~~ An additional fee of \$25 shall be paid to the clerk  
411 upon receipt of the application for issuance of a marriage  
412 license. The moneys collected shall be remitted by the clerk to  
413 the Department of Revenue, monthly, for deposit in the General  
414 Revenue Fund.

415 (4)~~(5)~~ The fee charged for each marriage license issued in  
416 the state shall be reduced by a sum of \$25 ~~32.50~~ for all couples  
417 who present valid certificates of completion of a premarital  
418 preparation course from a qualified course provider registered  
419 under s. 741.0305(5) for a course taken no more than 1 year  
420 prior to the date of application for a marriage license. For  
421 each license issued that is subject to the fee reduction of this  
422 subsection, the clerk is not required to transfer the sum of  
423 ~~\$7.50 to the Department of Revenue for deposit in the Displaced~~  
424 ~~Homemaker Trust Fund pursuant to subsection (3) or to transfer~~  
425 ~~the sum of \$25 to the Department of Revenue for deposit in the~~



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426 General Revenue Fund.

427 Section 12. Section 741.011, Florida Statutes, is amended  
428 to read:

429 741.011 Installment payments.—An applicant for a marriage  
430 license who is unable to pay the fees required under s. 741.01  
431 in a lump sum may make payment in not more than three  
432 installments over a period of 90 days. The clerk shall accept  
433 installment payments upon receipt of an affidavit that the  
434 applicant is unable to pay the fees in a lump-sum payment. Upon  
435 receipt of the third or final installment payment, the marriage  
436 license application shall be deemed filed, and the clerk shall  
437 issue the marriage license to the applicant and distribute the  
438 fees as provided in s. 741.01. In the event that the marriage  
439 license fee is paid in installments, the clerk shall retain \$1  
440 from the additional fee imposed pursuant to s. 741.01(3)  
441 ~~741.01(4)~~, as a processing fee.

442 Section 13. Paragraph (x) is added to subsection (3) of  
443 section 11.45, Florida Statutes, to read:

444 11.45 Definitions; duties; authorities; reports; rules.—

445 (3) AUTHORITY FOR AUDITS AND OTHER ENGAGEMENTS.—The  
446 Auditor General may, pursuant to his or her own authority, or at  
447 the direction of the Legislative Auditing Committee, conduct  
448 audits or other engagements as determined appropriate by the  
449 Auditor General of:

450 (x) The Florida Tourism Industry Marketing Corporation.



451 Section 14. Paragraph (a) of subsection (4) of section  
452 201.15, Florida Statutes, is amended to read:

453 201.15 Distribution of taxes collected.—All taxes  
454 collected under this chapter are hereby pledged and shall be  
455 first made available to make payments when due on bonds issued  
456 pursuant to s. 215.618 or s. 215.619, or any other bonds  
457 authorized to be issued on a parity basis with such bonds. Such  
458 pledge and availability for the payment of these bonds shall  
459 have priority over any requirement for the payment of service  
460 charges or costs of collection and enforcement under this  
461 section. All taxes collected under this chapter, except taxes  
462 distributed to the Land Acquisition Trust Fund pursuant to  
463 subsections (1) and (2), are subject to the service charge  
464 imposed in s. 215.20(1). Before distribution pursuant to this  
465 section, the Department of Revenue shall deduct amounts  
466 necessary to pay the costs of the collection and enforcement of  
467 the tax levied by this chapter. The costs and service charge may  
468 not be levied against any portion of taxes pledged to debt  
469 service on bonds to the extent that the costs and service charge  
470 are required to pay any amounts relating to the bonds. All of  
471 the costs of the collection and enforcement of the tax levied by  
472 this chapter and the service charge shall be available and  
473 transferred to the extent necessary to pay debt service and any  
474 other amounts payable with respect to bonds authorized before  
475 January 1, 2017, secured by revenues distributed pursuant to



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476 | this section. All taxes remaining after deduction of costs shall  
477 | be distributed as follows:

478 |       (4) After the required distributions to the Land  
479 | Acquisition Trust Fund pursuant to subsections (1) and (2) and  
480 | deduction of the service charge imposed pursuant to s.  
481 | 215.20(1), the remainder shall be distributed as follows:

482 |       (a) The lesser of 24.18442 percent of the remainder or  
483 | \$541.75 million in each fiscal year shall be paid into the State  
484 | Treasury to the credit of the State Transportation Trust Fund.  
485 | Of such funds, \$75 million for each fiscal year shall be  
486 | transferred to the General Revenue Fund ~~State Economic~~  
487 | ~~Enhancement and Development Trust Fund within the Department of~~  
488 | ~~Economic Opportunity~~. Notwithstanding any other law, the  
489 | remaining amount credited to the State Transportation Trust Fund  
490 | shall be used for:

491 |       1. Capital funding for the New Starts Transit Program,  
492 | authorized by Title 49, U.S.C. s. 5309 and specified in s.  
493 | 341.051, in the amount of 10 percent of the funds;

494 |       2. The Small County Outreach Program specified in s.  
495 | 339.2818, in the amount of 10 percent of the funds;

496 |       3. The Strategic Intermodal System specified in ss.  
497 | 339.61, 339.62, 339.63, and 339.64, in the amount of 75 percent  
498 | of the funds after deduction of the payments required pursuant  
499 | to subparagraphs 1. and 2.; and

500 |       4. The Transportation Regional Incentive Program specified



501 in s. 339.2819, in the amount of 25 percent of the funds after  
502 deduction of the payments required pursuant to subparagraphs 1.  
503 and 2. The first \$60 million of the funds allocated pursuant to  
504 this subparagraph shall be allocated annually to the Florida  
505 Rail Enterprise for the purposes established in s. 341.303(5).

506 Section 15. Subsection (5) of section 288.1168, Florida  
507 Statutes, is amended, and subsections (7) and (8) are added to  
508 that section, to read:

509 288.1168 Professional golf hall of fame facility.—

510 (5) The Department of Revenue must ~~may~~ audit as provided  
511 in s. 213.34 to verify that the distributions under this section  
512 have been expended as required by this section on or before  
513 October 1, 2017, and provide a copy of such audit to the  
514 Governor, the President of the Senate, and the Speaker of the  
515 House of Representatives on or before December 1, 2017.

516 (7) On or before January 1, 2018, the applicant must  
517 certify and provide the Governor, the President of the Senate,  
518 and the Speaker of the House of Representatives, with a  
519 certified financial report indicating that all payments received  
520 from the state pursuant to s. 212.20 are being used to pay or  
521 pledge for payment of debt service on, or to fund debt service  
522 reserve funds, arbitrage rebate obligations, or other amounts  
523 payable with respect to, bonds issued for the construction,  
524 reconstruction, or renovation of the facility or for the  
525 reimbursement of such costs or the refinancing of bonds issued



526 for such purpose.

527 (a) Such report must identify to whom the bonds were  
528 issued, in what amounts, the date of final maturity, the level  
529 of funding achieved and whether bond payments are outstanding.

530 (b) If the applicant fails to certify and provide proof as  
531 required by this subsection, then all payments in accordance  
532 with ss. 288.1168 and 212.20 shall cease on January 1, 2018.

533 (c) If the applicant fails to meet the requirements of  
534 this subsection, no new or additional applications or  
535 certifications shall be approved, no new letters of  
536 certification may be issued, no new contracts or agreements may  
537 be executed, and no new awards may be made.

538 (8) This section is repealed June 30, 2023.

539 Section 16. Section 288.1226, Florida Statutes, is amended  
540 to read:

541 288.1226 Florida Tourism Industry Marketing Corporation;  
542 use of property; board of directors; duties; audit.—

543 (1) DEFINITIONS.—For the purposes of this section, the  
544 term "corporation" means the Florida Tourism Industry Marketing  
545 Corporation.

546 (2) ESTABLISHMENT.—The Florida Tourism Industry Marketing  
547 Corporation is a direct-support organization of Enterprise  
548 Florida, Inc.

549 (a) The Florida Tourism Industry Marketing Corporation is  
550 a corporation not for profit, as defined in s. 501(c)(6) of the



551 Internal Revenue Code of 1986, as amended, that is incorporated  
552 under the provisions of chapter 617 and approved by the  
553 Department of State.

554 (b) The corporation is organized and operated exclusively  
555 to request, receive, hold, invest, and administer property and  
556 to manage and make expenditures for the operation of the  
557 activities, services, functions, and programs of this state  
558 which relate to the statewide, national, and international  
559 promotion and marketing of tourism.

560 (c)1. The corporation is not an agency for the purposes of  
561 chapters 120, 216, and 287; ss. 255.21, 255.25, and 255.254,  
562 relating to leasing of buildings; ss. 283.33 and 283.35,  
563 relating to bids for printing; s. 215.31; and parts I, II, and  
564 IV-VIII of chapter 112. However, the corporation shall comply  
565 with the per diem and travel expense provisions of s. 112.061.

566 2. It is not a violation of s. 112.3143(2) or (4) for the  
567 officers or members of the board of directors of the corporation  
568 to:

569 a. Vote on the 4-year marketing plan required under s.  
570 288.923 or vote on any individual component of or amendment to  
571 the plan.

572 b. Participate in the establishment or calculation of  
573 payments related to the private match requirements of subsection  
574 (6). The officer or member must file an annual disclosure  
575 describing the nature of his or her interests or the interests



576 | of his or her principals, including corporate parents and  
577 | subsidiaries of his or her principal, in the private match  
578 | requirements. This annual disclosure requirement satisfies the  
579 | disclosure requirement of s. 112.3143(4). This disclosure must  
580 | be placed on the corporation's website or included in the  
581 | minutes of each meeting of the corporation's board of directors  
582 | at which the private match requirements are discussed or voted  
583 | upon.

584 | (d) The corporation is subject to the provisions of  
585 | chapter 119, relating to public meetings, and those provisions  
586 | of chapter 286 relating to public meetings and records.

587 | (3) USE OF PROPERTY.—Enterprise Florida, Inc.:

588 | (a) Is authorized to permit the use of property and  
589 | facilities of Enterprise Florida, Inc., by the corporation,  
590 | subject to the provisions of this section.

591 | (b) Shall prescribe conditions with which the corporation  
592 | must comply in order to use property and facilities of  
593 | Enterprise Florida, Inc. Such conditions shall provide for  
594 | budget and audit review and for oversight by Enterprise Florida,  
595 | Inc.

596 | (c) May not permit the use of property and facilities of  
597 | Enterprise Florida, Inc., if the corporation does not provide  
598 | equal employment opportunities to all persons, regardless of  
599 | race, color, national origin, sex, age, or religion.

600 | (4) BOARD OF DIRECTORS.—The board of directors of the





601 corporation shall be composed of 31 tourism-industry-related  
602 members, appointed by Enterprise Florida, Inc., in conjunction  
603 with the department. Board members shall serve without  
604 compensation, but are entitled to receive reimbursement for per  
605 diem and travel expenses pursuant to s. 112.061. Such expenses  
606 must be paid out of funds of the corporation.

607 (a) The board shall consist of 16 members, appointed in  
608 such a manner as to equitably represent all geographic areas of  
609 the state, with no fewer than two members from any of the  
610 following regions:

611 1. Region 1, composed of Bay, Calhoun, Escambia, Franklin,  
612 Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty,  
613 Okaloosa, Santa Rosa, Wakulla, Walton, and Washington Counties.

614 2. Region 2, composed of Alachua, Baker, Bradford, Clay,  
615 Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette,  
616 Levy, Madison, Marion, Nassau, Putnam, St. Johns, Suwannee,  
617 Taylor, and Union Counties.

618 3. Region 3, composed of Brevard, Indian River, Lake,  
619 Okeechobee, Orange, Osceola, St. Lucie, Seminole, Sumter, and  
620 Volusia Counties.

621 4. Region 4, composed of Citrus, Hernando, Hillsborough,  
622 Manatee, Pasco, Pinellas, Polk, and Sarasota Counties.

623 5. Region 5, composed of Charlotte, Collier, DeSoto,  
624 Glades, Hardee, Hendry, Highlands, and Lee Counties.

625 6. Region 6, composed of Broward, Martin, Miami-Dade,



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626 Monroe, and Palm Beach Counties.

627 (b) The 15 additional tourism-industry-related members  
628 shall include 1 representative from the statewide rental car  
629 industry; 7 representatives from tourist-related statewide  
630 associations, including those that represent hotels,  
631 campgrounds, county destination marketing organizations,  
632 museums, restaurants, retail, and attractions; 3 representatives  
633 from county destination marketing organizations; 1  
634 representative from the cruise industry; 1 representative from  
635 an automobile and travel services membership organization that  
636 has at least 2.8 million members in Florida; 1 representative  
637 from the airline industry; and 1 representative from the space  
638 tourism industry, who will each serve for a term of 2 years.

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

641 (a) May make and enter into contracts and assume such  
642 other functions as are necessary to carry out the provisions of  
643 the 4-year marketing plan required by s. 288.923, and the  
644 corporation's contract with Enterprise Florida, Inc., which are  
645 not inconsistent with this or any other provision of law. A  
646 proposed contract with a total cost of \$750,000 or more is  
647 subject to the notice and review procedures of s. 216.177. If  
648 the chair or vice chair of the Legislative Budget Commission,  
649 the President of the Senate, or the Speaker of the House of  
650 Representatives timely advises the corporation in writing that



651 such proposed contract is contrary to legislative policy and  
652 intent, the corporation may not execute such proposed contract.  
653 The corporation may not enter into multiple related contracts to  
654 avoid the requirements of this paragraph.

655 (b) May develop a program to provide incentives and to  
656 attract and recognize those entities which make significant  
657 financial and promotional contributions towards the expanded  
658 tourism promotion activities of the corporation.

659 (c) May establish a cooperative marketing program with  
660 other public and private entities which allows the use of the  
661 VISIT Florida logo in tourism promotion campaigns which meet the  
662 standards of Enterprise Florida, Inc., for which the corporation  
663 may charge a reasonable fee.

664 (d) May sue and be sued and appear and defend in all  
665 actions and proceedings in its corporate name to the same extent  
666 as a natural person.

667 (e) May adopt, use, and alter a common corporate seal.  
668 However, such seal must always contain the words "corporation  
669 not for profit."

670 (f) Shall elect or appoint such officers and agents as its  
671 affairs shall require and allow them reasonable compensation.  
672 However, each officer or agent, including the president and  
673 chief executive officer of the corporation, may not receive  
674 public compensation for employment that exceeds the salary and  
675 benefits paid to the Governor. Any public payments of



676 performance bonuses or severance pay to an officer or agent of  
677 the corporation are prohibited unless specifically authorized by  
678 law.

679 (g) Shall hire and establish salaries and personnel and  
680 employee benefit programs for such permanent and temporary  
681 employees as are necessary to carry out the provisions of the 4-  
682 year marketing plan and the corporation's contract with  
683 Enterprise Florida, Inc., which are not inconsistent with this  
684 or any other provision of law. However, an employee may not  
685 receive public compensation for employment that exceeds the  
686 salary and benefits paid to the Governor. Any public payments of  
687 performance bonuses or severance pay to employees of the  
688 corporation are prohibited unless specifically authorized by  
689 law.

690 (h) Shall appoint a president and chief executive officer  
691 of the corporation who shall serve subject to confirmation by  
692 the Senate.

693 (i) Shall provide staff support to the Division of Tourism  
694 Promotion of Enterprise Florida, Inc. The president and chief  
695 executive officer of the Florida Tourism Industry Marketing  
696 Corporation shall serve without compensation as the director of  
697 the division.

698 (j)~~(i)~~ May adopt, change, amend, and repeal bylaws, not  
699 inconsistent with law or its articles of incorporation, for the  
700 administration of the provisions of the 4-year marketing plan



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701 and the corporation's contract with Enterprise Florida, Inc.

702 (k)~~(j)~~ May conduct its affairs, carry on its operations,  
703 and have offices and exercise the powers granted by this act in  
704 any state, territory, district, or possession of the United  
705 States or any foreign country. Where feasible, appropriate, and  
706 recommended by the 4-year marketing plan developed by the  
707 Division of Tourism Promotion of Enterprise Florida, Inc., the  
708 corporation may collocate the programs of foreign tourism  
709 offices in cooperation with any foreign office operated by any  
710 agency of this state.

711 (l)~~(k)~~ May appear on its own behalf before boards,  
712 commissions, departments, or other agencies of municipal,  
713 county, state, or federal government.

714 (m)~~(l)~~ May request or accept any grant, payment, or gift,  
715 of funds or property made by this state or by the United States  
716 or any department or agency thereof or by any individual, firm,  
717 corporation, municipality, county, or organization for any or  
718 all of the purposes of the 4-year marketing plan and the  
719 corporation's contract with Enterprise Florida, Inc., that are  
720 not inconsistent with this or any other provision of law. Such  
721 funds shall be deposited in a bank account established by the  
722 corporation's board of directors. The corporation may expend  
723 such funds in accordance with the terms and conditions of any  
724 such grant, payment, or gift, in the pursuit of its  
725 administration or in support of the programs it administers. The



726 corporation shall separately account for the public funds and  
727 the private funds deposited into the corporation's bank account.

728 (n)~~(m)~~ Shall establish a plan for participation in the  
729 corporation which will provide additional funding for the  
730 administration and duties of the corporation.

731 (o)~~(n)~~ In the performance of its duties, may undertake, or  
732 contract for, marketing projects and advertising research  
733 projects.

734 (p)~~(e)~~ In addition to any indemnification available under  
735 chapter 617, the corporation may indemnify, and purchase and  
736 maintain insurance on behalf of, directors, officers, and  
737 employees of the corporation against any personal liability or  
738 accountability by reason of actions taken while acting within  
739 the scope of their authority.

740 (q) Shall not create or establish any other entity,  
741 corporation, or direct-support organization.

742 (r) Shall not expend funds, public or private, that  
743 directly or indirectly benefit only one company, corporation, or  
744 business entity.

745 (6) MATCHING REQUIREMENTS.-

746 (a) A one-to-one match is required of private to public  
747 contributions to the corporation. Public contributions include  
748 all state appropriations to the corporation.

749 (b) For purposes of calculating the required one-to-one  
750 match, the corporation shall receive matching private



751 contributions in one of four private match categories. The  
752 corporation shall maintain documentation of such categorized  
753 contributions on file and make such documentation available for  
754 inspection upon reasonable notice during its regular business  
755 hours. Contribution details shall be included in the quarterly  
756 reports required under subsection (8). The private match  
757 categories are:

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

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

765 3. Cooperative advertising, which is limited to partner  
766 expenditures for paid media placement, partner expenditures for  
767 collateral material distribution, and the actual market value of  
768 contributed productions, air time, and print space.

769 4. In-kind contributions, which is limited to the actual  
770 market value of promotional contributions of partner-supplied  
771 benefits to target audiences and the actual market value of  
772 nonpartner-supplied air time or print space contributed for the  
773 broadcasting or printing of such promotions, which would  
774 otherwise require tourist promotion expenditures by the  
775 corporation for advertising, air travel, rental car fees, hotel



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776 rooms, RV or campsite space rental, on-site guest services, and  
777 admission tickets. The net value of air time or print space, if  
778 any, shall be deemed to be the actual market value of the air  
779 time or print space, based on an average of actual unit prices  
780 paid contemporaneously for comparable times or spaces, less the  
781 value of increased ratings or other benefits realized by the  
782 media outlet as a result of the promotion.

783

784 Contributions from a government entity or from an entity that  
785 received more than 50 percent of its revenue in the previous  
786 fiscal year from public sources, including revenue derived from  
787 taxes, fees, or other government revenues, are not considered  
788 private contributions for purposes of calculating the required  
789 one-to-one match.

790 (c) If the corporation fails to meet the one-to-one match  
791 requirements of this subsection, the corporation shall revert  
792 all unmatched public contributions to the state treasury by June  
793 30 of each fiscal year.

794 (7) ~~(6)~~ ANNUAL AUDIT.—The corporation shall provide for an  
795 annual financial audit in accordance with s. 215.981. The annual  
796 audit report shall be submitted to the Auditor General; the  
797 Office of Program Policy Analysis and Government Accountability;  
798 Enterprise Florida, Inc.; and the department for review. The  
799 Office of Program Policy Analysis and Government Accountability;  
800 Enterprise Florida, Inc.; the department; and the Auditor





801 General have the authority to require and receive from the  
802 corporation or from its independent auditor any detail or  
803 supplemental data relative to the operation of the corporation.  
804 The department shall annually certify whether the corporation is  
805 operating in a manner and achieving the objectives that are  
806 consistent with the policies and goals of Enterprise Florida,  
807 Inc., and its long-range marketing plan. The identity of a donor  
808 or prospective donor to the corporation who desires to remain  
809 anonymous and all information identifying such donor or  
810 prospective donor are confidential and exempt from the  
811 provisions of s. 119.07(1) and s. 24(a), Art. I of the State  
812 Constitution. Such anonymity shall be maintained in the  
813 auditor's report.

814 (8)~~(7)~~ REPORT.—The corporation shall provide a quarterly  
815 report to Enterprise Florida, Inc., which shall:

816 (a) Measure the current vitality of the visitor industry  
817 of this state as compared to the vitality of such industry for  
818 the year to date and for comparable quarters of past years.  
819 Indicators of vitality shall be determined by Enterprise  
820 Florida, Inc., and shall include, but not be limited to,  
821 estimated visitor count and party size, length of stay, average  
822 expenditure per party, and visitor origin and destination.

823 (b) Provide detailed, unaudited financial statements of  
824 sources and uses of public and private funds.

825 (c) Measure progress towards annual goals and objectives



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826 set forth in the 4-year marketing plan.

827 (d) Review all pertinent research findings.

828 (e) Provide other measures of accountability as requested  
829 by Enterprise Florida, Inc.

830

831 The corporation must take all steps necessary to provide all  
832 data that is used to develop the report, including source data,  
833 to the Office of Economic and Demographic Research.

834 (9)~~(8)~~ PUBLIC RECORDS EXEMPTION.—The identity of any  
835 person who responds to a marketing project or advertising  
836 research project conducted by the corporation in the performance  
837 of its duties on behalf of Enterprise Florida, Inc., or trade  
838 secrets as defined by s. 812.081 obtained pursuant to such  
839 activities, are exempt from s. 119.07(1) and s. 24(a), Art. I of  
840 the State Constitution. This subsection is subject to the Open  
841 Government Sunset Review Act in accordance with s. 119.15 and  
842 shall stand repealed on October 2, 2018 2021, unless reviewed  
843 and saved from repeal through reenactment by the Legislature.

844 (10) PROHIBITIONS; CORPORATE FUNDS; GIFTS.—Funds of the  
845 corporation may not be expended for food, beverages, lodging,  
846 entertainment, or gifts for employees of the corporation, board  
847 members of the corporation, or employees of a tourist or  
848 economic development entity that receives revenue from a tax  
849 imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305,  
850 unless authorized pursuant to s. 112.061 or this section. An



851 employee or board member of the corporation may not accept or  
852 receive food, beverages, lodging, entertainment, or gifts from a  
853 tourist or economic development entity that receives revenue  
854 from a tax imposed pursuant to s. 125.0104, s. 125.0108, or s.  
855 212.0305, or from any person, vendor, or other entity, doing  
856 business with the corporation unless such food, beverage,  
857 lodging, entertainment, or gift is available to similarly  
858 situated members of the general public.

859 (11) LODGING EXPENSES.—Lodging expenses for an employee of  
860 the corporation may not exceed \$150 per day, excluding taxes,  
861 unless the corporation is participating in a negotiated group  
862 rate discount or the corporation provides documentation of at  
863 least three comparable alternatives demonstrating that such  
864 lodging at the required rate is not available. However, an  
865 employee of the corporation may expend his or her own funds for  
866 any lodging expenses in excess of \$150 per day.

867 (12) PROPOSED OPERATING BUDGET SUBMISSION.—By August 15 of  
868 each fiscal year, the Department of Economic Opportunity shall  
869 submit a proposed operating budget for the corporation including  
870 amounts to be expended on advertising, marketing, promotions,  
871 events, other operating capital outlay, and salaries and  
872 benefits for each employee to the Governor, the President of the  
873 Senate, and the Speaker of the House of Representatives.

874 (13) TRANSPARENCY.—

875 (a) For purposes of this section, the corporation is a



876 governmental entity as defined in s. 215.985 and, therefore, is  
877 subject to the Transparency Florida Act.

878 (b) A contract entered into between the corporation and  
879 any other public or private entity shall include:

880 1. The purpose of the contract.

881 2. Specific performance standards and responsibilities for  
882 each entity.

883 3. A detailed project or contract budget, if applicable.

884 4. The value of any services provided.

885 5. The projected travel and entertainment expenses for  
886 employees and board members, if applicable.

887 (c)1. Any entity that in the previous fiscal year received  
888 more than 50 percent of its revenue from the corporation or  
889 taxes imposed pursuant to s. 125.0104, s. 125.0108, or s.  
890 212.0305, and that partners with the corporation or participates  
891 in a program, cooperative advertisement, promotional  
892 opportunity, or other activity offered by or in conjunction with  
893 the corporation, shall report all public and private financial  
894 data to the corporation annually on July 1.

895 2. The financial data shall include:

896 a. The total amount of revenue received from public and  
897 private sources.

898 b. The operating budget of the partner entity.

899 c. Employee and board member salary and benefit details  
900 from public and private funds.



901 d. An itemized account of all expenditures by the partner  
902 entity on the behalf of, or coordinated for the benefit of the  
903 corporation, its board members, or employees.

904 e. Itemized travel and entertainment expenditures of the  
905 partner entity.

906 (d) The following information must be posted on the  
907 corporation's website:

908 1. A plain language version of any contract that is  
909 estimated to exceed \$35,000 with a private entity, municipality,  
910 city, town, or vendor of services, supplies, or programs,  
911 including marketing, or for the purchase or lease or use of  
912 lands, facilities, or properties.

913 2. Any agreement entered into between the corporation and  
914 any other entity, including a local government, private entity,  
915 or nonprofit entity, that receives public funds or funds from a  
916 tax imposed pursuant to s. 125.0104, s. 125.0108, or s.  
917 212.0305.

918 3. The contracts and the required information pursuant to  
919 paragraph (b) and the financial data submitted to the  
920 corporation pursuant to paragraph (c).

921 4. Video recordings of each board meeting.

922 5. A detailed report of expenditures following each  
923 marketing event paid for with the corporation's funds. Such  
924 report must be posted within 10 business days after the event.

925 6. An annual itemized accounting of the total amount of



926 funds spent by any third party on behalf of the corporation or  
927 any board member or employee of the corporation.

928 7. An annual itemized accounting of the total amount of  
929 travel and entertainment expenditures by the corporation.

930 (e) The corporation's website must:

931 1. Allow users to navigate to related sites to view  
932 supporting details.

933 2. Enable a taxpayer to email questions to the corporation  
934 and make such questions and the corporation's responses publicly  
935 viewable.

936 (14)(9) REPEAL.—This section is repealed October 1, 2019,  
937 unless reviewed and saved from repeal by the Legislature.

938 Section 17. Section 288.12266, Florida Statutes, is  
939 created to read:

940 288.12266 Targeted Marketing Assistance Program.—

941 (1) The Targeted Marketing Assistance Program is created  
942 to enhance the tourism business marketing of small, minority,  
943 rural, and agritourism businesses in the state. The department,  
944 in conjunction with the Florida Tourism Industry Marketing  
945 Corporation, shall administer the program. The program shall  
946 provide marketing plans, marketing assistance, promotional  
947 support, media development, technical expertise, marketing  
948 advice, technology training, social marketing support, and other  
949 assistance to an eligible entity.

950 (2) As used in this section, the term "eligible entity"



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951 means an independently owned and operated business with gross  
952 revenue not exceeding \$1,250,000 or a nonprofit corporation that  
953 meets the requirements of s. 501(c)(3) of the Internal Revenue  
954 Code.

955 (3) The department and the Florida Tourism Industry  
956 Marketing Corporation shall provide an annual report to the  
957 Governor, the President of the Senate, and the Speaker of the  
958 House of Representatives documenting that at least 50 percent of  
959 the eligible entities receiving assistance through this program  
960 are independently owned and operated businesses with gross  
961 revenues not exceeding \$500,000.

962 Section 18. Section 288.124, Florida Statutes, is amended  
963 to read:

964 288.124 Convention grants program.— The Florida Tourism  
965 Industry Marketing Corporation ~~Enterprise Florida, Inc.,~~ is  
966 authorized to establish a convention grants program and,  
967 pursuant to that program, to recommend to the department  
968 expenditures and contracts with local governments and nonprofit  
969 corporations or organizations for the purpose of attracting  
970 national conferences and conventions to Florida. Preference  
971 shall be given to local governments and nonprofit corporations  
972 or organizations seeking to attract minority conventions to  
973 Florida. Minority conventions are events that primarily involve  
974 minority persons, as defined in s. 288.703, who are residents or  
975 nonresidents of the state. The Florida Tourism Industry



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976 Marketing Corporation ~~Enterprise Florida, Inc.~~, shall establish  
977 guidelines governing the award of grants and the administration  
978 of this program. The department has final approval authority for  
979 any grants under this section. The total annual allocation of  
980 funds for this program shall not exceed \$40,000.

981 Section 19. Subsection (5) of section 288.901, Florida  
982 Statutes, is amended to read:

983 288.901 Enterprise Florida, Inc.—

984 (5) APPOINTED MEMBERS OF THE BOARD OF DIRECTORS.—

985 (a) In addition to the Governor or his or her designee,  
986 the board of directors shall consist of the following appointed  
987 members:

- 988 1. The Commissioner of Education or his or her designee.
- 989 2. The Chief Financial Officer or his or her designee.
- 990 3. The Attorney General or his or her designee.
- 991 4. The Commissioner of Agriculture or his or her designee.
- 992 5. The chairperson of the board of directors of  
993 CareerSource Florida, Inc.
- 994 6. The Secretary of State or his or her designee.
- 995 7. Twelve members from the private sector, six of whom  
996 shall be appointed by the Governor, three of whom shall be  
997 appointed by the President of the Senate, and three of whom  
998 shall be appointed by the Speaker of the House of  
999 Representatives. Members appointed by the Governor are subject  
1000 to Senate confirmation.





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1001 (b) In making their appointments, the Governor, the  
1002 President of the Senate, and the Speaker of the House of  
1003 Representatives shall ensure that the composition of the board  
1004 of directors reflects the diversity of Florida's business  
1005 community and is representative of the economic development  
1006 goals in subsection (2). The board must include at least one  
1007 director for each of the following areas of expertise:  
1008 international business, tourism marketing, the space or  
1009 aerospace industry, managing or financing a minority-owned  
1010 business, manufacturing, finance and accounting, and sports  
1011 marketing.

1012 (c) The Governor, the President of the Senate, and the  
1013 Speaker of the House of Representatives also shall consider  
1014 appointees who reflect Florida's racial, ethnic, and gender  
1015 diversity. Efforts shall be taken to ensure participation from  
1016 all geographic areas of the state, including representation from  
1017 urban and rural communities.

1018 (d) Appointed members shall be appointed to 4-year terms,  
1019 except that initially, to provide for staggered terms, the  
1020 Governor, the President of the Senate, and the Speaker of the  
1021 House of Representatives shall each appoint one member to serve  
1022 a 2-year term and one member to serve a 3-year term, with the  
1023 remaining initial appointees serving 4-year terms. All  
1024 subsequent appointments shall be for 4-year terms.

1025 (e) Initial appointments must be made by October 1, 2011,



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1026 and be eligible for confirmation at the earliest available  
1027 Senate session. Terms end on September 30.

1028 (f) Any member is eligible for reappointment, except that  
1029 a member may not serve more than two terms.

1030 (g) A vacancy on the board of directors shall be filled  
1031 for the remainder of the unexpired term. Vacancies on the board  
1032 shall be filled by appointment by the Governor, the President of  
1033 the Senate, or the Speaker of the House of Representatives,  
1034 respectively, depending on who appointed the member whose  
1035 vacancy is to be filled or whose term has expired.

1036 (h) Appointed members may be removed by the Governor, the  
1037 President of the Senate, or the Speaker of the House of  
1038 Representatives, respectively, for cause. Absence from three  
1039 consecutive meetings results in automatic removal.

1040

1041 All Board members shall serve without compensation, but are  
1042 entitled to receive reimbursement for per diem and travel  
1043 expenses pursuant to s. 112.061. Such expenses must be paid out  
1044 of funds of Enterprise Florida, Inc.

1045 Section 20. Subsections (7), (8), and (9) are added to  
1046 section 288.903, Florida Statutes, to read:

1047 288.903 Duties of Enterprise Florida, Inc.—Enterprise  
1048 Florida, Inc., shall have the following duties:

1049 (7) Submit all proposed contracts with a total cost of  
1050 \$750,000 or more in accordance with the notice and review



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1051 procedures of s. 216.177. If the chair or vice chair of the  
1052 Legislative Budget Commission, the President of the Senate, or  
1053 the Speaker of the House of Representatives timely advises  
1054 Enterprise Florida, Inc., in writing that such proposed contract  
1055 is contrary to legislative policy and intent, Enterprise  
1056 Florida, Inc., may not execute such proposed contract.  
1057 Enterprise Florida, Inc., may not enter into multiple related  
1058 contracts to avoid the requirements of this paragraph. This  
1059 paragraph does not apply to contracts for the award of a  
1060 statutorily authorized incentive program.

1061 (8) Shall not create or establish any other entity,  
1062 corporation, or direct-support organization, unless authorized  
1063 by law.

1064 (9) Enterprise Florida, Inc., shall comply with the per  
1065 diem and travel expense provisions of s. 112.061.

1066 Section 21. Section 288.904, Florida Statutes, is amended  
1067 to read:

1068 288.904 Funding for Enterprise Florida, Inc.; performance  
1069 and return on the public's investment.—

1070 (1) (a) The Legislature may annually appropriate to  
1071 Enterprise Florida, Inc., a sum of money for its operations, and  
1072 separate line-item appropriations for each of the divisions  
1073 listed in s. 288.92.

1074 (b) The state's operating investment in Enterprise  
1075 Florida, Inc., and its divisions is the budget contracted by the



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1076 department to Enterprise Florida, Inc., less any funding that is  
1077 directed by the Legislature to be subcontracted to a specific  
1078 recipient entity.

1079 (c) The board of directors of Enterprise Florida, Inc.,  
1080 shall adopt for each upcoming fiscal year an operating budget  
1081 for the organization, including its divisions, which specifies  
1082 the intended uses of the state's operating investment and a plan  
1083 for securing private sector support.

1084 (2) (a) The Legislature finds that it is a priority to  
1085 maximize private sector support in operating Enterprise Florida,  
1086 Inc., and its divisions, as an endorsement of its value and as  
1087 an enhancement of its efforts. Thus, the state appropriations  
1088 must be matched with private sector support equal to at least  
1089 100 percent of the state operational funding.

1090 (b) Private sector support in operating Enterprise  
1091 Florida, Inc., and its divisions includes:

1092 1. Cash given directly to Enterprise Florida, Inc., for  
1093 its operations, including contributions from at-large members of  
1094 the board of directors;

1095 2. Cash donations from organizations assisted by the  
1096 divisions;

1097 3. Cash jointly raised by Enterprise Florida, Inc., and a  
1098 private local economic development organization, a group of such  
1099 organizations, or a statewide private business organization that  
1100 supports collaborative projects;



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1101 4. Cash generated by fees charged for products or services  
1102 of Enterprise Florida, Inc., and its divisions by sponsorship of  
1103 events, missions, programs, and publications; and

1104 5. Copayments, stock, warrants, royalties, or other  
1105 private resources dedicated to Enterprise Florida, Inc., or its  
1106 divisions.

1107  
1108 Contributions from a government entity or from an entity that  
1109 received more than 50 percent of its revenue in the previous  
1110 fiscal year from public sources, including revenue derived from  
1111 taxes, fees, or other government revenues, are not considered  
1112 private contributions for purposes of calculating the required  
1113 match.

1114 (c) If Enterprise Florida, Inc., fails to meet the one-to-  
1115 one match requirements of this subsection, the corporation shall  
1116 revert all unmatched public contributions to the state treasury  
1117 by June 30 of each fiscal year.

1118 ~~(3)(a) Specifically for the marketing and advertising~~  
1119 ~~activities of the Division of Tourism Marketing or as contracted~~  
1120 ~~through the Florida Tourism Industry Corporation, a one-to-one~~  
1121 ~~match is required of private to public contributions within 4~~  
1122 ~~calendar years after the implementation date of the marketing~~  
1123 ~~plan pursuant to s. 288.923.~~

1124 ~~(b) For purposes of calculating the required one-to-one~~  
1125 ~~match, matching private funds shall be divided into four~~



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1126 ~~categories. Documentation for the components of the four private~~  
1127 ~~match categories shall be kept on file for inspection as~~  
1128 ~~determined necessary. The four private match categories are:~~

1129 ~~1. Direct cash contributions, which include, but are not~~  
1130 ~~limited to, cash derived from strategic alliances, contributions~~  
1131 ~~of stocks and bonds, and partnership contributions.~~

1132 ~~2. Fees for services, which include, but are not limited~~  
1133 ~~to, event participation, research, and brochure placement and~~  
1134 ~~transparencies.~~

1135 ~~3. Cooperative advertising, which is the value based on~~  
1136 ~~cost of contributed productions, air time, and print space.~~

1137 ~~4. In-kind contributions, which include, but are not~~  
1138 ~~limited to, the value of strategic alliance services~~  
1139 ~~contributed, the value of loaned employees, discounted service~~  
1140 ~~fees, items contributed for use in promotions, and radio or~~  
1141 ~~television air time or print space for promotions. The value of~~  
1142 ~~air time or print space shall be calculated by taking the actual~~  
1143 ~~time or space and multiplying by the nonnegotiated unit price~~  
1144 ~~for that specific time or space which is known as the media~~  
1145 ~~equivalency value. In order to avoid duplication in determining~~  
1146 ~~media equivalency value, only the value of the promotion itself~~  
1147 ~~shall be included; the value of the items contributed for the~~  
1148 ~~promotion may not be included.~~

1149 ~~(4)~~ Enterprise Florida, Inc., shall fully comply with the  
1150 performance measures, standards, and sanctions in its contract



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1151 with the department, under s. 20.60. The department shall  
1152 ensure, to the maximum extent possible, that the contract  
1153 performance measures are consistent with performance measures  
1154 that it is required to develop and track under performance-based  
1155 program budgeting. The contract shall also include performance  
1156 measures for the divisions.

1157 ~~(4)(5)~~ The Legislature intends to review the performance  
1158 of Enterprise Florida, Inc., in achieving the performance goals  
1159 stated in its annual contract with the department to determine  
1160 whether the public is receiving a positive return on its  
1161 investment in Enterprise Florida, Inc., and its divisions. It  
1162 also is the intent of the Legislature that Enterprise Florida,  
1163 Inc., coordinate its operations with local economic development  
1164 organizations to maximize the state and local return on  
1165 investment to create jobs for Floridians.

1166 (5) By August 15 of each fiscal year, the Department of  
1167 Economic Opportunity shall submit a proposed operating budget  
1168 for Enterprise Florida, Inc., including amounts to be expended  
1169 on incentives, business recruitment, advertising, events, other  
1170 operating capital outlay, and salaries and benefits for each  
1171 employee to the Governor, the President of the Senate, and the  
1172 Speaker of the House of Representatives.

1173 (6) (a) For purposes of this section, Enterprise Florida,  
1174 Inc., is a governmental entity as defined in s. 215.985 and,  
1175 therefore, is subject to the Transparency Florida Act.



- 1176        (b) A contract entered into between Enterprise Florida,  
1177 Inc., and any other public or private entity shall include:
- 1178        1. The purpose of the contract.
  - 1179        2. Specific performance standards and responsibilities for  
1180 each entity.
  - 1181        3. A detailed project or contract budget, if applicable.
  - 1182        4. The value of any services provided.
  - 1183        5. The projected travel and entertainment expenses for  
1184 employees and board members, if applicable.
- 1185        (c)1. Any entity that in the previous fiscal year received  
1186 more than 50 percent of its revenue from Enterprise Florida,  
1187 Inc., or a tax imposed pursuant to s. 125.0104, s. 125.0108, or  
1188 s. 212.0305, and that partners with Enterprise Florida, Inc., in  
1189 a program or other activity offered by or in conjunction with  
1190 Enterprise, Florida, Inc., shall report all public and private  
1191 financial data to the corporation annually on July 1.
- 1192        2. The financial data shall include:
  - 1193        a. The total amount of revenue received from public and  
1194 private sources.
  - 1195        b. The operating budget of the partner entity.
  - 1196        c. Employee and board member salary and benefit details  
1197 from public and private funds.
  - 1198        d. An itemized account of all expenditures by the partner  
1199 entity on the behalf of, or coordinated for the benefit of,  
1200 Enterprise Florida, Inc., its board members, or employees.





1201 e. Itemized travel and entertainment expenditures of the  
1202 partner entity.

1203 (d) The following information must be posted on the  
1204 website of Enterprise Florida, Inc.:

1205 1. A plain language version of any contract that is  
1206 estimated to exceed \$35,000 with a private entity, municipality,  
1207 city, town, or vendor of services, supplies, or programs,  
1208 including marketing, or for the purchase or lease or use of  
1209 lands, facilities, or properties.

1210 2. Any agreement entered into between Enterprise Florida,  
1211 Inc., and any other entity, including a local government,  
1212 private entity, or nonprofit entity, that receives public funds  
1213 or funds from a tax imposed pursuant to s. 125.0104, s.  
1214 125.0108, or s. 212.0305.

1215 3. The contracts and the required information pursuant to  
1216 paragraph (b) and the financial data submitted to Enterprise  
1217 Florida, Inc., pursuant to paragraph (c).

1218 4. Video recordings of each board meeting.

1219 5. A detailed report of expenditures following each  
1220 marketing or business recruitment event paid for with Enterprise  
1221 Florida, Inc., funds. Such report must be posted within 10  
1222 business days after the event.

1223 6. An annual itemized accounting of the total amount of  
1224 funds spent by any third party on behalf of Enterprise Florida,  
1225 Inc., or any board member or employee of Enterprise Florida,



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1226 Inc.1227 7. An annual itemized accounting of the total amount of  
1228 travel and entertainment expenditures by Enterprise Florida,1229 Inc.1230 (e) The Enterprise Florida, Inc., website must:1231 1. Allow users to navigate to related sites to view  
1232 supporting details.1233 2. Enable a taxpayer to email questions to Enterprise  
1234 Florida, Inc., and make such questions and Enterprise Florida,  
1235 Inc., responses publicly viewable.1236 Section 22. Section 288.905, Florida Statutes, is amended  
1237 to read:1238 288.905 President and employees of Enterprise Florida,  
1239 Inc.—1240 (1) The board of directors of Enterprise Florida, Inc.,  
1241 shall appoint a president, who shall serve at the pleasure of  
1242 the Governor. The president shall be subject to confirmation by  
1243 the Senate. The president shall also be known as the "secretary  
1244 of commerce" and shall serve as the Governor's chief negotiator  
1245 for business recruitment and business expansion.1246 (2) The president is the chief administrative and  
1247 operational officer of the board of directors and of Enterprise  
1248 Florida, Inc., and shall direct and supervise the administrative  
1249 affairs of the board of directors and any divisions, councils,  
1250 or boards. The board of directors may delegate to the president



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1251 those powers and responsibilities it deems appropriate,  
1252 including hiring and management of all staff, except for the  
1253 appointment of a president.

1254 (3) The board of directors shall establish and adjust the  
1255 president's compensation.

1256 (4) No employee of Enterprise Florida, Inc., including an  
1257 officer or agent, the president, or the chief executive officer,  
1258 may receive public compensation for employment that exceeds the  
1259 salary and benefits paid to the Governor, unless the board of  
1260 directors and the employee have executed a contract that  
1261 prescribes specific, measurable performance outcomes for the  
1262 employee, the satisfaction of which provides the basis for the  
1263 award of incentive payments that increase the employee's total  
1264 compensation to a level above the salary paid to the Governor.  
1265 Any public payments of performance bonuses or severance pay to  
1266 employees are prohibited unless specifically authorized by law.

1267 (5) Lodging expenses for an employee of Enterprise  
1268 Florida, Inc., may not exceed \$150 per day, excluding taxes,  
1269 unless the corporation is participating in a negotiated group  
1270 rate discount or the corporation provides documentation of at  
1271 least three comparable alternatives demonstrating that such  
1272 lodging at the required rate is not available. However, an  
1273 employee of the corporation may expend his or her own funds for  
1274 any lodging expenses in excess of \$150 per day.

1275 (6) Funds of Enterprise Florida, Inc., may not be expended



1276 for food, beverages, lodging, entertainment, or gifts for  
1277 employees of the corporation, board members of the corporation,  
1278 or employees of a tourist or economic development entity that  
1279 receives revenue from a tax imposed pursuant to s. 125.0104, s.  
1280 125.0108, or s. 212.0305, unless authorized pursuant to s.  
1281 112.061 or this section. An employee or board member of  
1282 Enterprise Florida, Inc., may not accept or receive food,  
1283 beverages, lodging, entertainment, or gifts from a tourist or  
1284 economic development entity that receives revenue from a tax  
1285 imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305, or  
1286 from any person, vendor, or other entity, doing business with  
1287 the corporation unless such food, beverage, lodging,  
1288 entertainment, or gift is available to similarly situated  
1289 members of the general public.

1290 Section 23. Paragraph (b) of subsection (2) of section  
1291 288.92, Florida Statutes, is amended to read:

1292 288.92 Divisions of Enterprise Florida, Inc.—

1293 (2)

1294 (b)1. The following officers and board members are subject  
1295 to ss. 112.313(1)-(8), (10), (12), and (15); 112.3135; and  
1296 112.3143(2):

1297 a. Officers and members of the board of directors of the  
1298 divisions of Enterprise Florida, Inc.

1299 b. Officers and members of the board of directors of  
1300 subsidiaries of Enterprise Florida, Inc.



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1301 c. Officers and members of the board of directors of  
1302 corporations created to carry out the missions of Enterprise  
1303 Florida, Inc.

1304 d. Officers and members of the board of directors of  
1305 corporations with which a division is required by law to  
1306 contract to carry out its missions.

1307 2. For purposes of applying ss. 112.313(1)-(8), (10),  
1308 (12), and (15); 112.3135; and 112.3143(2) to activities of the  
1309 officers and members of the board of directors specified in  
1310 subparagraph 1., those persons shall be considered public  
1311 officers or employees and the corporation shall be considered  
1312 their agency.

1313 ~~3. It is not a violation of s. 112.3143(2) or (4) for the~~  
1314 ~~officers or members of the board of directors of the Florida~~  
1315 ~~Tourism Industry Marketing Corporation to:~~

1316 ~~a. Vote on the 4-year marketing plan required under s.~~  
1317 ~~288.923 or vote on any individual component of or amendment to~~  
1318 ~~the plan.~~

1319 ~~b. Participate in the establishment or calculation of~~  
1320 ~~payments related to the private match requirements of s.~~  
1321 ~~288.904(3). The officer or member must file an annual disclosure~~  
1322 ~~describing the nature of his or her interests or the interests~~  
1323 ~~of his or her principals, including corporate parents and~~  
1324 ~~subsidiaries of his or her principal, in the private match~~  
1325 ~~requirements. This annual disclosure requirement satisfies the~~



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1326 ~~disclosure requirement of s. 112.3143(4). This disclosure must~~  
1327 ~~be placed either on the Florida Tourism Industry Marketing~~  
1328 ~~Corporation's website or included in the minutes of each meeting~~  
1329 ~~of the Florida Tourism Industry Marketing Corporation's board of~~  
1330 ~~directors at which the private match requirements are discussed~~  
1331 ~~or voted upon.~~

1332 Section 24. Paragraph (d) of subsection (4) of section  
1333 288.923, Florida Statutes, is amended to read:

1334 288.923 Division of Tourism Marketing; definitions;  
1335 responsibilities.—

1336 (4) The division's responsibilities and duties include,  
1337 but are not limited to:

1338 (d) Drafting and submitting an annual report required by  
1339 s. 288.92. The annual report shall set forth for the division  
1340 and the direct-support organization:

1341 1. Operations and accomplishments during the fiscal year,  
1342 including the economic benefit of the state's investment and  
1343 effectiveness of the marketing plan.

1344 2. The 4-year marketing plan, including recommendations on  
1345 methods for implementing and funding the plan.

1346 3. The assets and liabilities of the direct-support  
1347 organization at the end of its most recent fiscal year.

1348 4. A copy of the annual financial and compliance audit  
1349 conducted under s. 288.1226(7) ~~288.1226(6)~~.

1350 Section 25. The recurring sum of \$1,000,000 from the State



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1351 Economic Enhancement and Development Trust Fund and the  
1352 recurring sum of \$24,000,000 from the Tourism Promotional Trust  
1353 Fund are appropriated to the Department of Economic Opportunity  
1354 for Fiscal Year 2017-2018 to enter into a contract with the  
1355 Florida Tourism Industry Marketing Corporation.

1356 Section 26. The recurring sum of \$9,400,000 from the State  
1357 Economic Enhancement and Development Trust Fund and the  
1358 recurring sum of \$6,600,000 from the Florida International Trade  
1359 and Promotion Trust Fund are appropriated to the Department of  
1360 Economic Opportunity for Fiscal Year 2017-2018 to enter into a  
1361 contract with Enterprise Florida, Inc. From the funds  
1362 appropriated from the Florida International Trade and Promotion  
1363 Trust Fund, Enterprise Florida, Inc., shall allocate \$3,550,000  
1364 for international programs, \$2,050,000 to maintain Florida's  
1365 international offices, and \$1,000,000 to continue the Florida  
1366 Export Diversification and Expansion Programs.

1367 Section 27. This act shall take effect July 1, 2017.