

The Florida Senate
COMMITTEE MEETING EXPANDED AGENDA

APPROPRIATIONS
Senator Latvala, Chair
Senator Flores, Vice Chair

MEETING DATE: Thursday, January 26, 2017
TIME: 1:30—3:30 p.m.
PLACE: Pat Thomas Committee Room, 412 Knott Building

MEMBERS: Senator Latvala, Chair; Senator Flores, Vice Chair; Senators Bean, Benacquisto, Book, Bracy, Bradley, Brandes, Braynon, Gainer, Galvano, Gibson, Grimsley, Montford, Powell, Simmons, Simpson, and Stargel

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	Presentations on Florida's Tourism Marketing -Dale A. Brill, Ph.D., Founder, Thinkspot Inc. -Roger Dow, President and CEO, U.S. Travel Association		Presented
2	Presentation on 2016 Economic Evaluation for Select State Economic Development Incentive Programs by Amy Baker, Coordinator, Office of Economic and Demographic Research		Not Considered
3	Update on Status of Enterprise Florida, Inc., Contracts by Cissy Proctor, Executive Director, Department of Economic Opportunity		Not Considered
Continuation of items not completed at the January 12, 2017 meeting:			
4	Update on the Florida Hurricane Catastrophe Fund -Anne Bert, Chief Operating Officer, Florida Hurricane Catastrophe Fund		Presented
5	Update on Citizens Property Insurance -Christine Ashburn, Vice President of Communications and Legislative Affairs, Citizens Property Insurance Corporation		Presented
6	Overview of State Contracting System -Noah McKinnon, Legislative Analyst, Senate Appropriations Committee -Christina Smith, Director, Division of Accounting and Auditing, Department of Financial Services		Not Considered
7	Discussion of Florida PALM (FLAIR Replacement) -Melissa Turner, PALM Project Director, Department of Financial Services -Christina Smith, Director, Division of Accounting and Auditing, Department of Financial Services		Presented
Other Related Meeting Documents			

State Tourism Marketing

Feeding Florida's Golden Goose

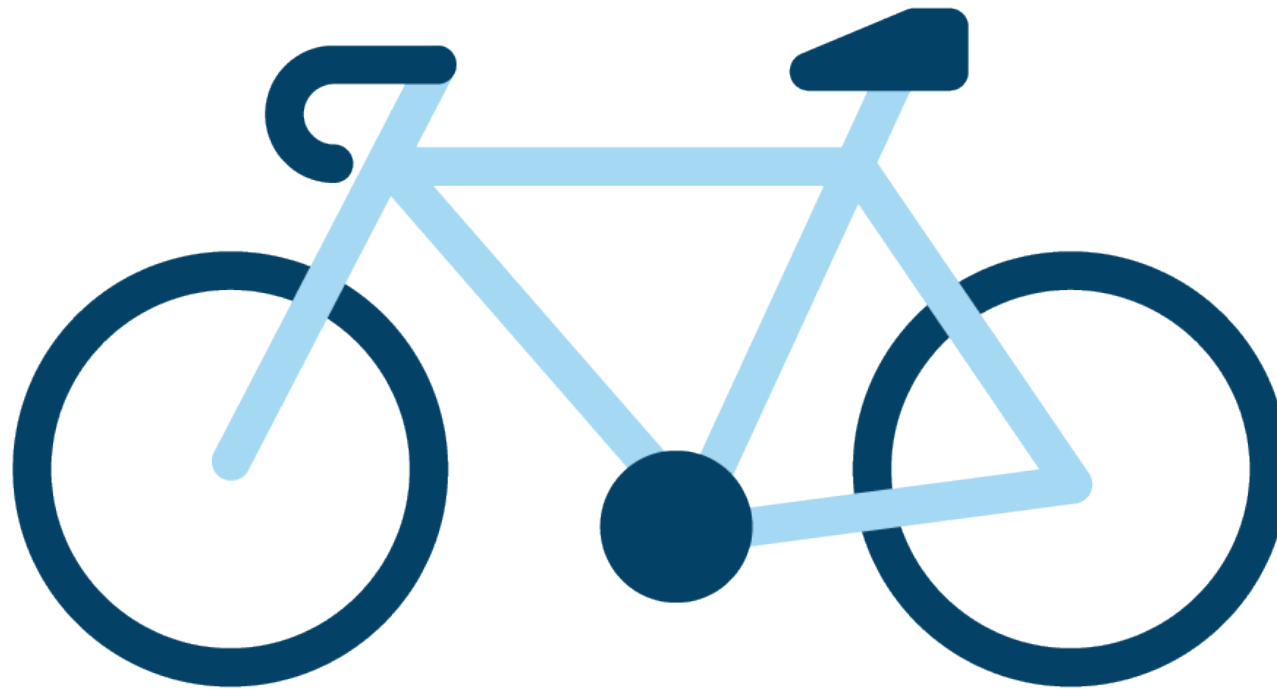


Dale A. Brill, Ph.D.

Basis of Perspective

- Chief Marketing Officer, VISIT FLORIDA
- Director, Governor's Office of Tourism, Trade & Economic Development
- Not a lobbyist.
- Thinkspot is in the “evidence-based policy development” business. We provide policy research and synthesis.
- No potential benefit or harm depending on legislative action.
- No client revenue derived from taxes.

How State Tourism Marketing Works



Keys

Visitors (Tourists)



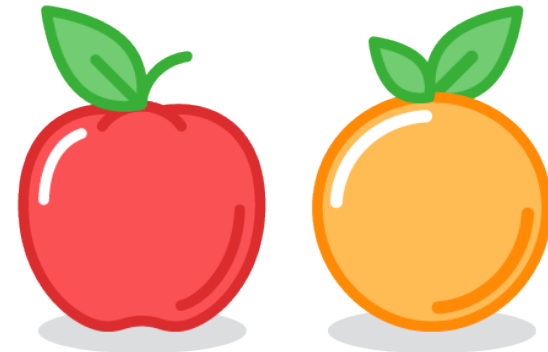
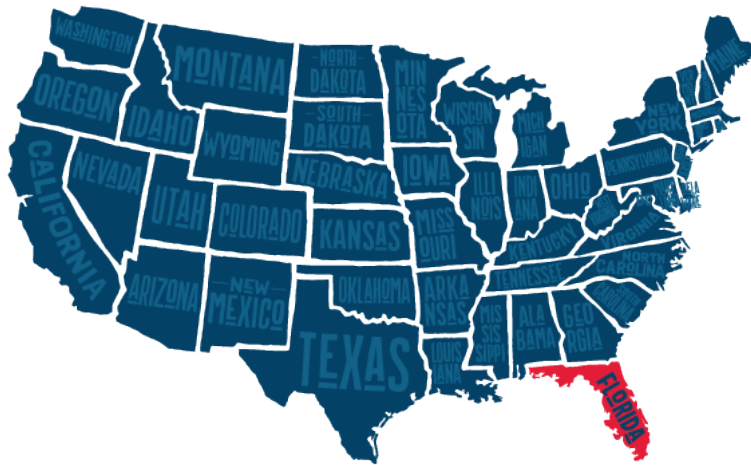
VS

Tourist Spending



Keys

Non-standard measurement of “visitors.”



Keys

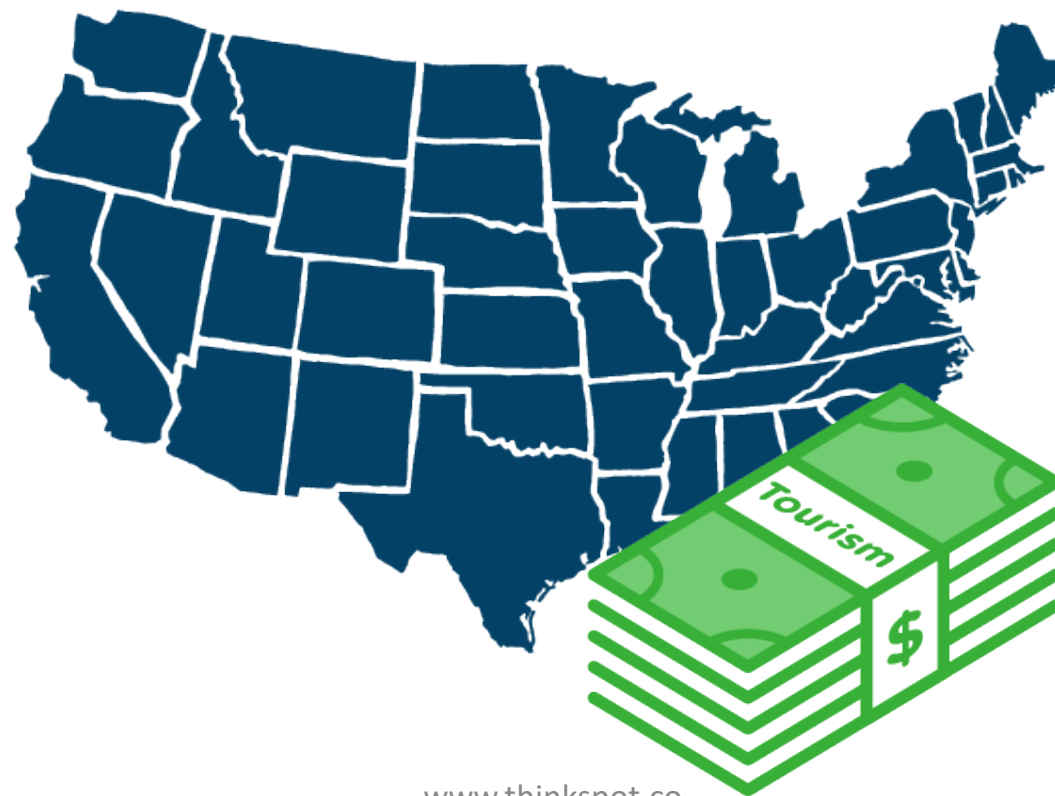
Not all visitors are created equal.



Keys

States compete for tourist spending.

Tourist Spending is proxy for “market share.”



Keys

Tourist spending in Florida

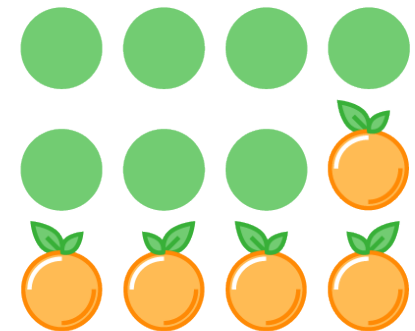


Tourist spending in U.S.



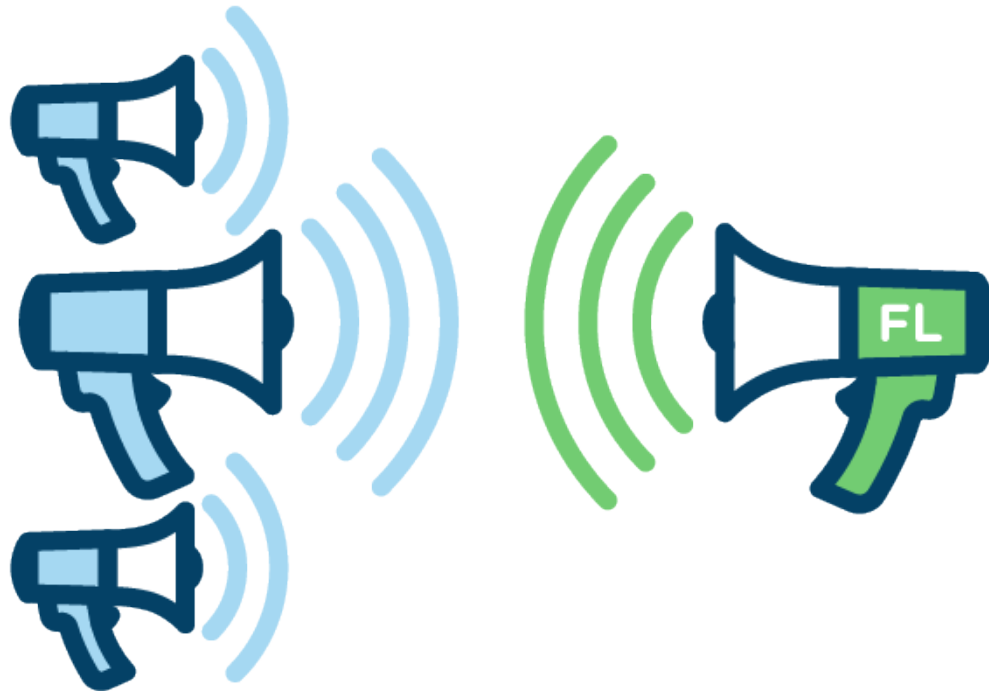
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FLORIDA
MARKET SHARE



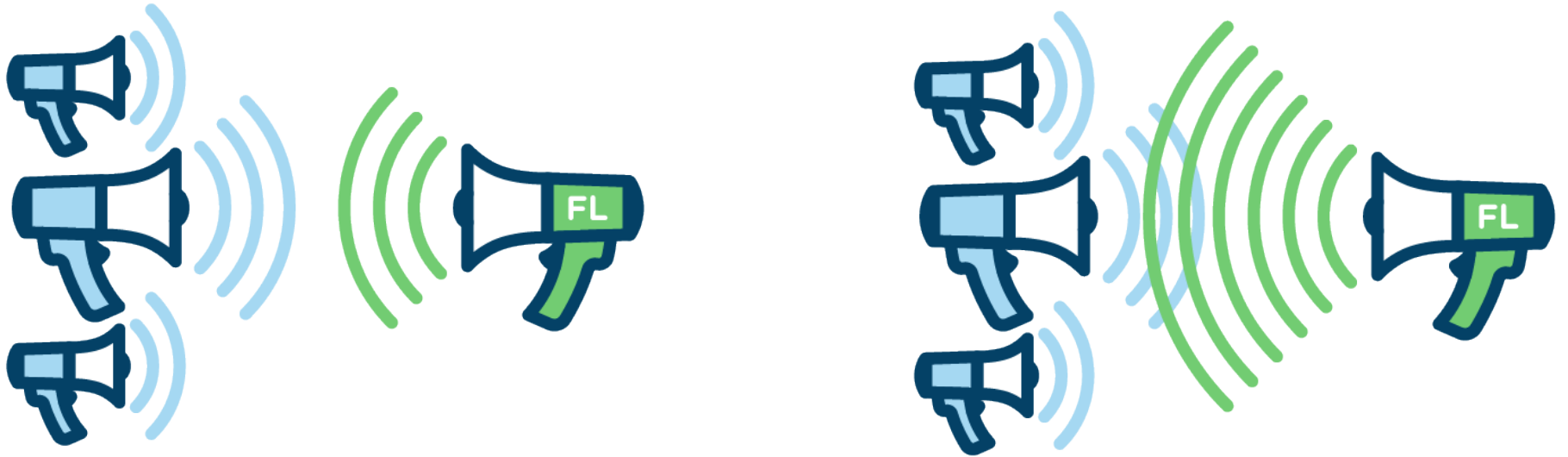
Keys

“Share of voice”: Portion of total marketing funding.



Keys

Share of voice drives share of market.



Keys

- Visitors/tourists vs. tourist spending:
 - Non-standard measurement of “visitors.”
 - Not all visitors are created equal.
- Tourist spending is a proxy for market share.
- When tourist spending increases, tax revenues increase.
- Florida competes for market share (tourist spending).
- Share of voice: competitive marketing funding.
- Share of voice drives share of market.

DAILY NEWS

World - Business - Finance - Lifestyle - Travel - Sport - Weather

Issue: 240104

THE WORLDS BEST SELLING NATIONAL NEWSPAPER

Est - 1965

First Edition

Monday 5th June

Tourism Industry Struggling Against Competitive Underinvestment

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Inside

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Story Lines

- Good News: Florida's tourism industry has been doing great.
- Bad News: California and Texas are doing better.
- Florida lost market share from 2005 – 2012 within the “Big Three” sun destination competitor group.
- To maintain share of market, Florida must—at a minimum—maintain a corresponding share of voice (\$59 million) to +3% share of market (\$68 million).
- \$68 million investment equal 0.6% of tax revenues from tourist spending.

Florida Competitor Sets

Primary:

California

Texas

Sun Group:

California

Louisiana

North Carolina

Texas

Mississippi

South Carolina

Nevada

Alabama

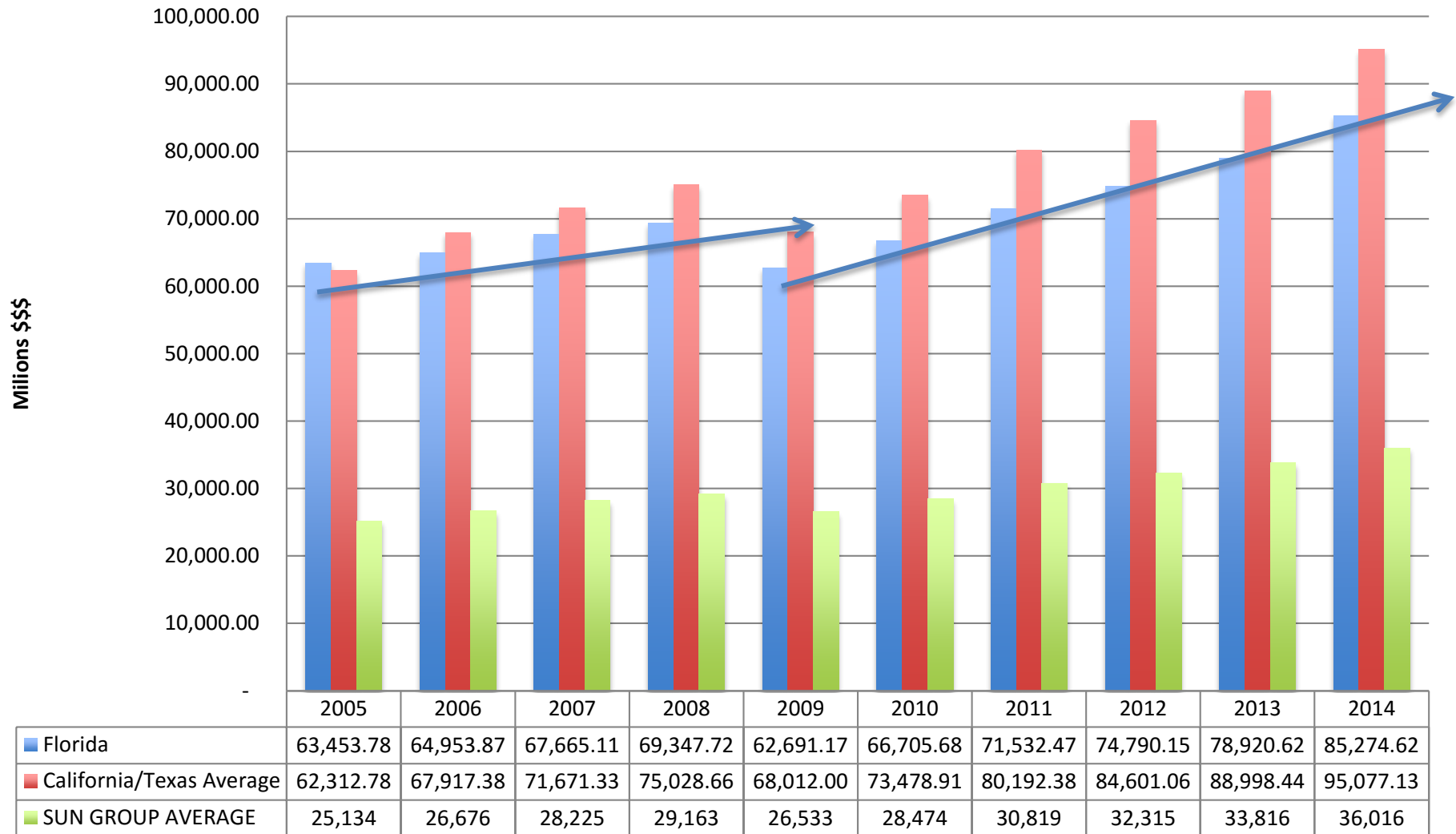
Georgia

Arizona

Tennessee

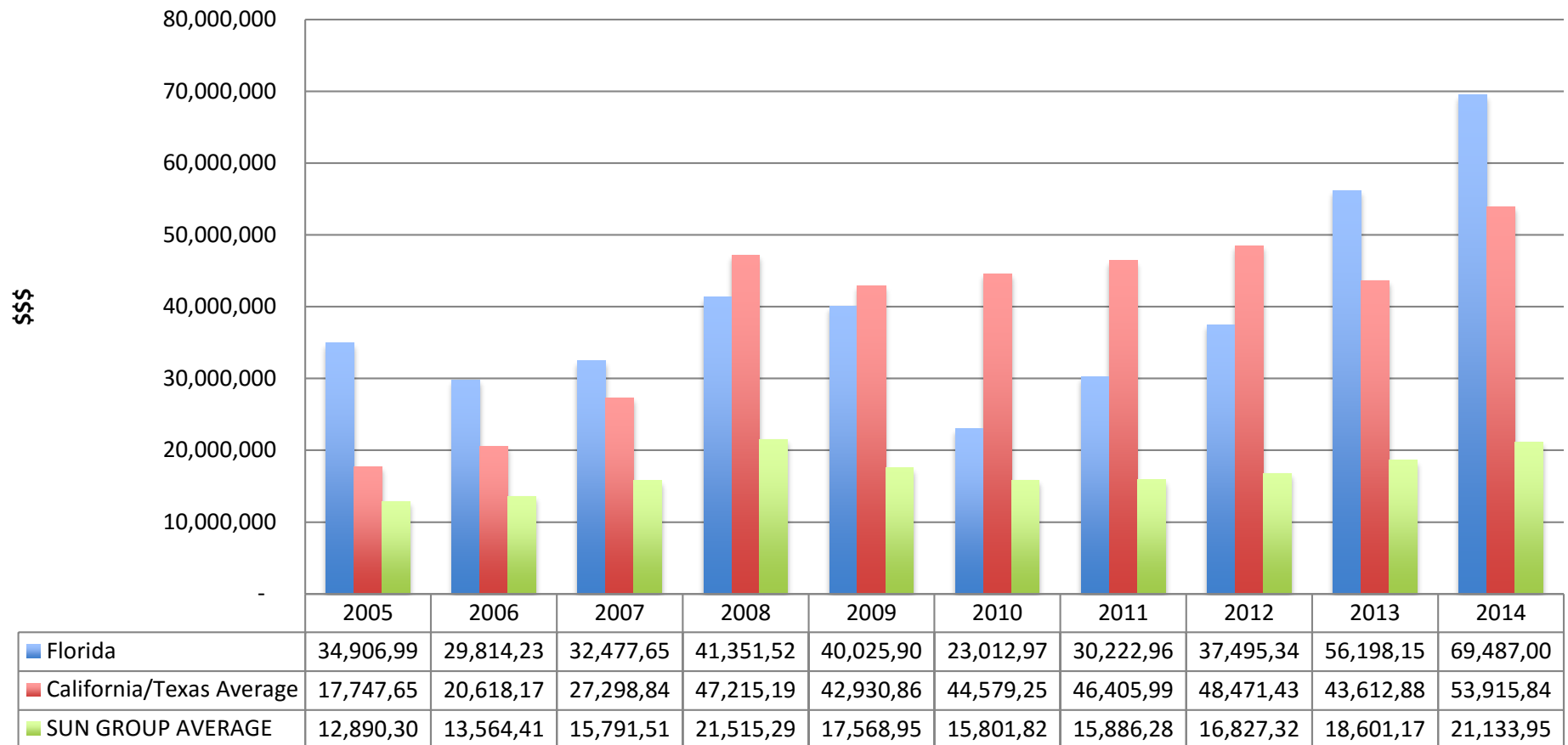
Total Tourist Spending (Market Size)

Total Tourist Spending



Total State DMO Funding (“Voice”)

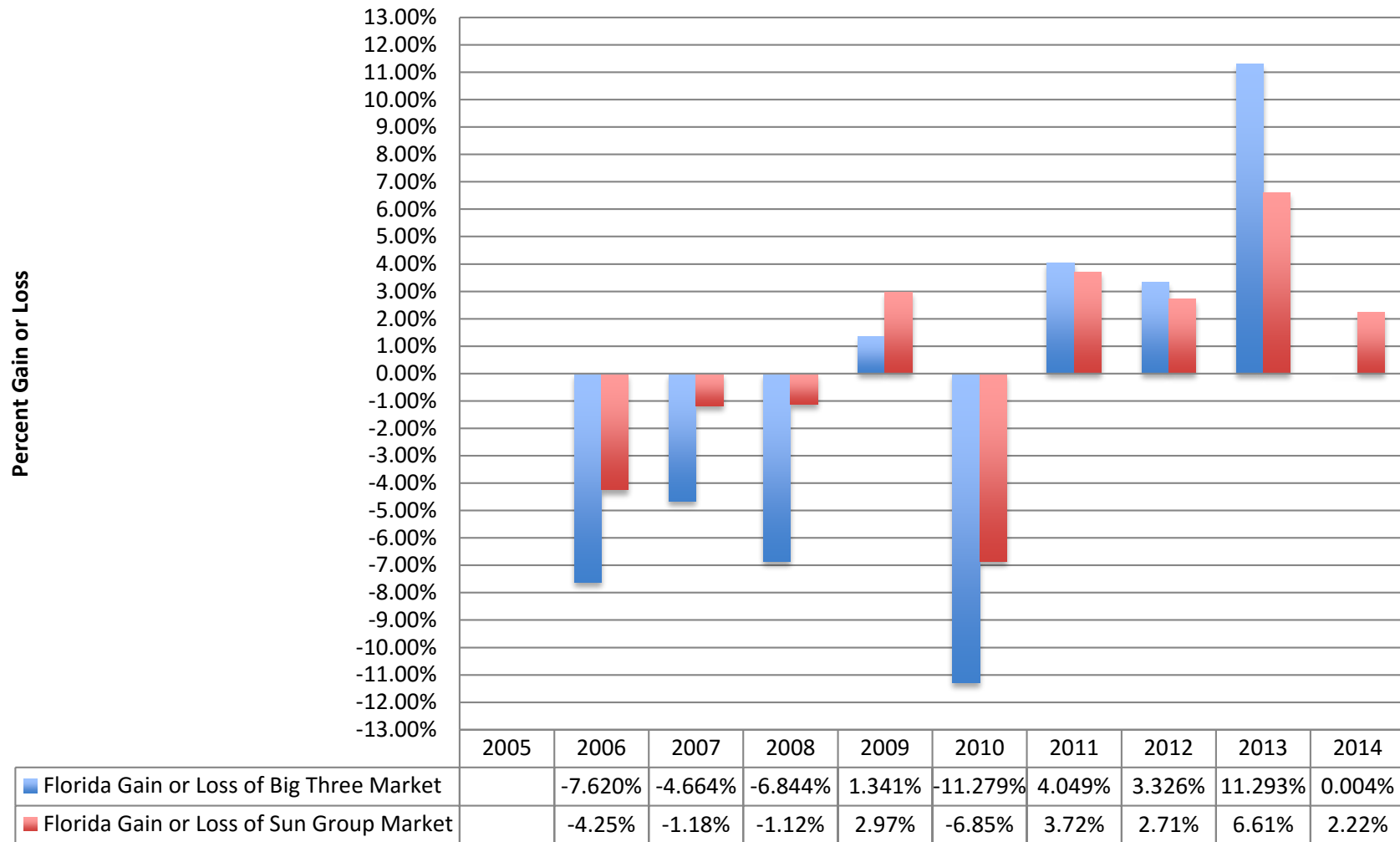
Total State Destination Marketing Organization Funding



Data source: US Travel Association

Florida Gain/Loss in Share of Voice

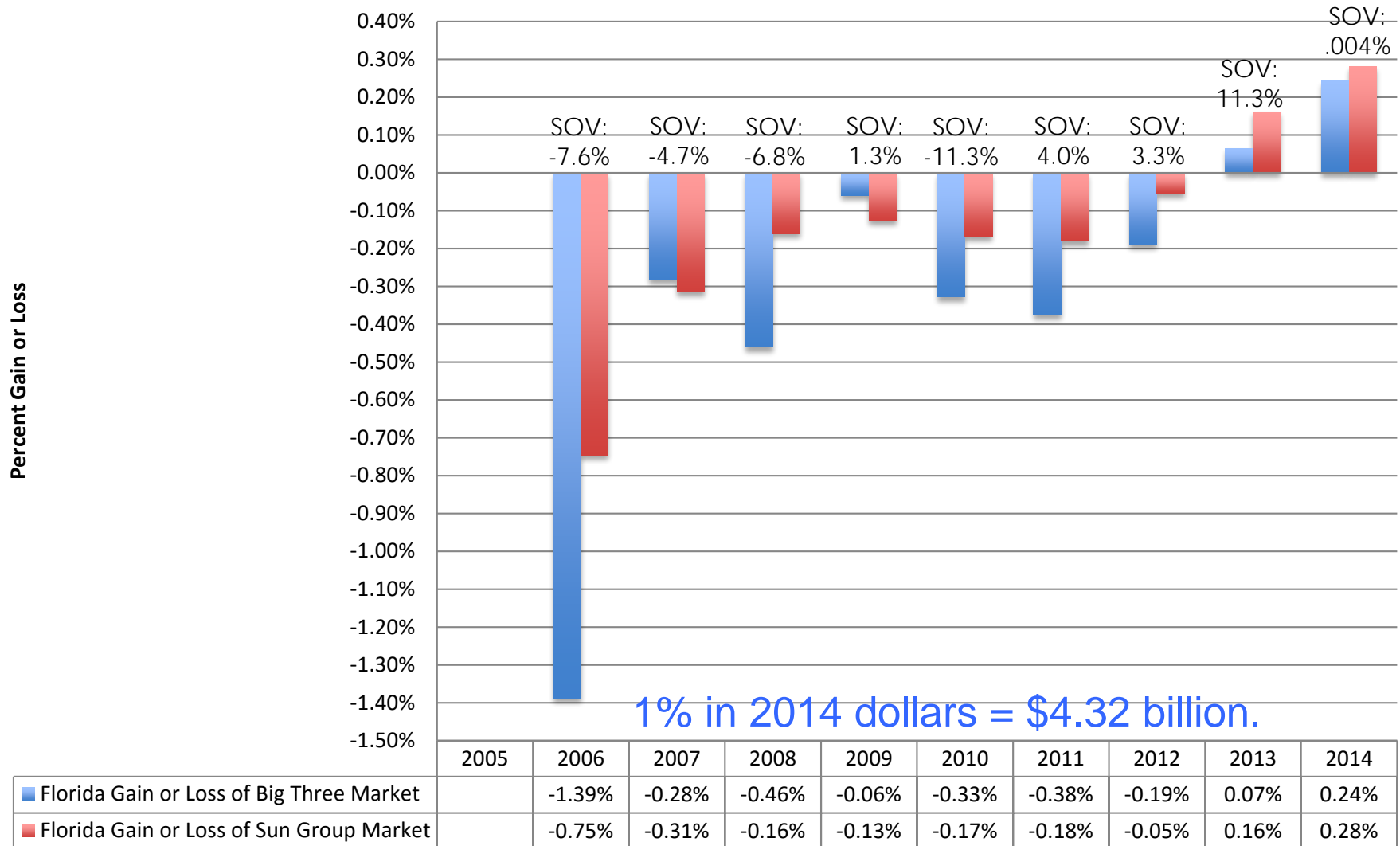
Florida Gain or Loss in Share of Voice (State DMO Funding)



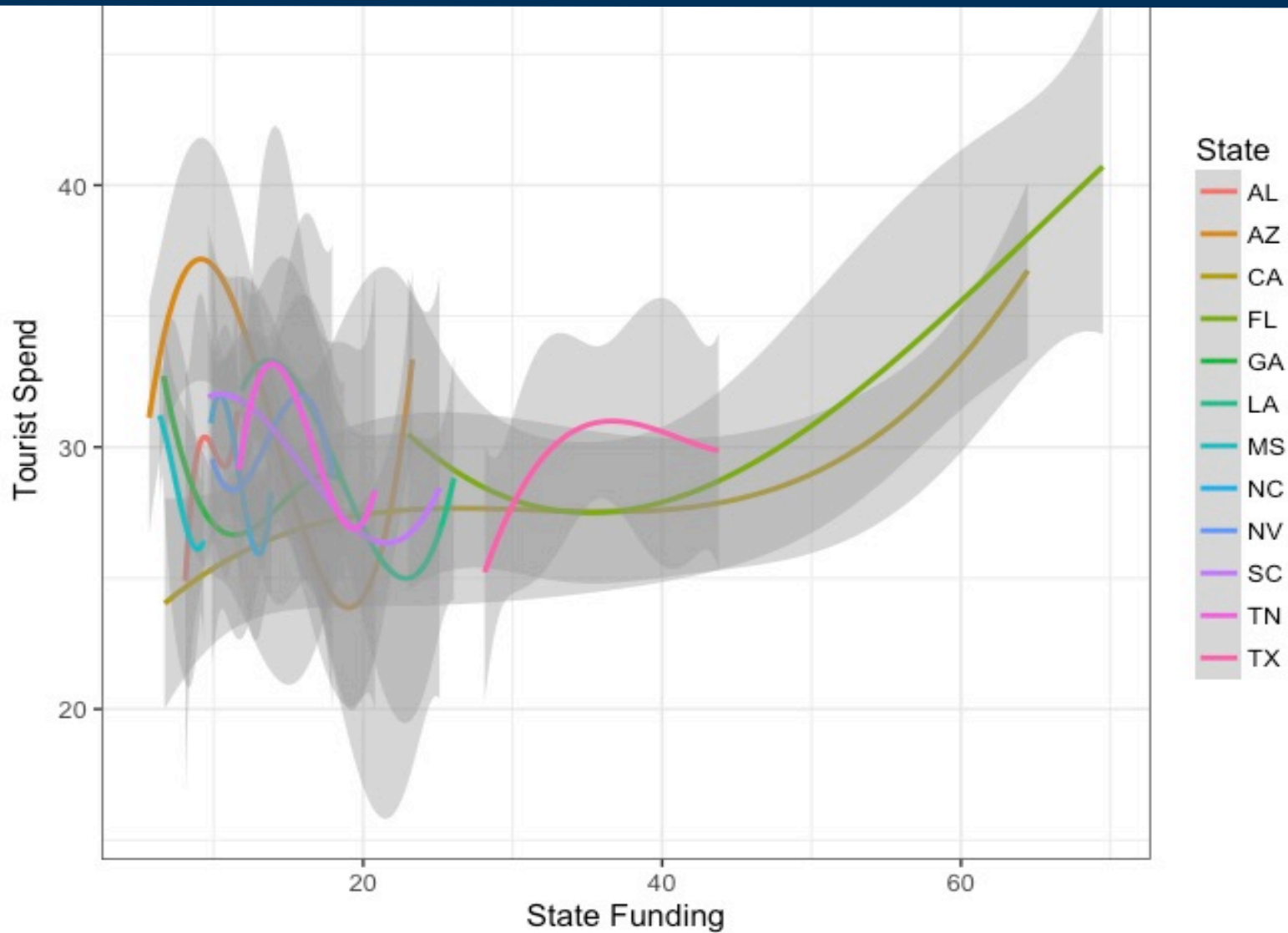
Data source: US Travel Association

Florida Gain/Loss of Market Share

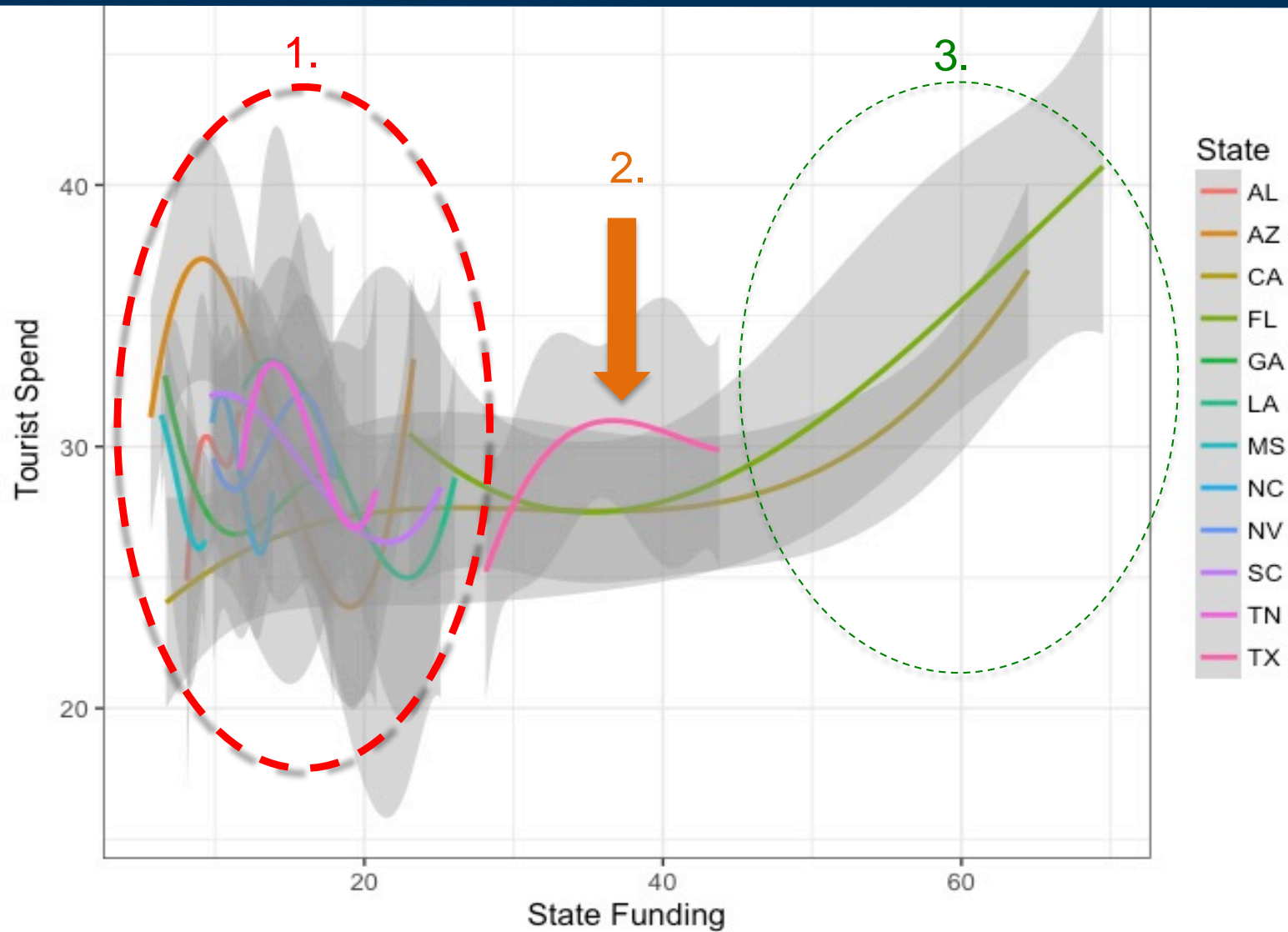
Florida Gain or Loss of Market Share (Tourist Spending)



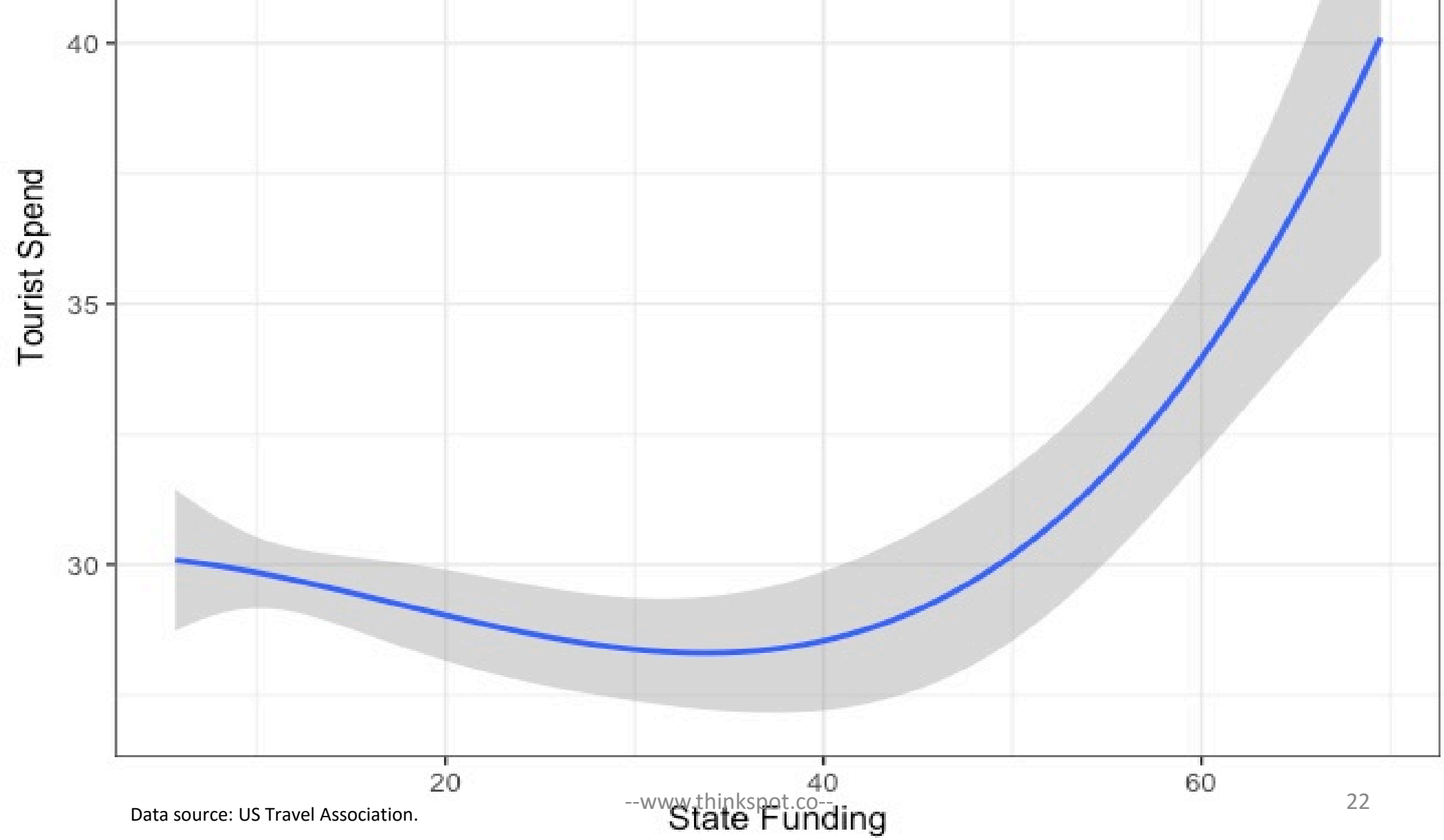
State Tourist Spending Dynamics



State Tourist Spending Dynamics



Florida Tourism Funding ROI Curve



Data source: US Travel Association.

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State Funding

Conclusions

- Good News: Florida's tourism industry has been doing great.
- Bad News: California and Texas are doing better.
- Florida lost market share from 2005 – 2012 within the “Big Three” sun destination competitor group.
- To maintain share of market, Florida must—at a minimum—maintain a corresponding share of voice (\$59 million) to +3% share of market (\$68 million).
- \$68 million investment equal 0.6% of tax revenues from tourist spending.

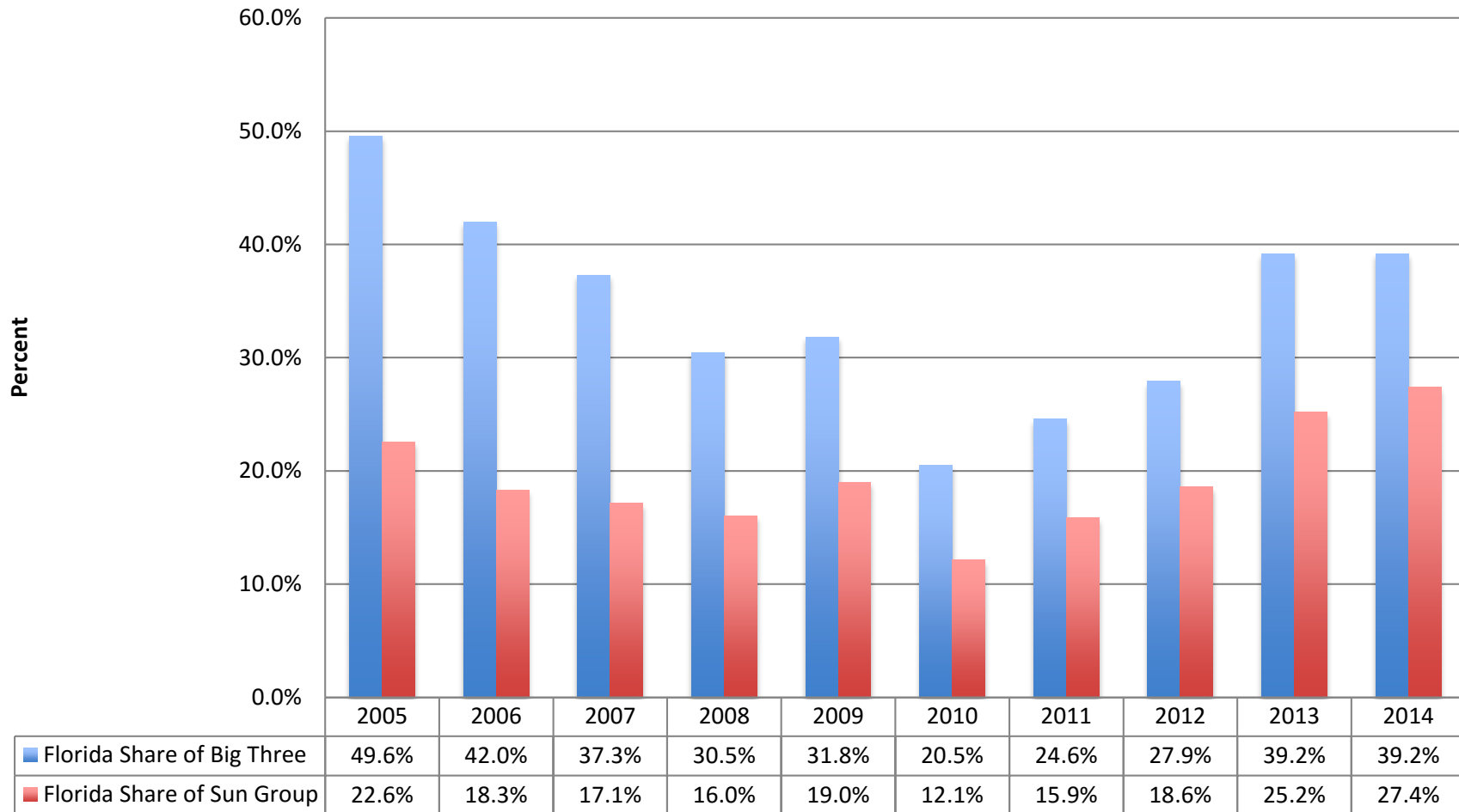
Detail Slides



Florida Share of Voice



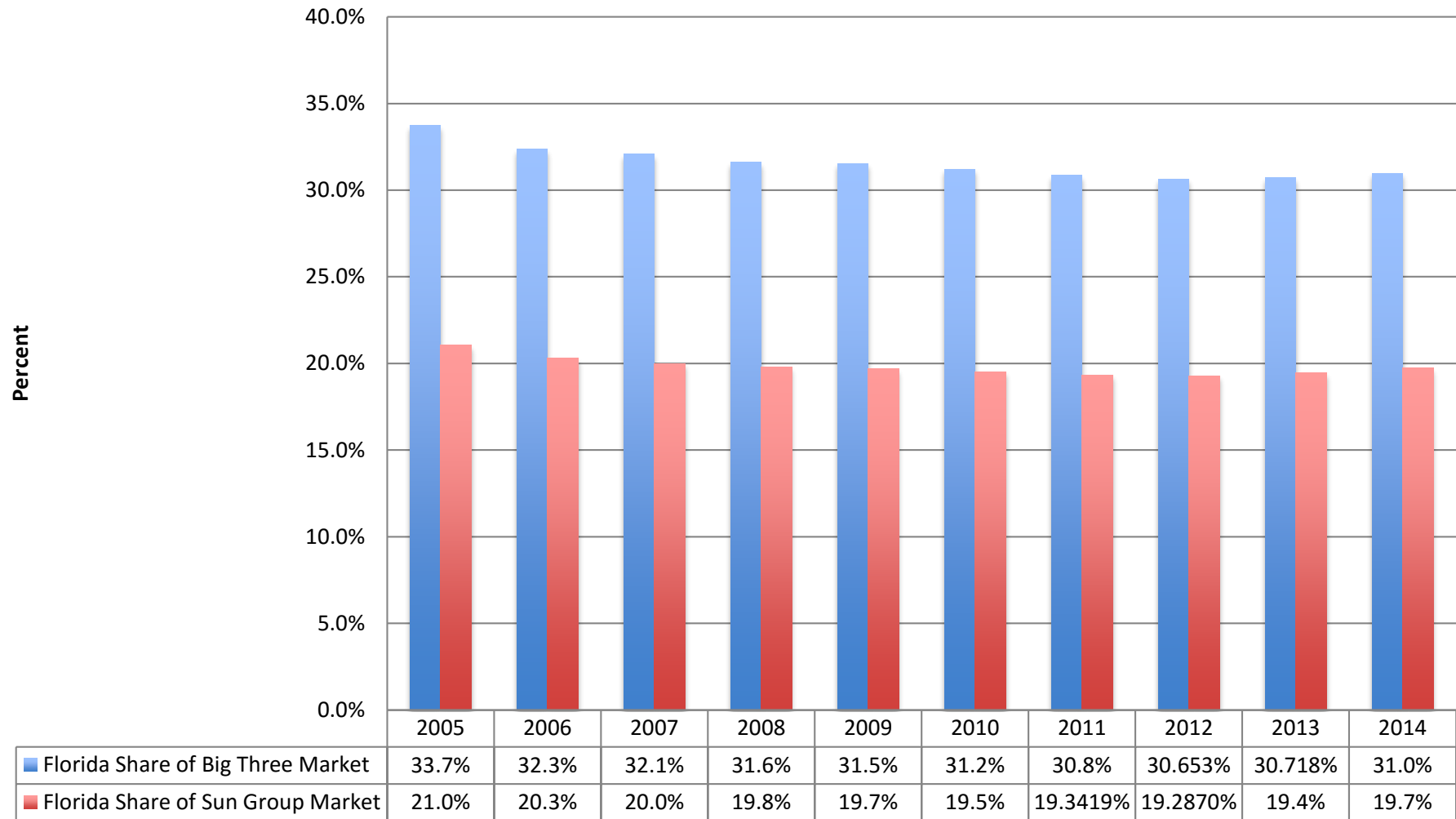
Share of Total DMO Funding



Data source: US Travel Association

Florida Share of Market

Share of Tourist Spending



Data source: US Travel Association

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U.S. TRAVEL

A S S O C I A T I O N

TRAVEL PROMOTION WORKS



ECONOMIC IMPACT ON FLORIDA



In 2015, visitors spent **\$109B**



\$11.3B in **state and local taxes**
(nearly 30% of total tax receipts)



supporting

1.4M Florida jobs



This tax revenue
can fund

100% of all
public school teachers,
police officers and
firefighters in Florida
combined

ECONOMIC IMPACT ON FLORIDA



Without travel, Florida's
5.4% unemployment
rate would've reached
20% in 2015

Without travel, Florida
residents would owe

\$1,535 more

in state and local taxes



to sustain their
current level of
essential services

THE POWER OF TRAVEL FOR FLORIDA



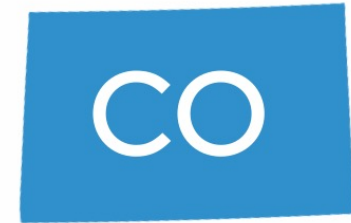
Florida accounts
for **10%** of
travel spending
in the U.S.,
ranking **2nd**
among all 50
states and D.C.

From 2010 to 2015,
travel spending growth in
Florida **outpaced 48** states



Since 2010, travel jobs in
Florida have
increased by 20%
(highest rate in the U.S.)

WHAT'S AT STAKE WHEN A STATE STOPS MARKETING



Budget cut from **\$30M** to **\$7M** in 2009



Budget cut from **\$7M** to **\$0** in 2011



Budget cut from **\$12M** to **\$0** in 1993



Every **\$1 cut** from PA tourism budget cost **\$3.60** in lost tax revenue



Traveler spending in **competing MT** grew **70% faster** than in WA



\$1.4B lost in traveler spending within **1 year**



From 2009 to 2014, PA lost **\$600M+** in tax revenue



Tax receipts declined by **\$134M** from 1993 to 1997

Since 2007, overseas visitors increased by **44%** in U.S., but only **19%** in PA

With **zero** state support, WA continues to fall behind

18 years later, CO still hasn't recovered market share

A RISKY EXPERIMENT

With a **2% reduction** in travel, **Florida would lose...**

\$2.2B in travel spending



\$225M in tax revenue



28,000 Florida jobs

TRAVEL PROMOTION PAYS OFF (2010-2015)



Total budget increased \$50.1M



Travel spending increased \$32.4B



Total budget increased \$10.5M



Travel spending increased \$3.5B



Total budget increased \$43.3M



Travel spending increased \$30B



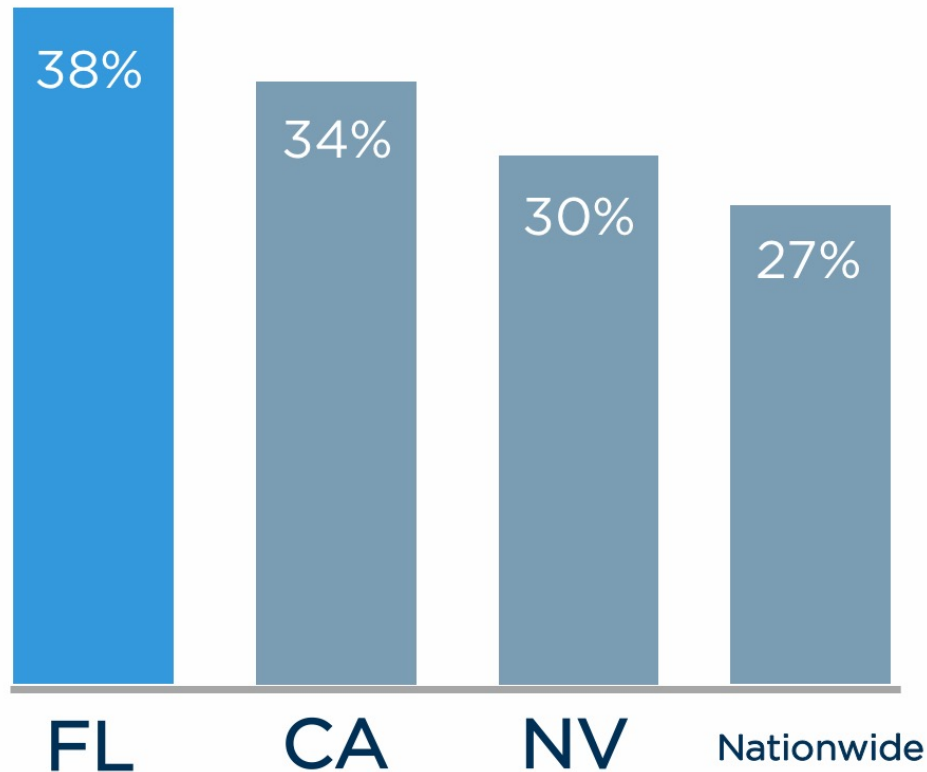
Total budget increased \$4.6M



Travel spending increased \$933M

TRAVEL PROMOTION PAYS OFF

Traveler Spending Growth (2010-2015)



From 2010-2015,
total investment in Florida
travel promotion
increased by **\$43.3M**



and visitor spending
increased by **\$30B**

U.S. TRAVEL

A S S O C I A T I O N

U.S. TRAVEL
ASSOCIATION

TESTIMONY FOR THE RECORD

OF

ROGER DOW

PRESIDENT AND CEO OF THE U.S. TRAVEL ASSOCIATION

ON

“FLORIDA’S TOURISM MARKETING”

**BEFORE THE
APPROPRIATIONS COMMITTEE
THE FLORIDA SENATE**

JANUARY 26, 2017

Chairman Latvala and fellow members of the Committee:

Thank you for the opportunity to join you today. I am pleased to offer testimony on behalf of the U.S. Travel Association, representing all components of the travel industry that generates \$2.1 trillion in economic output and supports 15.1 million American jobs. I hope to share a national perspective on the current debate about public investment in destination marketing. In three simple words: *travel promotion works*.

High Price of Risky Experiments

Practically all state legislatures grapple with budget pressures and they rightfully scrutinize their spending. I'm here to document the value – in hard dollars and real numbers – of investing in destination marketing. And also to warn you against risky experiments that jeopardize Florida's travel and tourism industry and the livelihood of hundreds of thousands of working-class Floridians. As I'll describe in detail, other states have already committed the self-inflicted damage of cutting travel promotion budgets – and their economies and residents paid a high price for it.

In today's highly competitive global marketplace, where people have more choices than ever, companies, municipalities and even politicians themselves embrace the importance of brand promotion. Investing in marketing and advertising increases consumer awareness and drives business opportunity. Conversely, decreased marketing inhibits a brand's capacity to compete – often with devastating results.

This is certainly true within the travel sector. Destinations that cultivate a brand through effective travel promotion attract visitors whose spending creates jobs for its residents and generates tax revenue. Destination marketing can improve perception that accelerates business and workforce development, infrastructure improvements, real estate purchases, even population growth. Before booking a vacation or hosting a convention in Florida, before buying a second home or attending a college or starting a business here – first, it has to occur to you to visit.

That beaches are a substitute for advertising requires a breathtaking naiveté. Breaking news: Beautiful beaches also line the coasts of California... and the Carolinas and Georgia and Texas. Yes, it's common knowledge that Florida boasts some the nation's best. But it is the sustained and creative work of VISIT FLORIDA that has attracted record numbers of visitors and travel-related revenue. And something tells me that no amount of success would keep a company such as Apple, Amazon or American Express from easing up on product marketing, even with such mass public awareness.

It's difficult to overstate the economic benefits of VISIT FLORIDA's work. In 2015, out-of-state visitors spent \$109 billion in Florida, directly and indirectly supporting 1.4 million jobs in the local economy. Without these jobs, the state's unemployment rate of 5.4 percent in 2015 would have reached 20 percent. Furthermore, these visitors directly and indirectly generated \$11.3 billion in state and local taxes, accounting for nearly 30 percent of total Florida state and local tax revenues – and enough to fund all teachers in Florida's K-12 public schools, firefighters and police/sheriff patrol officers combined. If not for the tax revenue generated by out-of-state visitors, Florida residents would owe \$1,535 more in local and state taxes to sustain the level of services they presently enjoy.

There are good reasons that VISIT FLORIDA has earned such respect nationally. Traveler spending in Florida accounts for more than 10 percent of total U.S. travel spending, ranking second among all 50 states and the District of Columbia. Travel and tourism comprised six percent of Florida's GDP, more than double travel's share of the national economy. From 2010 to 2015, the increase in travel spending here outpaced 48 other states. And since 2010, travel-generated jobs in Florida have increased by 20 percent, the highest growth rate in the nation. It is no coincidence that when President Obama launched the groundbreaking National Travel and Tourism Strategy in 2012, his announcement speech occurred here in Florida.

Eighteen Years Since Going Dark

In Florida and across the nation, travel promotion is the essential catalyst for such success. Before you consider proposals to disrupt Florida's tourism marketing program, I urge you to review the cautionary tales of other states that have gone in that direction.

It may seem tempting to cut this spending. But the savings are illusory because the subsequent decrease in travelers—and the tax revenues generated by their spending—only leave state and local governments further in the hole.

In 2009, the Pennsylvania state tourism office budget was reduced from \$30 million to \$7 million. Within five years, Pennsylvania saw a precipitous decline in its regional market share and tax revenues, and fell far behind the national pace in direct travel spending and overseas visitors. During legislative debate, the chair of the state's House Tourism Committee had warned against relegating Pennsylvania's branding to being "out of sight, out of mind when people are planning vacations."

The state of Pennsylvania, which also has a heavyweight tourism footprint, took the pennywise path and cut funding. They have lost ground to competitors while losing \$3.60 in tax revenue for every dollar "saved." If a hypothetical reduction in VISIT FLORIDA's travel promotion budget resulted in just a two percent reduction in travel, the state would lose \$2.2 billion in travel spending; 28,000 jobs across all Florida industries; and \$225 million in state and local tax receipts. In other words, the savings would be nothing more than fool's gold.

After the state of Washington took the drastic step of eliminating all tourism promotion efforts in 2011, traveler spending in competing Montana grew 70 percent faster than in Washington after Montana ramped up its state promotion budget. Travel-related tax revenues also grew at a far faster rate in Montana compared to Washington. Also, the current head of the Colorado Tourism Office had a simple message: "Our lesson to [the state of] Washington is that it's been 18 years since we went dark in 1993, and we still haven't gotten back to the national market share we had."

When Colorado closed its state marketing office in 1993, the negative impacts were immediate and dramatic. Within a year, the state slipped from first to 17th place among summer resorts. By 1997, its share of the national leisure market plummeted by 30 percent, annual visitor spending fell by \$2.4 billion and tax receipts declined by \$134 million. Recognizing its mistake, Colorado re-opened its state tourism office in 2000 with a budget of \$5 million – which was increased in 2006 to \$18.5 million. The results were astonishing: from 2000 to 2015, travel spending in Colorado increased by 74 percent.

Competitive Tactic of Choice

Meanwhile, some states – including Florida’s biggest competitor for international visitors – have consistently stepped up their brand marketing. Recently, California doubled its financial commitment to travel promotion, which for the first time now exceeds \$100 million. A key objective is to attract international visitors – and the tactic of choice is travel promotion.

As you can see, like any competitive situation, it’s an arms race. My message to you is this: Before you unilaterally disarm, know that your competitors won’t be – and likely won’t be all that disappointed if you do.

In 2012, the New Mexico Tourism Department realized that potential visitors perceived the state as an arid, barren desert. To reverse this misperception, the state launched *New Mexico True*, a \$1.2-million marketing campaign to showcase the real New Mexico experience. The campaign featured images of couples and families exploring cultural parks, driving on open roads through historic towns, trekking with llamas through the beautiful mountains. The impact was immediate, generating 264,000 additional trips and \$3.6 million in taxes.

Success is also reflected in tourism promotion from *Lake Eerie Love* to *Nashville Music City* to *This Is Cleveland*. The parochial objectives vary by state, but the rationale for enhanced marketing is the same everywhere: high-yielding dividends every time.

Millions Yield Billions

In the context of the Florida debate over travel promotion, let me assert unequivocally that the use of any public funds always should be transparent and accountable. But that has little to do with the merits of travel promotion itself – and by any measure or metric, the work of VISIT FLORIDA is an unqualified success.

There’s an interesting story to share when you examine state tourism promotion investment and traveler spending. Allow me to cite a couple of examples: From 2010 to 2015, Visit California’s promotion budget increased by \$50 million. During this same period, traveler spending in California climbed by \$32 billion. Travel marketing investment in Michigan increased by \$10 million, while spending by travelers in the state rose by \$3.5 billion. And in Florida, the budget for VISIT FLORIDA was increased by \$43 million over these five years, while traveler spending in the state grew by \$30 billion. While many factors are at play, these numbers tell a very compelling story.

In fact, during this same period, spending by travelers to Florida grew faster (by 38%) than any of its major competitors: California (34%), Nevada (30%) and across the nation (27%).

That said, it is important to note that state promotion programs work best when they are well-conceived, adequately funded, sustained over time, well-coordinated with private sector and federal partners – and of course, branded around the region’s unique and compelling resources.

Let’s be real, Florida has been subject to adversity in recent years. From terrorism to hurricanes, the Great Recession, the BP oil spill, Zika and other epidemics, travel professionals must navigate a landscape in which unforeseen circumstances get in the way of the state’s world-class assets and

depress travel. When you think about it, travel promotion is this state's insurance policy against such incidents. We all know well that the state has been tested too many times in recent years, but it has weathered the storm and been resilient in large part due to Florida's strategic and wise decision to put the ball in the hands of its best player during crunch time.

It is the job of travel promotion to anticipate and respond effectively to this roiling landscape: to position a destination at the right time, at the right pace, with the right promotion tools to send the message that "we're open for business." It is not an option to stand still and hope for the best. In that vacuum, competitors will speed past.

I'll return to a previous point. When an elected official plans a campaign for office, he or she can't wait until October to begin to contemplate the next month's election. It's an evolving and cumulative process that involves campaign advertising, public engagement and media appearances. You must be able to make a compelling argument to constituents that you are the right choice. And that takes promotion.

Benefits to Small Businesses

Some may cherry-pick a particular year to criticize VISIT FLORIDA for perceived high investment and low visitation; others suggest VISIT FLORIDA merely takes credit for record visitation that happens on its own. They are misguided. It's about the long game, the trends over time and in context of a variety of external events, from natural disasters and health threats, to shifts in the economy and consumer confidence and, of course, competitors' strategies.

It's an uncertain landscape but one thing is for sure: when a state promotion program is interrupted, it's almost as bad as terminating it altogether. It takes many years to pick up the pieces.

Some question the need for public tourism investment on the grounds that large commercial attractions, like big cities or iconic theme parks, do plenty of their own advertising. That's true but not close to the whole story, because nationally, 84 percent of all travel-related firms are small or very small businesses. That's who's helped the most. By design, tourism promotion disproportionately benefits smaller municipalities and venues that otherwise could never reach a national or global audience. Let me be clear, the suggestion that travel promotion is corporate welfare is a naïve misnomer. As an aside, I've posed this question to industry watchers, and the common denominator is: Disney will be fine. It's the state's many small businesses and their employees and families that will feel the effect.

Importantly, travel jobs also serve as a gateway to opportunity and a middle-class life for millions of Americans as well as a path to upward mobility for the under-employed. In addition to teaching essential job skills and offering rewarding careers, the travel industry also provides many employees with the flexibility they need to fulfill their higher education goals. In fact, U.S. Travel and many Florida tourism partners will soon collaborate on a campaign called *Florida Faces of Travel*, to highlight the careers of local travel workers – and their opportunities for upward economic mobility.

Raising the Tide for All

Just a few short years ago, America was falling behind in the race to attract international tourism. Our market share had been snatched by our more aggressive competitors. There was recognition by industry leaders that we were the only player on the world stage who didn't market itself as a nation to the world. So, we successfully built a bipartisan case in the U.S. Congress in 2009 for the Travel Promotion Act. This act founded the public-private Brand USA, which helps attract millions of new international visitors to the U.S. It's been a powerful economic multiplier – especially for smaller communities and businesses – to leverage their existing marketing platform to vastly enhance engagement abroad. Brand USA received a much-deserved vote of confidence in 2014 when it earned reauthorization in a rare, bipartisan fashion.

Brand USA is helping us restore our nation's share of the booming global tourism market. It does its job by attracting international visitors to the United States. But it's up to each state, destination or travel business to compete for them once they're here. Much like the design of VISIT FLORIDA.

I'm not only the CEO of the U.S. Travel Association, but also a proud resident of the state of Florida. From my perspective, it would be an enormous mistake to unilaterally disarm in the fierce competitive tourism marketplace. If Florida cuts promotion dollars, it not only will lose tourism market share, it will lose precious revenue, taxes and jobs for your state's residents.

On behalf of the hundreds of thousands of Floridians whose livelihood depends on a vibrant tourism industry, I urge you to resist a risky experiment and to continue to support the critical work of VISIT FLORIDA.

Thank you.

THE FLORIDA SENATE

APPEARANCE RECORD

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

1/26/17

Meeting Date

Bill Number (if applicable)

Topic TOURISM MARKETING

Amendment Barcode (if applicable)

Name DAVID L. BRILL

Job Title FOUNDER - TRAVELSPOT

Address 117 S. GARDNER ST

Phone 850-766-0143

Street

City

TALLAHASSEE

State

FL

Zip

32301

Email

Speaking: [] For [] Against [X] Information

Waive Speaking: [] In Support [] Against (The Chair will read this information into the record.)

Representing SELF

Appearing at request of Chair: [X] Yes [] No

Lobbyist registered with Legislature: [] Yes [X] No

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

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THE FLORIDA SENATE
APPEARANCE RECORD

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

Meeting Date _____ Bill Number (if applicable) _____

Topic VISIT FLORIDA FUNDING Amendment Barcode (if applicable) _____

Name ROGER DOW

Job Title PRES + CEO - US TRAVEL ASSOCIATION

Address 1100 NEW YORK AVE NW - SUITE 450 Phone (202) 441-7508
Street

WASHINGTON DC 20005 Email RDOW@US-TRAVEL.ORG
City State Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing U.S. TRAVEL

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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S-001 (10/14/14)

THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17

Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Lino Maldonado

Job Title Vice President

Address 200 Birdsong creek circle

Phone (850) 685-8325

Street

Niceville

FL

32578

Email LinoMaldonado@cox.net

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing _____

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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S-001 (10/14/14)

THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17
Meeting Date

Bill Number (if applicable)

Topic VISIT FLORIDA FUNDING

Amendment Barcode (if applicable)

Name SHELDON SUGA

Job Title VP MANAGING DIRECTOR - HAWKS CAT RESORT

Address 61 HAWKS CAT BLVD
Street

Phone 305-394-4905

DUCK KEY, FL 33050
City State Zip

Email sheldon.suga@hawkscatresort.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing HAWKS CAT RESORT

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17
Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Tom Williamson

Job Title Hotel G.M.

Address 3425 N Atlantic Ave.
Street

Phone 321-427-1087

Cocoa Beach FL 32931
City State Zip

Email tom@oceanportnews.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Space Coast Chapter FBLA / Cocoa Beach Hotel Assn

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

Jan. 26, 2017
Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Gilda Steger

Job Title Director of Marketing

Address 3161 S. Ocean Dr. #1009

Phone 305-331-5217

Hallandale FL 33009
City State Zip

Email gilda@superior-small-lodging.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Superior Small Lodging Association

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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1-26-17

Meeting Date

Bill Number (if applicable)

Topic VISIT FLORIDA FUNDING

Amendment Barcode (if applicable)

Name BRUCE CRAUL

Job Title COO - HARBORWALK HOSPITALITY

Address 42 TERRA COTTA WAY

Phone 850-598-9090

Street

DESTIN

BCRAUL@

City

FL

State

32541

Zip

Email FAMFARAUDGRANDE.COM

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing FRLA  OKALOOSA COUNTY TOURISM

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17

Meeting Date

Bill Number (if applicable)

Topic VISIT FL FUNDING

Amendment Barcode (if applicable)

Name DAN KEYSER

Job Title Exec. Div. of Resort Sales

Address 9300 EMERALD COAST PKWY W

Phone 850-267-6647

Street

DESTIN FL 32550

City

State

Zip

Email dankeyser@sandestin.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing SANDESTIN GOLF & BEACH RESORT

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/20

Meeting Date

Bill Number (if applicable)

Topic

Visit Florida FUNDING

Amendment Barcode (if applicable)

Name

DEBBIE FLYNN

Job Title

MANAGER

Address

83 Central Square

Phone

850.231.7327

Street

Seaside FL

32459

Email

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing

Great Southern Cafe if FRLA board member

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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S-001 (10/14/14)

THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17
Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Amanda Morrish

Job Title Managing Partner, For the Table Hospitality

Address 705 S. Woodward Ave, Unit 101
Street

Phone (850) 228-6877

Tallahassee FL 32304
City State Zip

Email amanda@madisunsocial.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing For the Table Hospitality

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/2017

Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Larry Haile

Job Title Gen. Manager Jim Shirley

Address 1216 JS Miller Rd.

Phone _____

Street

Santa Rosa Beach FL

32459

Email Larry@ChickJimShirley.com

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing FBLA / Jim Shirley Enterprise, Santa Rosa / Micamor

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Scott Overton, SR.

Job Title General Manager

Address 2700 N. Ponce de Leon Blvd.
Street

Phone 904-342-7938

St. Augustine, FL 32084
City State Zip

Email scotto@jaybirdsinn.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Jaybird's INN AND Jaybird's RESTAURANT

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17
Meeting Date

Bill Number (if applicable)

Topic VISIT FLORIDA FUNDING

Amendment Barcode (if applicable)

Name JIM L. RIDENOUR

Job Title TDC CHAIRMAN

Address 2101 W. NEW HAVEN AVE
Street

Phone 321-288-1629

MELBOURNE FL 32904
City State Zip

Email JIM.RIDENOUR@MARRIOTT.COM

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing SPACE COAST TDC

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17

Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Russell Daws

Job Title President/CEO

Address Tallahassee Museum 3945 Museum Dr Phone 850-576-2531

Tallahassee FL 32310
City State Zip

Email rdaws@tallahassee-museum.org

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Tallahassee Museum

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1-26-17
Meeting Date

Bill Number (if applicable)

Topic Visit Florida funding

Amendment Barcode (if applicable)

Name John McCarroll

Job Title General Manager Hotel Duval

Address 415 N. Monroe St.
Street

Phone 850-224-6131

Gallahussee FL 32301
City State Zip

Email smccarroll@hotelduval.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Hotel Duval

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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THE FLORIDA SENATE
APPEARANCE RECORD

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

Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Melissa Cleveland

Job Title Director of Sales

Address 3398 Lennbladh Road

Phone 850320-9913

Street

Tallahassee FL 32308

City

State

Zip

Email melissa.cleveland@interstatehotels.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Hampton Inn + Suites

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE

APPEARANCE RECORD

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

1/26/17
Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Bo Schmitz

Job Title General Manager

Address 316 W. Tennessee St.

Phone 850-422-4205

Street

Tallahassee

FL

32301

City

State

Zip

Email bo.schmitz@fairpoints
tallahassee@fairpoints.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

4/26/17
Meeting Date

Bill Number (if applicable)

Topic TOURISM FUNDING

Amendment Barcode (if applicable)

Name LORAH STEINER

Job Title PUNTA GORDA/ENGLEWOOD VISITOR & CONVENTION BUREAU

Address 18500 MUNDOCK CIR

Phone (941) 743-1900

Street

City

State

Zip

Port Charlotte FL

Email LORAH.STEINER@CHARLOTTECOUNTYFL.GOV

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing PUNTA GORDA/ENGLEWOOD VISITOR & CONVENTION BUREAU

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17
Meeting Date

Bill Number (if applicable)

Topic Visit Florida Funding

Amendment Barcode (if applicable)

Name Michelle Wilson

Job Title _____

Address 4491 Foxcroft Dr

Phone 850/566-6549

Tall Fl 32309

Email shellhole@yahoo.com

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Lodging Industry Leader

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

I work as a PAINTER in Florida's hospitality industry at Hawks Cay Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.


It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job.

Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations.

To me it's simple -- to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Thank you for your commitment to the success of our industry.

Sincerely,


1-20-2017
ESLEMLAFORTUNE

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

I work as a Engineering Administrative Assistant in Florida's hospitality industry at Hawks Cay Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.


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Thank you for your commitment to the success of our industry.

Sincerely,


1-20-17
Paula J. Kidney

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,


Mark Jacobson

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,


1/20/17
LEONARD PETRASKA

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Matt Wright
Matt Wright

January 23, 2017

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Mary Ann Granderson
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Andrea Wright
A. Wright

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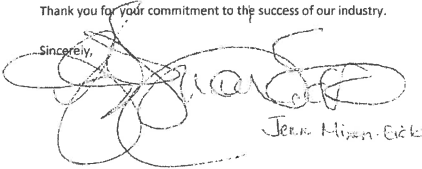
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Jerri Miller-Eck

January 23, 2017

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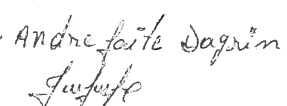
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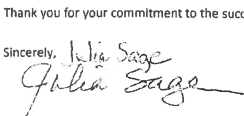
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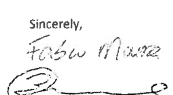
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Thank you for your commitment to the success of our industry.

Sincerely,



January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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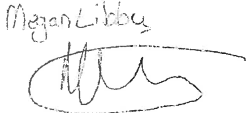
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Sincerely, 
Megan Libby

January 23, 2017

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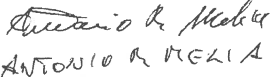
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Sincerely, 
ANTONIO R. MELIA

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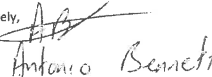
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Antonio Bennett

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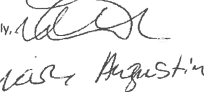
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Sincerely, 
Maria Augustin

January 23, 2017

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Joshua Lavette

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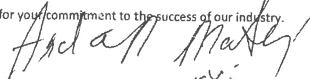
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Sincerely, 
ADAM MATTI

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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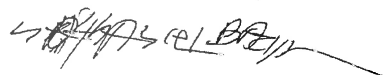
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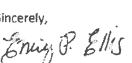
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Sincerely, 
Emily P. Ellis

January 23, 2017

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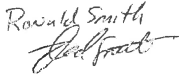
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Thank you for your commitment to the success of our industry.

Sincerely, *Carole Robertson*
Carole Robertson

January 23, 2017

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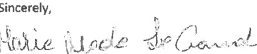
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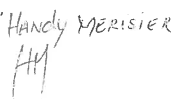
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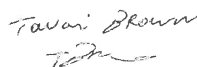
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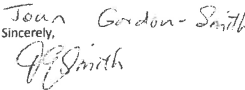
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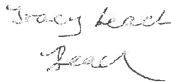
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The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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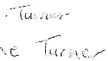
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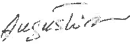
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MICHAEL ZGRABIK

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MARIE D. ARLUS

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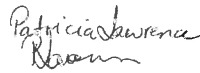
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PATRICIA BROWN

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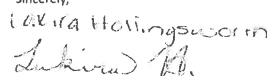
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CALIFA HOLLINGSWORTH

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Sincerely, MISSA THORPE
Missa Thorpe

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Janice Tomlinson

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Wilton Simpson

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January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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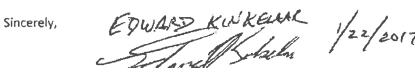
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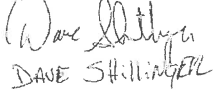
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DAVE SHILLING

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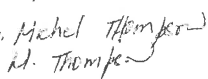
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M. Thompson
1-22-17

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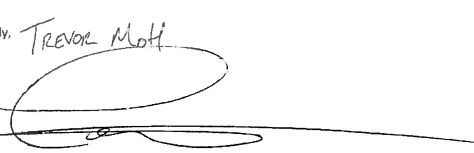
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TREVOR MOTT

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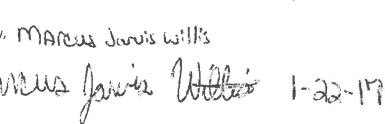
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Marcus Jarvis Willis 1-22-17

January 23, 2017

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Marie C. Feltskin
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1/24/17

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Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

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Thank you for your commitment to the success of our industry.

Sincerely,

Paul Wieland
PAUL WIELAND

January 23, 2017

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418 Capitol
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Sincerely,

Hannah Allen
HAllen

1-23-17

January 23, 2017

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Sincerely,

Elizabeth Bell
Elizabeth Bell
Human Resources Mgr.
Hawks Cay Resort

January 23, 2017

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Sincerely,

Patricia

January 23, 2017

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Sincerely,

Chondrea D. Acius

January 23, 2017

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Sincerely,

Cordella Vanriel

January 23, 2017

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Sincerely,

George Gainer

January 23, 2017

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Sincerely, 
Jeffrey Bridges

January 23, 2017

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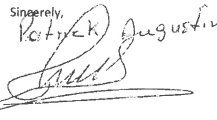
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Sincerely, 
Katelyn Augustino

January 23, 2017

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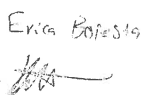
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Erica Bofesta

January 23, 2017

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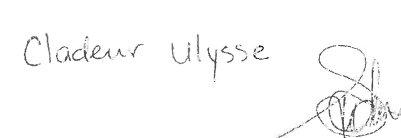
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Cladene Ulyse

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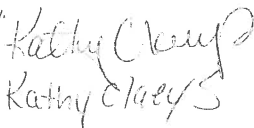
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Sincerely,



January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

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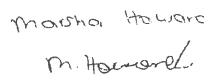
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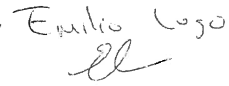
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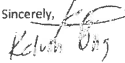
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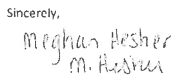
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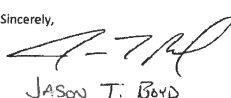
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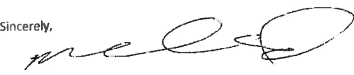
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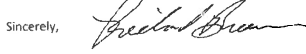
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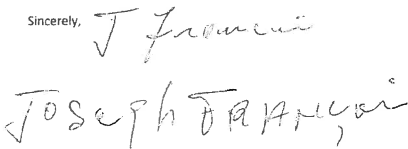
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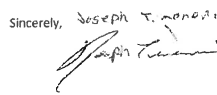
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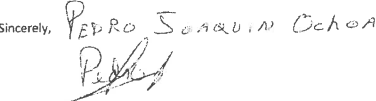
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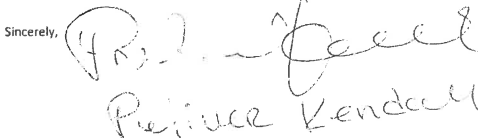
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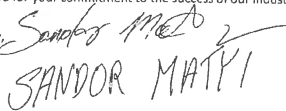
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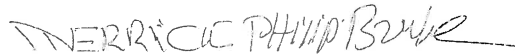
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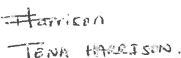
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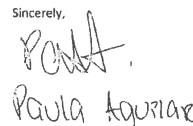
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Sincerely,



January 23, 2017

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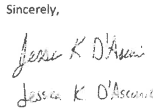
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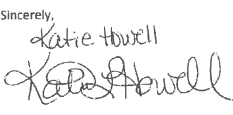
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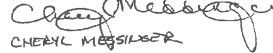
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CHERYL MESSINGER

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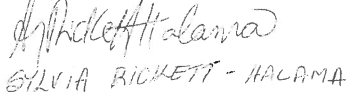
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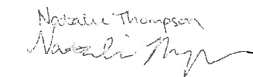
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Sincerely,


Natalie Thompson

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel.

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

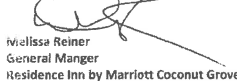
Dear Honorable Senators:

I am the General Manager for the Residence Inn by Marriott Miami Coconut Grove and I have 35 employees, I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return. Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business." Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,


Melissa Reiner
General Manager
Residence Inn by Marriott Coconut Grove

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Front Desk (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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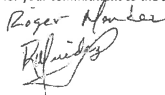
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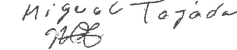
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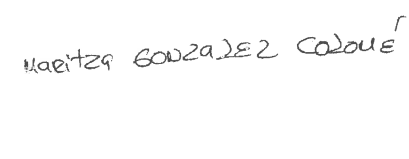
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ANIL BHAVNANI

January 23, 2017

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418 Capitol
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I work as a Purchase Agent in Florida's hospitality industry at Hawks Cay Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

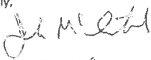
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JOSH MCINTOSH

January 23, 2017

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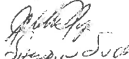
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STEVEN DUDA

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I work as a Pan-Suave in Florida's hospitality industry at Hawks Cay Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

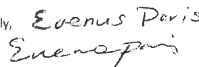
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EUEENUS PARIS

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Thank you for your commitment to the success of our industry.

Sincerely, *Bobby Clark*
Bobby Clark

January 23, 2017

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Sincerely, *Rose Arnold*
Rose Arnold

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Sincerely, *Will Davis*
Will Davis

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

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Alaysia Thornton
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I work as a Reservations Agent in Florida's hospitality industry at Hawks Cay Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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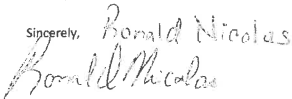
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Sincerely, 
Ronald Nicolas

1/20/17

January 23, 2017

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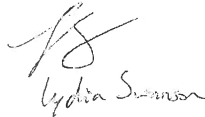
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Thank you for your commitment to the success of our industry.

Sincerely,


Lydia Simonson

January 23, 2017

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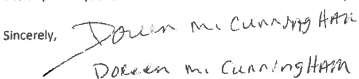
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Sincerely, 
Doreen Mc Cunniff Ham

January 23, 2017

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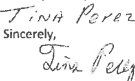
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Thank you for your commitment to the success of our industry.

Sincerely, 
Tina Perez

January 23, 2017

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Sincerely,

Tanner Jean - Baptiste

January 23, 2017

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Sincerely,

Brennan Ahlin
Brennan Ahlin

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Sincerely,

William Ryan

January 23, 2017

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Sincerely,

Gail Lee
Gail Lee

January 23, 2017

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Sincerely,


Brian Simmons
Florida

January 23, 2017

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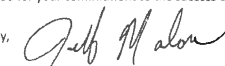
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JEFF MALONE

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely,


Rich Tador

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

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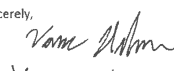
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Sincerely,


Vance Holman

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely,  Roy Hood

January 20th, 2017

Office of Governor Rick Scott
State of Florida
The Capitol
400 S. Monroe St.
Tallahassee, FL 32399-0001


Dear Governor Rick Scott,

As the Marketing Coordinator at Hawks Cay Resort in the Florida Keys, I have seen how fluctuations in tourism have affected both the Resort, and the local community. With the help of our partners, we are able to keep a steady flow of visitors coming to the resort throughout the year.

Visit Florida is one of those partners that has helped tourism tremendously as it pushes our promotions and spreads the word to our many target markets around the world. Without their efforts and support, we would never have the reach and impact to encourage travel decisions.

I urge you not to shut down Visit Florida because the organization plays a critical role in exposing Florida's tourism industry to potential visitors throughout the world. We need people to keep visiting, so that I and all of my colleagues here at Hawks Cay and throughout the state can keep doing what we do best. We all have families to support and mortgages to pay. I urge you to make the right decision and keep Visit Florida in charge of the State's marketing efforts. They are doing a great job!

Sincerely,


Frances Shockley
Marketing Coordinator
Hawks Cay Resort

January 23, 2017

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402 S Monroe St
Tallahassee, FL 32399

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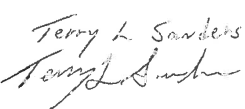
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Thank you for your commitment to the success of our industry.

Sincerely,  Terry L. Sanders 1-20-17

January 20th, 2017

Office of Governor Rick Scott
State of Florida
The Capitol
400 S. Monroe St.
Tallahassee, FL 32399-0001


Dear Governor Rick Scott,

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Sincerely,


Matt Lawrence
Director of Marketing
Hawks Cay Resort

January 20th, 2017

Office of Governor Rick Scott
State of Florida
The Capitol
400 S. Monroe St.
Tallahassee, FL 32399-0001


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Wilner Henri
Marketing Coordinator
Hawks Cay Resort

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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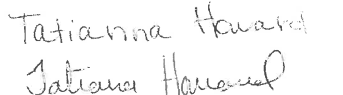
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Sincerely,


Tatiana Howard
1-20-17

January 23, 2017

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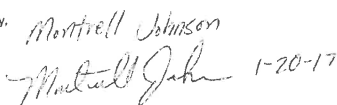
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Sincerely,


Montrell Johnson
1-20-17

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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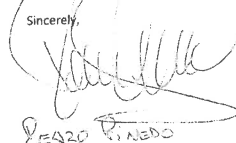
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Sincerely,


Raquel Pinedo

January 23, 2017

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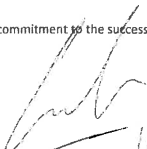
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Sincerely,



NICHOLAS HOFFMANN

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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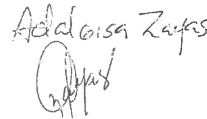
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Sincerely,



Adalaina Zayas

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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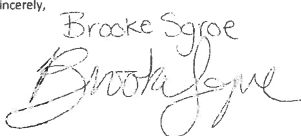
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Thank you for your commitment to the success of our industry.

Sincerely,



Brooke Sgroe

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
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Tallahassee, FL 32399

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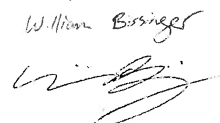
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Thank you for your commitment to the success of our industry.

Sincerely,



William Bussinger

January 23, 2017

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418 Capitol
402 S Monroe St
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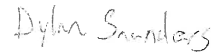

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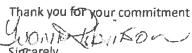
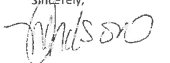
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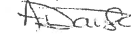
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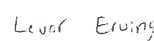
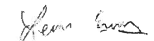
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
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Thank you for your commitment to the success of our industry.

Sincerely,


JASON DAVIES

January 23, 2017

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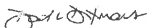
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Sincerely,
DANIEL L. DIMARS


January 23, 2017

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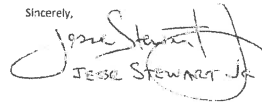
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JESSE STEWART JR.

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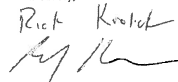
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Rick Krolch

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January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

I work as a General Cashier in Florida's hospitality industry at Hawks Cay Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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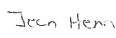
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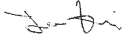
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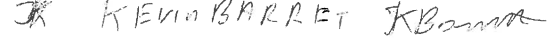
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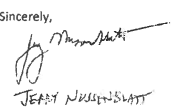
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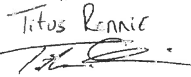
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Titus Rennie


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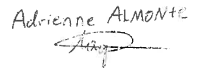
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Adrienne ALMONTE


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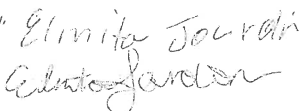
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Elmira Jordan


1-22-17

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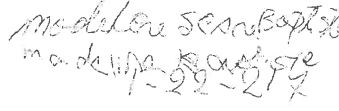
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Madeline Sena Baptista


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Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

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Thank you for your commitment to the success of our industry.

Sincerely,

Marie Jose Segund
Marie Jose Segund 01-22-17

January 23, 2017

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Sincerely,

Ann Campbell
Ann Campbell

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Marie Myrie
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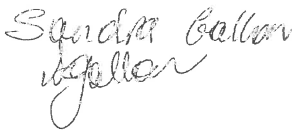
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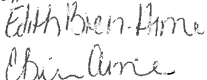
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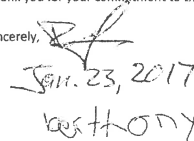
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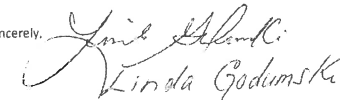
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Bonnie Salda

January 23, 2017

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Sincerely,

Amber Bell

January 23, 2017

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Nicole Nieves

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Sincerely,

January 23, 2017

The Honorable Jack Latvala, The Honorable Anitere Flores, The Honorable Aaron Bean, The Honorable Lizbeth Benacquisto, The Honorable Lauren Book, The Honorable Randolph Bracy, The Honorable Jeff Brandes, The Honorable Oscar Braynon, The Honorable George Gainer, The Honorable Bill Galvano, The Honorable Audrey Gibson, The Honorable Denise Grimsley, The Honorable Bill Montford, The Honorable Bobby Powell, The Honorable David Simmons, The Honorable Wilton Simpson, The Honorable Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Senator Jack Latvala, Senator Anitere Flores, Senator Aaron Bean, Senator Lizbeth Benacquisto, Senator Lauren Book, Senator Randolph Bracy, Senator Jeff Brandes, Senator Oscar Braynon, Senator George Gainer, Senator Galvano, Senator Audrey Gibson, Senator Denise Grimsley, Senator Bill Montford, Senator Bobby Powell, Senator David Simmons, Senator Wilton Simpson, Senator Kelli Stargel:

I work as a ENG in Florida's hospitality industry at Hawks Cay Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job.

Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations.

To me it's simple – to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

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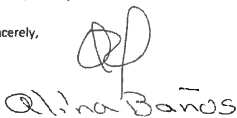
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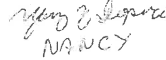
Dear Honorable Senators:

I work as a Kitchen (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Handwritten signature of Nancy.

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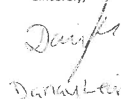
Dear Honorable Senators:

I work as a House Keeping (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Handwritten signature of Daniela.

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Tallahassee, FL 32399

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I work as a ^{HOSP} ~~keeper~~ (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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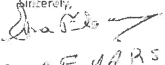
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a ^{WSP} ~~Visitor~~ (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

ANNA F. MARSHALL

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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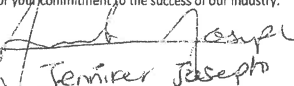
Dear Honorable Senators:

I work as a Guest Service (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Jennifer Joseph

January 23, 2017

Honorable Senator Jack Laivala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bear, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a ~~WSP~~ Hotel Supervisor (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Roberto A. Lopez

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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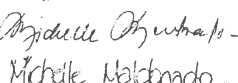
Dear Honorable Senators:

I work as a Site Manager (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Michelle Maldonado

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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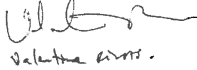
Dear Honorable Senators:

I work as a Director of Sales (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Valentin Arris

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a FOS (position) in Florida's hospitality industry at our Coconut Grove Residence Inn, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



JP QUIRPO

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Lucia

January 23, 2017

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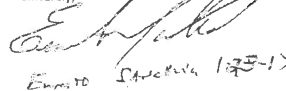
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Thank you for your commitment to the success of our industry.

Sincerely,



Emma Strickland 1/25/17

January 23, 2017

Honorable Senator Kelli Stargel,

Dear Honorable Senator:

I work as a Resident Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Marcus Borman
Resident Manager

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator Wilton Simpson,


Dear Honorable Senator:

I work as a Resident Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Marcus Borman
Resident Manager

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator Lizbeth Benacquisto,

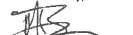
Dear Honorable Senator:

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Marcus Borman
Resident Manager

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator Anitere Flores,


Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Marcus Borman
Resident Manager

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator Aaron Bean,

Dear Honorable Senator:

I work as a Resident Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Jack Latvala,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Lauren Book,


Dear Honorable Senator:

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January 23, 2017

Honorable Senator Randolph Bracy,

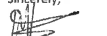
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January 23, 2017

Honorable Senator Jeff Brandes,


Dear Honorable Senator:

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January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator George Gainer,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bill Galvano,

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January 23, 2017

Honorable Senator Audrey Gibson,


Dear Honorable Senator:

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T: 305.374.1900
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January 23, 2017

Honorable Senator Denise Grimsley,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bobby Powell,


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January 23, 2017

Honorable Senator David Simmons,

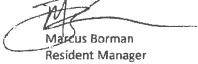
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January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

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John Blezio
Director of Event Planning & Operations

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January 23, 2017

Honorable Senator David Simmons,

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Thank you for your commitment to the success of our industry.

Sincerely,



John Blezio
Director of Event Planning & Operations

MIAMI MARRIOTT BISCAYNE BAY
1632 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3300
MARRIOTT.COM/MIABB

January 23, 2017

Honorable Senator Kelli Stargel,

Dear Honorable Senator:

I work as a Director of Event Planning & Operations in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Wilton Simpson,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Anitere Flores,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Aaron Bean,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Jack Latvala,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Lauren Book,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Randolph Bracy,

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January 23, 2017

Honorable Senator Jeff Brandes,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator George Gainer,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bill Galvano,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Audrey Gibson,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Denise Grimsley,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



John Blezio
Director of Event Planning & Operations

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABE

January 23, 2017

Honorable Senator Bobby Powell,

Dear Honorable Senator:

I work as a Director of Engineering in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,



Joe Hosp
Director of Engineering

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABE

January 23, 2017

Honorable Senator Kelli Stargel,

Dear Honorable Senator:

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Sincerely,



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Director of Engineering

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1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABE

January 23, 2017

Honorable Senator Wilton Simpson,

Dear Honorable Senator:

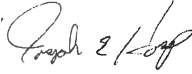
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January 23, 2017

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Sincerely,

Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

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Sincerely,

Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Anitere Flores,

Dear Honorable Senator:

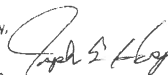
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Sincerely,

Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Aaron Bean,

Dear Honorable Senator:

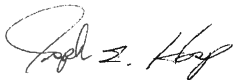
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Sincerely,

Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Jack Latvala,

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Sincerely,

Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Lauren Book,

Dear Honorable Senator:

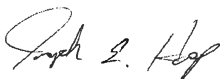
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Sincerely,

Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Randolph Bracy,

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Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Jeff Brandes,

Dear Honorable Senator:

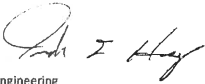
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Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Oscar Braynon,

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Sincerely,

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January 23, 2017

Honorable Senator George Gainer,

Dear Honorable Senator:

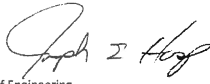
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Joe Hosp
Director of Engineering



January 23, 2017

Honorable Senator Bill Galvano,

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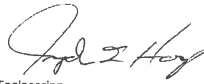
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Joe Hosp
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January 23, 2017

Honorable Senator Audrey Gibson,

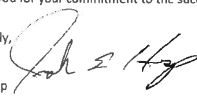
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Thank you for your commitment to the success of our industry.

Sincerely,



Joe Hosp
Director of Engineering

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3500
MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Denise Grimsley,

Dear Honorable Senator:

I work as a Director of Engineering in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Bill Montford,


Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bobby Powell,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator David Simmons,

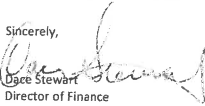
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Sincerely,



Dace Stewart
Director of Finance

January 23, 2017

Honorable Senator Kelli Stargel,

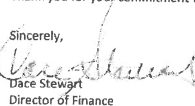
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Dace Stewart
Director of Finance

January 23, 2017

Honorable Senator Wilton Simpson,

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Sincerely,



Dace Stewart
Director of Finance

January 23, 2017

Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

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Sincerely,



Dace Stewart
Director of Finance

January 23, 2017

Honorable Senator Anitere Flores,

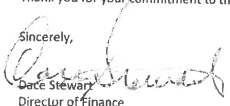
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T: 305.374.3900
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January 23, 2017

Honorable Senator Aaron Bean,

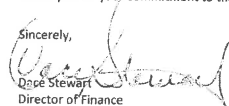
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January 23, 2017

Honorable Senator Jack Latvala,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Lauren Book,

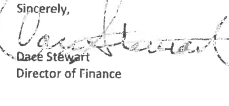
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January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Jeff Brandes,


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January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator George Gainer,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Dace Stewart
Director of Finance

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3300
MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Bill Galvano,

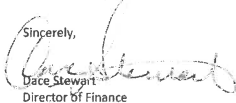
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January 23, 2017

Honorable Senator Audrey Gibson,

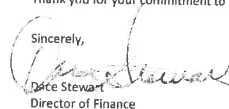
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January 23, 2017

Honorable Senator Denise Grimsley,

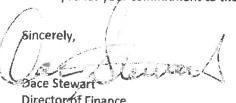
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January 23, 2017

Honorable Senator Bill Montford,

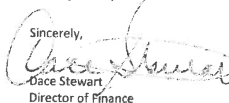
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January 23, 2017

Honorable Senator Bobby Powell,


Dear Honorable Senator:

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 Alice Stewart
 Director of Finance

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January 23, 2017

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 Event Manager

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January 23, 2017

Honorable Senator David Simmons,

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January 23, 2017

Honorable Senator Kelli Stargel,

Dear Honorable Senator:

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 T: 305.374.3500
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January 23, 2017

Honorable Senator Wilton Simpson,

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January 23, 2017

Honorable Senator Lizbeth Benacquisto,

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January 23, 2017

Honorable Senator Anitere Flores,

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January 23, 2017

Honorable Senator Aaron Bean,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Jack Latvala,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Lauren Book,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

I work as an Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


 Jennifer Rivas
 Event Manager

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.3900
 MARRIOTT.COM/MIABB

January 23, 2017

Honorable Senator Jeff Brandes,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator George Galner,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bill Galvano,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Audrey Gibson,

Dear Honorable Senator:

I work as an Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Denise Grimsey,

Dear Honorable Senator:

I work as an Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator David Simmons,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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Sincerely,



David Cesario
General Manager
Miami Marriott Biscayne Bay

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January 23, 2017

Honorable Senator Kelli Stargel,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Wilton Simpson,

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January 23, 2017

Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

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David Cesario
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January 23, 2017

Honorable Senator Anitere Flores,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Aaron Bean,

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January 23, 2017

Honorable Senator Jack Latvala,

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Sincerely,



David Cesario
General Manager
Miami Marriott Biscayne Bay

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABB

January 23, 2017

Honorable Senator Lauren Book,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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Miami Marriott Biscayne Bay

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MIAMI, FLORIDA 33132 USA
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MARRIOTT.COM/MIABB

January 23, 2017

Honorable Senator Jeff Brandes,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
General Manager
Miami Marriott Biscayne Bay

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1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABB

January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
General Manager
Miami Marriott Biscayne Bay

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January 23, 2017

Honorable Senator George Gainer,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
General Manager
Miami Marriott Biscayne Bay

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January 23, 2017

Honorable Senator Bill Galvano,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
General Manager
Miami Marriott Biscayne Bay

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January 23, 2017

Honorable Senator Audrey Gibson,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
General Manager
Miami Marriott Biscayne Bay

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1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator Denise Grimsley,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
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Miami Marriott Biscayne Bay

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1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3700
MARRIOTT.COM/MIABR

January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
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January 23, 2017

Honorable Senator Bobby Powell,

Dear Honorable Senator:

I am the General Manager at the Miami Marriott Biscayne Bay and I have 300 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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David Cesario
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Miami Marriott Biscayne Bay

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MIAMI, FLORIDA 33132 USA
T: 305.374.3700
MARRIOTT.COM/MIABR

January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

I work as a Senior Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job. Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations. To me it's simple – to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Thank you for your commitment to the success of our industry.

Sincerely,



Catalina Cely
Senior Event Manager

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3700
MARRIOTT.COM/MIABR

January 23, 2017

Honorable Senator David Simmons,

Dear Honorable Senator:

I work as a Senior Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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 Catalina Cely
 Senior Event Manager

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 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
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 MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Kelli Stargel,

Dear Honorable Senator:

I work as a Senior Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Wilton Simpson,

Dear Honorable Senator:

I work as a Senior Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


 Catalina Cely
 Senior Event Manager

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.1900
 MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

I work as a Senior Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Anitere Flores,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,


Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Aaron Bean,

Dear Honorable Senator:

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Sincerely,


Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Jack Latvala,

Dear Honorable Senator:

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Sincerely,


Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Lauren Book,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,


Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Catalina Cely
Senior Event Manager

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.274.3900
MARRIOTT.COM/MIAMI

January 23, 2017

Honorable Senator Jeff Brandes,

Dear Honorable Senator:

I work as a Senior Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

I work as a Senior Event Manager in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator George Gainer,

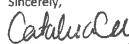
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1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.274.3900
MARRIOTT.COM/MIAMI

January 23, 2017

Honorable Senator Bill Galvano,

Dear Honorable Senator:

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Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Audrey Gibson,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Denise Grimsley,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Bobby Powell,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Catalina Cely
Senior Event Manager

January 23, 2017

Honorable Senator Bill Montford,

Dear Honorable Senator:

I work as a Destination Sales Executive in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Bertha M. Galindo-Cruet
Destination Sales Executive

January 23, 2017

Honorable Senator Denise Grimsley,

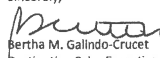
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Thank you for your commitment to the success of our industry.

Sincerely,



Bertha M. Galindo-Cruet
Destination Sales Executive

January 23, 2017

Honorable Senator Audrey Gibson,

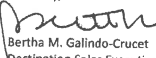
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Bertha M. Galindo-Cruet
Destination Sales Executive

January 23, 2017

Honorable Senator Bill Galvano,

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Bertha M. Galindo-Crucet
Destination Sales Executive

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator George Gainer,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Jeff Brandes,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

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 Destination Sales Executive

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.1900
 MARRIOTT.COM/MIABB

January 23, 2017

Honorable Senator Lauren Book,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Jack Latvala,

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January 23, 2017

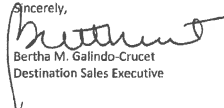
Honorable Senator Aaron Bean,

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January 23, 2017

Honorable Senator Anitere Flores,

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T: 305.371.3300
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January 23, 2017

Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Wilton Simpson,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Kelli Stargel,

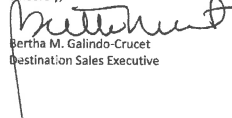
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January 23, 2017

Honorable Senator David Simmons,

Dear Honorable Senator:

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T: 305.374.2900
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January 23, 2017

Honorable Senator Bobby Powell,

Dear Honorable Senator:

I work as a Destination Sales Executive in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job. Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations. To me it's simple – to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Thank you for your commitment to the success of our industry.

Sincerely,



Bertha M. Galindo-Cruet
Destination Sales Executive

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.2900
MARRIOTT.COM/MIABBB

January 23, 2017

Dear Honorable Senator Kelli Stargel,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juanny Atayola
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.2900
MARRIOTT.COM/MIABBB

January 23, 2017

Dear Honorable Senator Wilton Simpson,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juanny Atayola
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
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T: 305.374.2900
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January 23, 2017


Dear Honorable Senator Lizbeth Benacquisto,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juanny Latvala
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3300
MARRIOTT.COM/MIAB

January 23, 2017


Dear Honorable Senator Anitere Flores,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juanny Latvala
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3300
MARRIOTT.COM/MIAB

January 23, 2017

Dear Honorable Senator Aaron Bean,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juanny Latvala
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3300
MARRIOTT.COM/MIAB

January 23, 2017


Dear Honorable Senator Jack Latvala,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juanny Latvala
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3300
MARRIOTT.COM/MIAB

January 23, 2017

Dear Honorable Senator Lauren Book,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juanny Ibarola
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIAB

January 23, 2017

Dear Honorable Senator Randolph Bracy,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,



Juanny Ibarola
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIAB

January 23, 2017

Dear Honorable Senator Jeff Brandes,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,



Juanny Ibarola
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIAB

January 23, 2017

Dear Honorable Senator Oscar Braynon,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,



Juanny Ibarola
Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIAB

January 23, 2017

Dear Honorable Senator George Gainer,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

 Juanny Iatarola
 Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.3900
 MARRIOTT.COM/MIAB

January 23, 2017

Dear Honorable Senator Bill Galvano,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

 Juanny Iatarola
 Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.3900
 MARRIOTT.COM/MIAB


January 23, 2017

Dear Honorable Senator Audrey Gibson,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

 Juanny Iatarola
 Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.3900
 MARRIOTT.COM/MIAB


January 23, 2017

Dear Honorable Senator Denise Gremsley,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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 Juanny Iatarola
 Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
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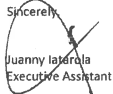
January 23, 2017

Dear Honorable Senator Bill Montford,

I work as an Executive Assistant in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

 Juanny Ibarola
 Executive Assistant

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.1800
 MARRIOTT.COM/MIAB

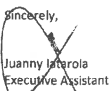
January 23, 2017

Dear Honorable Senator David Simmons,

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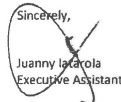
January 23, 2017

Dear Honorable Senator Bobby Powell,

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January 23, 2017

Honorable Senator David Simmons,

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Thank you for your commitment to the success of our industry.

Sincerely,

 Kelly Bevil
 Director of Food and Beverage

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.1800
 MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Denise Gremley,

Dear Honorable Senator:

I work as a Director of Food and Beverage in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Bobby Powell,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Bill Montford,

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Thank you for your commitment to the success of our industry.

Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Audrey Gibson,

Dear Honorable Senator:

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Bill Galvano,

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator George Gainer,

Dear Honorable Senator:

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

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Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Oscar Braynon,

Dear Honorable Senator:

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Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Jeff Brandes,

Dear Honorable Senator:

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Aaron Bean,

Dear Honorable Senator:

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Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Lauren Book,

Dear Honorable Senator:

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Jack Latvala,

Dear Honorable Senator:

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Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Wilton Simpson,

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Thank you for your commitment to the success of our industry.

Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Anitere Flores,

Dear Honorable Senator:

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Kelli Stargel,

Dear Honorable Senator:

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Sincerely,



Kelly Bevil
Director of Food and Beverage

January 23, 2017

Honorable Senator Bobby Powell,


Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,


Sabrina McCombs
Director of Human Resources

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3500
MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Kelli Starge,


Dear Honorable Senator:

I work as a Director of Human Resources in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Kelli Stargel,

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January 23, 2017

Honorable Senator Wilton Simpson,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Lizbeth Benacquisto,

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January 23, 2017

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January 23, 2017

Honorable Senator Aaron Bean,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Jack Latvala,

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January 23, 2017


Honorable Senator Lauren Book,

Dear Honorable Senator:

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 Director of Human Resources

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January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

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January 23, 2017

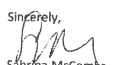
Honorable Senator Jeff Brandes,

Dear Honorable Senator:

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January 23, 2017

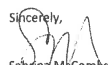
Honorable Senator Oscar Braynon,

Dear Honorable Senator:

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Thank you for your commitment to the success of our industry.

Sincerely,

 Sabrina McCombs
 Director of Human Resources

MIAMI MARRIOTT BISCAYNE BAY
 1633 N BAYSHORE DR
 MIAMI, FLORIDA 33132 USA
 T: 305.374.3500
 MARRIOTT.COM/MIAB

January 23, 2017

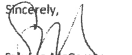
Honorable Senator George Gainer,

Dear Honorable Senator:

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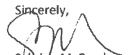
Honorable Senator Bill Galvano,

Dear Honorable Senator:

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Honorable Senator Audrey Gibson,

Dear Honorable Senator:

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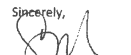
Honorable Senator Denise Grimsley,

Dear Honorable Senator:

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Honorable Senator Bill Montford,

Dear Honorable Senator:

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January 23, 2017


Honorable Senator Bobby Powell,

Dear Honorable Senator:

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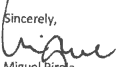
Honorable Senator David Simmons,

Dear Honorable Senator:

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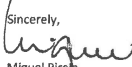
Honorable Senator Kelli Stargel,

Dear Honorable Senator:

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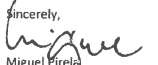
Honorable Senator Wilton Simpson,

Dear Honorable Senator:

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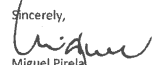
Honorable Senator Lizbeth Benacquisto,

Dear Honorable Senator:

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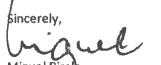
Honorable Senator Anitere Flores,

Dear Honorable Senator:

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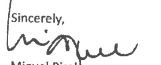
Honorable Senator Aaron Bean,

Dear Honorable Senator:

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Honorable Senator Jack Latvala,

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Miguel Pirela
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Honorable Senator Lauren Book,

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Thank you for your commitment to the success of our industry.

Sincerely,



Miguel Pirela
Sr. Catering Sales Executive

MIAMI MARRIOTT BISCAYNE BAY
1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
TEL: 305.374.3100
MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Randolph Bracy,

Dear Honorable Senator:

I work as a Sr. Catering Sales Executive in Florida's hospitality industry at Miami Marriott Biscayne Bay in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

Honorable Senator Jeff Brandes,

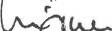
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MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Oscar Braynon,

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T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator George Gainer,

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MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator Bill Galvano,

Dear Honorable Senator:

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1633 N BAYSHORE DR
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T: 305.374.3900
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January 23, 2017

Honorable Senator Audrey Gibson,

Dear Honorable Senator:

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Miguel Pirela
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1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIABBB

January 23, 2017

Honorable Senator Denise Grimsley,

Dear Honorable Senator:

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January 23, 2017

Honorable Senator Bill Montford,

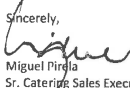
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1633 N BAYSHORE DR
MIAMI, FLORIDA 33132 USA
T: 305.374.3900
MARRIOTT.COM/MIAB

January 23, 2017

Honorable Senator Bobby Powell,


Dear Honorable Senator:

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Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I am the General Manager and I have 152 employees. I and my team are deeply concerned for the protection of Visit Florida. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.


With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business."

Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,



Matthew Babich
General Manager
Southernmost Beach Resort

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Human Resources coordinator in Florida's hospitality industry at The Southernmost Beach Resort and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,



Ariella Gonzalez
HR Coordinator

January 23, 2017

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January 23, 2017

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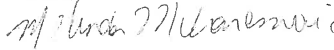
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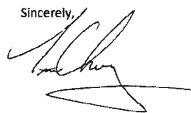
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Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations.

To me it's simple – to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Thank you for your commitment to the success of our industry.

Sincerely,



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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418 Capitol
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Sincerely,

Sarka Takovich
General Manager
The Marker Waterfront Resort



The Honorable Senator Jack Latvala
The Honorable Senator Anitere Flores
The Honorable Senator Aaron Bean
The Honorable Senator Lizbeth Benacquisto
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418 Capitol
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Dear Honorable Senators:

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Sarka Takovich
General Manager
The Marker Waterfront Resort



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Sincerely,

Signature: 

Name: NANCY MERCADO

Title: COMPLEX ASSISTANT DIRECTOR OF FINANCE

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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Sincerely, *Allison Stange*
Signature: *Allison Stange*
Name: Allison Stange
Title: Group Sales Manager

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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Sincerely, *Lee Sheehan*
Signature: *Lee Sheehan*
Name: Lee Sheehan
Title: Complex Director of Sales & Marketing

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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Sincerely, *Victoria Petrolid*
Signature: *Victoria Petrolid*
Name: Victoria Petrolid
Title: Complex Group Sales Manager

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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Sincerely, *Chelsea Vendette*
Signature: *Chelsea Vendette*
Name: Chelsea Vendette
Title: Hotel Manager

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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Sincerely,

Signature: 

Name: EUGENIA SIMONS

Title: GENERAL MANAGER.

January 23, 2017

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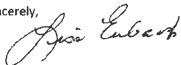
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Tallahassee, FL 32399

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I am one of the managers at The Keys Collection, we have 150 employees, and we are deeply concerned for the protection of Visit Florida. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business."

Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,

Signature: 

Name:

Title: FBK Manager.

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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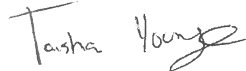
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Thank you for your commitment to the success of our industry.

Sincerely,



January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely, *Ethan*

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely, *Marie Verline Souffrant*

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely, *Tentulien Marie Goteau*

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely, *Wilda*

January 23, 2017

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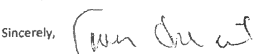
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January 23, 2017

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Sincerely, *M. Gvaladze*

January 23, 2017

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Sincerely, *Jessica Price*

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Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,
Signature: *Annie Cerbone*
Name: Annie Cerbone
Title: Hotel Manager

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Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,
Signature: *Jessica Price*
Name: Jessica Price
Title: Housekeeping Manager

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Business Developer, Concierge in Florida's hospitality industry at The Keys Collection, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job.

Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations.

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Thank you for your commitment to the success of our industry.

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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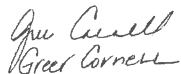
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With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

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Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,
Signature: 
Name: Greg Cornish
Title: DATA

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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Sincerely,

Signature: 
Name: Dorothy J. Rahn
Title: Human Resources Manager

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
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Sincerely,


01-23-17

January 23, 2017

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January 23, 2017

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January 24, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I am the General Manager and I have 70 employees, I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

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Sincerely,

Ramon Antelo
General Manager

January 24, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Financial Controller in Florida's hospitality industry at Z Ocean Hotel South Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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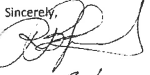
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1/24/2017
Rolando B. Anderson

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Front Desk Agent in Florida's hospitality industry at The Z Ocean Hotel in South Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Stere Rademaker
Front Desk
Z Ocean Hotel South Beach

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel


418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Bellman in Florida's hospitality industry at The Z Ocean Hotel in South Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Domingo Rodriguez
Bell Services
Z Ocean Hotel South Beach

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

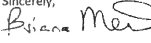
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Front Desk Supervisor in Florida's hospitality industry at The Z Ocean Hotel in South Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Briana Mead
Front Desk
Z Ocean Hotel South Beach

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a *Sales Manager* in Florida's hospitality industry at Z Ocean Hotel South Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

January 24, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I am the President of the Biltmore Hotel and I have 700 employees and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return. Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business." Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,

Gene Prescott
President



January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Managing Director in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

Matthias Kahmerer
Managing Director



January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Chief Financial Officer in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

Jim Pelletier
Chief Financial Officer



January 24, 2017

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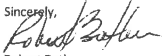
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as Treasurer in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Robert Butler
Treasurer

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Conference Services Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Ruben Rodriguez
Conference Services Manager



January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,

Elena Umpleire
Executive Assistant to the President

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

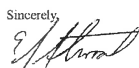
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,

Erin Atwood
Front Office Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,


Brooke Abramowitz
Assistant Front Office Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a Director of Guest Services in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Ernesto Aragon
Director of Guest Services

January 24, 2017

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418 Capitol
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Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Director of Housekeeping in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Rene Vazquez
Director of Housekeeping

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

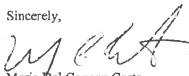
Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,


Maria Del Carmen Costa
Housekeeping Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a Retail Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Kristin DiStrocci
Retail Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Learning & Development Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Kristin Brennan
Learning & Development Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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
Dear Honorable Senators:

I work as a Human Resources Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Natalee Toledo
Human Resources Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Human Resources Coordinator in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Cristina Kulick
Human Resources Coordinator

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Banquet Director in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Juan Moreno
Banquet Director

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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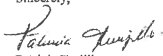
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Thank you for your commitment to the success of our industry.

Sincerely,



Patricia Trujillo
Banquets Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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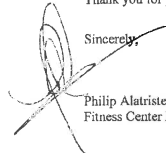
Dear Honorable Senators:

I work as a Fitness Center Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Philip Alariste
Fitness Center Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an F&B Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Eduardo Hernandez
F&B Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Creative Director in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Bruce Barbaree
Creative Director

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Director of Sales in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Joyce Gomez
Director of Sales

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an Event Coordination Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Deborah Scherling
Event Coordination Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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Dear Honorable Senators:

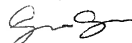
I work as a Chief Engineer in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job. Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations. To me it's simple - to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Thank you for your commitment to the success of our industry.

Sincerely,

Jean Gonzalez
Chief Engineer



January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Project Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Vladan Gluvcenic
Project Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,


Christopher Michaels
Director of Engineering

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an Assistant Chief Engineer in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Luis Gongora
Assistant Chief Engineer

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Director of Golf in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Bob Coiman
Director of Golf

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Sales and Group Coordinator in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Andrea Betnuez
Sales & Group Coordinator

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Senior Web Designer in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


David Pigott
Senior Web Designer

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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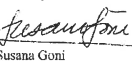
Dear Honorable Senators:

I work as a Sales & Catering Receptionist in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Susana Goni
Sales & Catering Receptionist

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an Accounting Administrator in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,


Esther Chavarria
Accounting Administrator

January 24, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,


Mary Ann Gfaulich
Accounting Manager

January 24, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a Marketing Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Marycel Diaz-Meneses
Marketing Manager

January 24, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

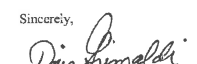
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Thank you for your commitment to the success of our industry.

Sincerely,


Doris Grimaldi
National Sales Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an International Leisure Sales Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Cathy Rodriguez
International Leisure Sales Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a Southeast Senior Sales Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job. Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations. To me it's simple - to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Thank you for your commitment to the success of our industry.

Sincerely,



Anna Pefina
Southeast Senior Sales Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Reservations Supervisor in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Tamia Davis
Reservations Supervisor

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Northeast Senior Sales Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Barbara Dominguez
Northeast Senior Sales Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an Association Senior Sales Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Nina Shifrin-Guzman
Association Senior Sales Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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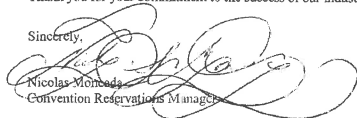
Dear Honorable Senators:

I work as a Convention Reservations Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Nicolas Moncada
Convention Reservations Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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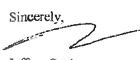
Dear Honorable Senators:

I work as a Director of Reservations in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Jeffrey Saylor
Director of Reservations

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Senior Corporate Sales Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Carolina Oñoz
Senior Corporate Sales Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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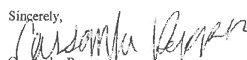
Dear Honorable Senators:

I work as a Sales Assistant in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Cassandra Peppin
Sales Assistant

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,


Mikaela Vourtsis
Associate Marketing Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an IT Engineer in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Yani Chow
IT Engineer

January 24, 2017

Honorable Senator Jack Latvaia, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a Director of Food & Beverage in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Martin Pender
Director of Food & Beverage

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benaquista, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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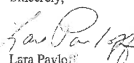
Dear Honorable Senators:

I work as a Head Golf Professional in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,


Lara Pavlovic
Head Golf Professional

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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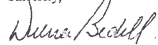
Dear Honorable Senators:

I work as an Accounts Payable & Payroll Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Debra Bodell
Accounts Payable & Payroll Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

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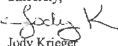
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Thank you for your commitment to the success of our industry.

Sincerely,



Jody Krieger
Director of Catering

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,



Andrew Tobon
Conference Services Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,



Terri Smit
Senior Catering Sales Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,



Adolfo Gimarte
Conference Services Manager



January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a Project Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Stanley Friedman
Project Manager

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

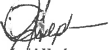
Dear Honorable Senators:

I work as a Senior Social Catering Manager in Florida's hospitality industry at The Biltmore Hotel in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



Jayd Hepburn
Senior Social Catering Manager

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,

Christopher Lambrigt

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

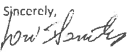
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an Assistant Director of Finance in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Jose Sanchez

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an Executive Chef in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

John Eckardt



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

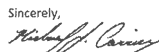
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,

Michael Carrier

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as F&B Operations Manager in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Rodney Romo



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Sous Chef in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Noelia Mastrangelo



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

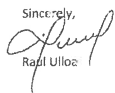
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely,

Raul Ulloa

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

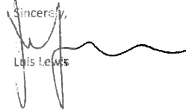
418 Capitol
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Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Senior Rooms Operations Manager in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Lois Lewis

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

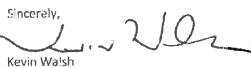
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Destination Sales Executive in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Kevin Walsh

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Senior Catering Sales Executive in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Martha Mayea

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

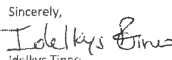
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as Human Resources Manager in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Idelkys Tinco

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel.


418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I am the Area General Manager at the Miami Airport Marriott Campus and I have 500 employees. I and my team are deeply concerned for the protection of Visit Florida. We have faced challenges in Miami with the outbreak of Zika. We are asking you to protect Visit Florida and tourism to our beautiful County and State. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return. Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business." Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,

Frank Zumbo
Area General Manager
Miami Airport Marriott

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,

Frank Zumbo

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Director of Engineering in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Jeff Mahin

January 24, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as an Engineering Supervisor in Florida's hospitality industry at the Miami Airport Marriott in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Rafael Garcia

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a server in Florida's hospitality industry at COURTYARD MIAMI AIRPORT SOUTH in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Ivetta Morano
Champions

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a CSR Associate in Florida's hospitality industry at COURTYARD MIAMI AIRPORT SOUTH in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Daniel Hernandez
Front Desk

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

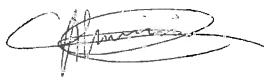
Dear Honorable Senators:

I work as a Guest Services Associate in Florida's hospitality industry at COURTYARD MIAMI AIRPORT SOUTH in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

Caroline Amvina


January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

I work as a Front Desk Agent in Florida's hospitality industry at COURTYARD MIAMI AIRPORT SOUTH in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,



January 23, 2017

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418 Capitol
402 S Monroe St
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Thank you for your commitment to the success of our industry.

Sincerely,

Ryan Soto
 1/23/17

January 23, 2017

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418 Capitol
402 S Monroe St
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Thank you for your commitment to the success of our industry.

Sincerely,

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January 23, 2017

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418 Capitol
402 S Monroe St
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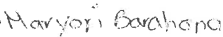
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Sincerely,

Stephanie Fuentes
1/23/2017

January 23, 2017

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418 Capitol
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Sincerely,

Miley Hernandez 1/23/17

January 23, 2017

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Dear Honorable Senators:

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1/23/17

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Jill Hatem

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Manuel Gonzalez



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Giselle Paulino

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Archange D'Haiti

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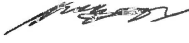
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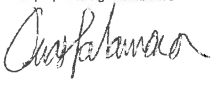
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Thank you for your commitment to the success of our industry.

Sincerely,

employee to sign name here

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a GENERAL MGR (position) in Florida's hospitality industry at Cadillac Courtyard Beachfront Hotel, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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402 S Monroe St
Tallahassee, FL 32399

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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I work as a Housekeeper (position) in Florida's hospitality industry at Cadillac Courtyard Beachfront Hotel, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

employee to sign name here

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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employee to sign name here

Victoria Petranko

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418 Capitol
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Sincerely,

employee to sign name here

Melissa

January 23, 2017

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418 Capitol
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Sincerely,

Luisa Anck

employee to sign name here

Luisa Anck

January 23, 2017

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418 Capitol
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Tallahassee, FL 32399

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Sincerely,
Karen Espino
Signed,
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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

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January 23, 2017

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418 Capitol
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I work as a Sales Associate in Florida's hospitality industry at the COURTYARD CADILLAC MIAMI BEACH OCEANFRONT HOTEL, in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

Regional Director

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a *Marketing* (position) in Florida's hospitality industry at Cadillac Courtyard Beachfront Hotel, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

employee to sign name here

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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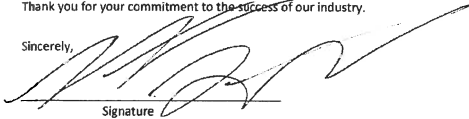
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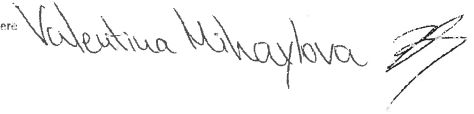
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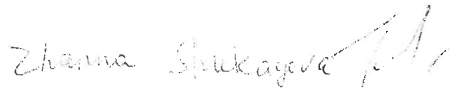
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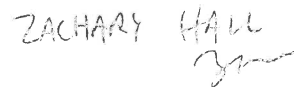
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Nikola Kravnikova Jelencova

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Sincerely,

employee to sign name here

Georgi Osikowski

January 23, 2017

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Ortine
Edward

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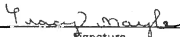
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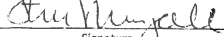
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K. Diamond

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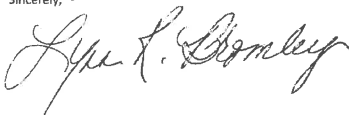
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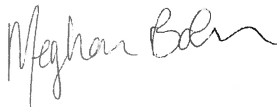
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
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
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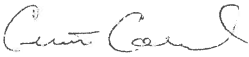
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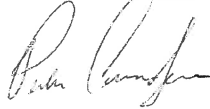
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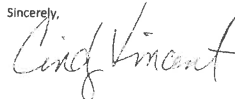
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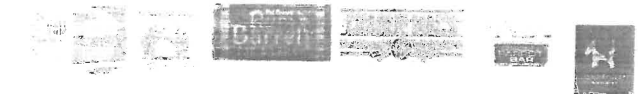
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Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Elizabeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Server in Florida's hospitality industry at the Turtle Kraals and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

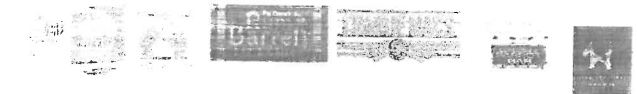
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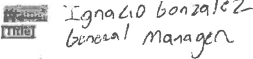
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A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business."

Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents. Sincerely,


Ignazio Bonazole
General Manager



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Tommy Radziejewski
Sous Chef



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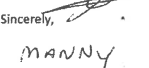
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MANNY



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Eddie Rojas
Kitchen Manager



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Sincerely, *Jacqueline De Leon*



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January 23, 2017

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Sincerely, *Deanna Alvarado*



January 23, 2017

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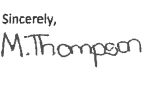
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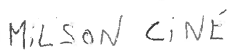
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Justine Ferrell

Events Manager / Manager



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Richard Joyce
Beverage Manager / Fish Market Manager



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General Manager



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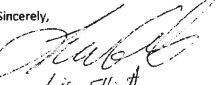
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Thank you for your commitment to the success of our industry.

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418 Capitol
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Sincerely,
Russell Brown

Executive Chef



January 23, 2017

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Sincerely,
Matt Guest
Bar Manager



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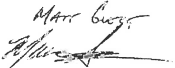
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General Manager





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Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations.

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Thank you for your commitment to the success of our industry.

Sincerely,



January 23, 2017

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
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418 Capitol
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418 Capitol
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employee to sign name here
Raul Garcia

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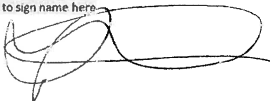
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employee to sign name here

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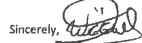
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Thank you for your commitment to the success of our industry.

Sincerely,

employee to sign name here



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely, Carla Bushillo

employee to sign name here

January 23, 2017

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Sincerely, [Signature]
employee to sign name here

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418 Capitol
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Sincerely, [Signature]
employee to sign name here

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Sincerely, [Signature]
employee to sign name here

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely,


employee to sign name here

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399


Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,


employee to sign name here
Ramon Alberto Talosias

January 23, 2017

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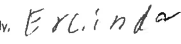
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Sincerely,


employee to sign name here

January 23, 2017

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418 Capitol
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
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Thank you for your commitment to the success of our industry.

Sincerely,


employee to sign name here
Chris Fleck

January 23, 2017

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418 Capitol
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Tallahassee, FL 32399

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Thank you for your commitment to the success of our industry.

Sincerely, *ISEYRI*

employee to sign name here

January 23, 2017

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418 Capitol
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Thank you for your commitment to the success of our industry.

Sincerely,

Nivela Escobar

employee to sign name here

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely, *Maria*

employee to sign name here

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely,

DeeLia

employee to sign name here

January 23, 2017

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Thank you for your commitment to the success of our industry.

Sincerely,

employee to sign name here

January 23, 2017

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418 Capitol
402 S Monroe St
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Dear Honorable Senators:

I am the Vice President at Two Oceans Digital and I have 25 employees and I and my team are deeply concerned for the protection of Visit Florida. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly in initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business."

Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,

Clinton Barras
Vice President
Two Oceans Digital

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MAJIA WILLIAMS

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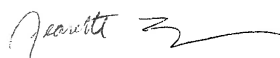
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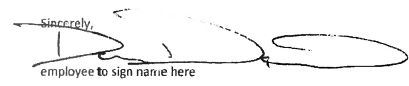
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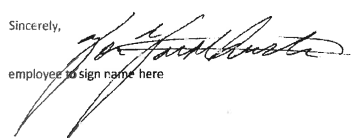
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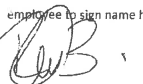
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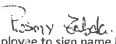
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
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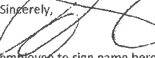
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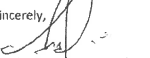
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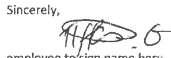
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I work as a Book (position) in Florida's hospitality industry at our Blue Moon and Winter Haven Hotels, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

It is imperative we continue to collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Not only do hotels and restaurants depend directly on the more than 106 million tourists who visited the Sunshine State, but local businesses and suppliers who provide goods and services depend heavily on the success of the industry. Every 85 visitors to the state supports 1 tourism job. Our visitors must feel welcome, comfortable, and safe. During my tenure, I've seen how easily tourism can be and understand the importance of marketing our state as a tourist destination. Unforeseen events such as the BP oil spill in 2010, hurricanes and natural disasters, Zika virus, and violent incidents all have significant impacts on travelers when choosing their vacation and/or convention meeting destinations. To me it's simple - to grow our economy, we must continue to invest in tourism marketing to bring visitors to our state, generate tax revenue and create jobs for Florida. I encourage you to ensure the state's commitment to tourism funding for VISIT FLORIDA. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Thank you for your commitment to the success of our industry.

Sincerely,

employee to sign name here

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Discotheque (position) in Florida's hospitality industry at our Blue Moon and Winter Haven Hotels, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Hotel Revenue Specialist (position) in Florida's hospitality industry at our Blue Moon and Winter Haven Hotels, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

employee to sign name here

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a NIGHT Auditor (position) in Florida's hospitality industry at our Blue Moon and Winter Haven Hotels, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

employee to sign name here

January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a BELLMAN (position) in Florida's hospitality industry at our Blue Moon and Winter Haven Hotels, Miami Beach in beautiful Miami Dade County, and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Sincerely,

employee to sign name here

ACERDIO ROSALES



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a front desk in Florida's hospitality industry at the Pier House Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

One Duval Street, Key West, Florida 33040 305-296-1400 www.pierhouse.com



January 23, 2017

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Server in Florida's hospitality industry at the Island Dogs and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a BAR OWNER in Florida's hospitality industry at the Green Parrot and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Thank you for your commitment to the success of our industry.

Sincerely,

JOHN VACCINI, OWNER, GREEN PARROT BAR, 1049 WEST FT 33040

January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a General Manager in Florida's hospitality industry at the Charlie Mac's 404 and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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The Honorable Senator David Simmons
The Honorable Senator Wilton Simpson
The Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a CONCIERGE in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

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The Honorable Senator Bobby Powell
The Honorable Senator David Simmons
The Honorable Senator Wilton Simpson
The Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Bartender in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I am the Charlie Macs 404 and I have Thirty Six employees and my team is deeply concerned for the protection of Visit Florida. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood. VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business."

Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the Industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,

Andrew Ferguson
General Manager,
Charlie Macs 404

January 23, 2017

The Honorable Senator Jack Latvala
The Honorable Senator Anitere Flores
The Honorable Senator Aaron Bean
The Honorable Senator Lizbeth Benacquisto
The Honorable Senator Lauren Book
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The Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Thank you for your commitment to the success of our industry.

Sincerely,

January 23, 2017

The Honorable Senator Jack Latvala
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418 Capitol
402 S Monroe St
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Dear Honorable Senators:

I work as a FRONT DESK *NGEM* in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

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The Honorable Senator Aaron Bean
The Honorable Senator Lizbeth Benacquisto
The Honorable Senator Lauren Book
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The Honorable Senator Bill Montford
The Honorable Senator Bobby Powell
The Honorable Senator David Simmons
The Honorable Senator Wilton Simpson
The Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Sales Rep in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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418 Capitol
402 S Monroe St
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The Honorable Senator Wilton Simpson
The Honorable Senator Keili Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Executive Housekeeper in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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The Honorable Senator Keili Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Chef in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Dear Honorable Senators:

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418 Capitol
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Dear Honorable Senators:

I work as a HR Coordinator in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
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Tallahassee, FL 32399

Dear Honorable Senators:

I work as a IT MANAGER in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Dear Honorable Senators:

I work as a Event Sales Manager in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
402 S Monroe St
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Dear Honorable Senators:

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418 Capitol
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Dear Honorable Senators:

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418 Capitol
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I work as a Food Beverage Sp in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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January 23, 2017

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The Honorable Senator Anitere Flores
The Honorable Senator Aaron Bean
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The Honorable Senator Bobby Powell
The Honorable Senator David Simmons
The Honorable Senator Wilton Simpson
The Honorable Senator Kelli Stargel

418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a F+B Manager in Florida's hospitality industry at Hyatt Centric Key West Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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Dear Honorable Senators:

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418 Capitol
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One Duval Street, Key West, Florida 33040 305-296-4600 www.pierhouse.com

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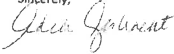
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418 Capitol
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Thank you for your commitment to the success of our industry.

Sincerely,



One Duval Street, Key West, Florida 33040 305-296-4600 www.pierhouse.com



January 23, 2017

Honorable Senator Jack Latvala, Honorable Senator Anitere Flores, Honorable Senator Aaron Bean, Honorable Senator Lizbeth Benacquisto, Honorable Senator Lauren Book, Honorable Senator Randolph Bracy, Honorable Senator Jeff Brandes, Honorable Senator Oscar Braynon, Honorable Senator George Gainer, Honorable Senator Bill Galvano, Honorable Senator Audrey Gibson, Honorable Senator Denise Grimsley, Honorable Senator Bill Montford, Honorable Senator Bobby Powell, Honorable Senator David Simmons, Honorable Senator Wilton Simpson, and Honorable Senator Kelli Stargel
418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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One Duval Street, Key West, Florida 33040 305-296-4660 www.pierhouse.com



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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Sincerely,

Victoria Wilson



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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a Sales Coordinator in Florida's hospitality industry at the Pier House Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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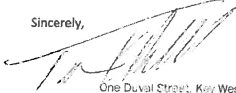
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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:
ACCOUNTING

I work as a ACCOUNTING in Florida's hospitality industry at the Pier House Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

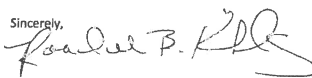
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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

I work as a CATERING SALES REP in Florida's hospitality industry at the Pier House Resort & Spa and I am proud to serve daily as an ambassador for the Sunshine State. It is exciting to be a part of the state's largest industry, that provides not only a job for myself and my family, but career opportunities for over 1.2 million people in the state. In 2015, Florida welcomed more than 106.6 million visitors to our state. With 85 million visitors in the first three quarters of the year, 2016 is on pace to be the sixth consecutive record year for Florida tourism.

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

Dear Honorable Senators:

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Dear Honorable Senators:

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418 Capitol
402 S Monroe St
Tallahassee, FL 32399

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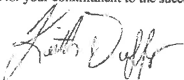
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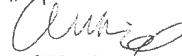
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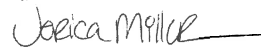
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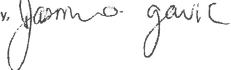
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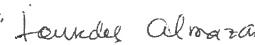
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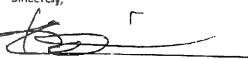
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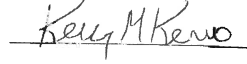
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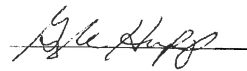
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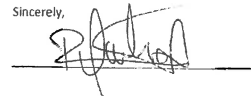
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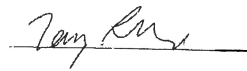
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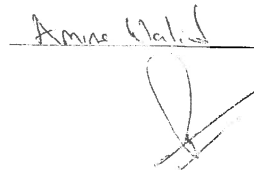
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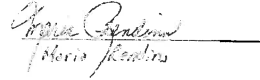
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Jeffrey R. Lawson



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Dear Honorable Senators:

I am the Vice President/General Manager and I have 125 employees. I and my team are deeply concerned for the protection of Visit Florida. The overall economic vitality of the state relies heavily on tourism and the ability of VISIT FLORIDA to attract the millions of visitors who generate billions of dollars in spending. In 2015, the Sunshine State proudly welcomed more than 106.6 million out of state and international visitors.

With Florida on pace to have its sixth consecutive record year for tourism, it's imperative we continue to ride the incredible wave of momentum and collectively invest in the marketing efforts of VISIT FLORIDA. The success of our hotels, restaurants and attractions contributes to a stronger state economy and creates more opportunities for Florida's families. Per the Florida Office of Economic & Demographic Research Return on Investment study of VISIT FLORIDA, for every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

Recently, VISIT FLORIDA restructured its leadership and accentuated its civic responsibilities as a public-private agency to be efficient and transparent. Acting as the state's official tourism marketing corporation, VISIT FLORIDA is the catalyst that brings the public and private sectors together, creating programs that promote the Sunshine State.

A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage in the global marketplace. In 2010, the BP Oil Spill threatened Florida's iconic pristine beaches and fresh seafood.

VISIT FLORIDA responded promptly initiating new marketing tactics, including the educating of visitors about the Florida's geography as well as emphasizing the safety of local seafood dining. VISIT FLORIDA played a role during the recent hurricane season by providing lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the simple message, "Florida is open for business."

Florida cannot afford to put its top industry at risk. I urge you to support the state's commitment to tourism funding for VISIT FLORIDA not only for the industry's sake, but for the 1.2 million employees the tourism industry represents.

Sincerely,

Joe Dantoni
Vice President/General Manager

This item is deferred.

This item is deferred.



State Board of Administration Florida Hurricane Catastrophe Fund

Senate Appropriations Committee

January 26, 2017

Current Financial Strength

- ❑ \$13.8B projected 2016 year-end fund balance
- ❑ No post-event bonds outstanding
- ❑ Emergency assessments have ended – 0% on all policies new or renewed on or after 1/1/15
- ❑ The FHCF continues to address long-term stability and resilience for current and subsequent seasons with the issuance of pre-event bonds and the use of risk transfer:
 - ❑ Pre-event bonds outstanding:
 - ❑ \$1.5B in Series 2013A pre-event bonds
 - ❑ \$1.2B in Series 2016A pre-event bonds
 - ❑ Risk transfer:
 - ❑ \$1B of reinsurance attaching at a loss of \$11.5B for the 2016-17 contract year

Not Drawn to Scale.

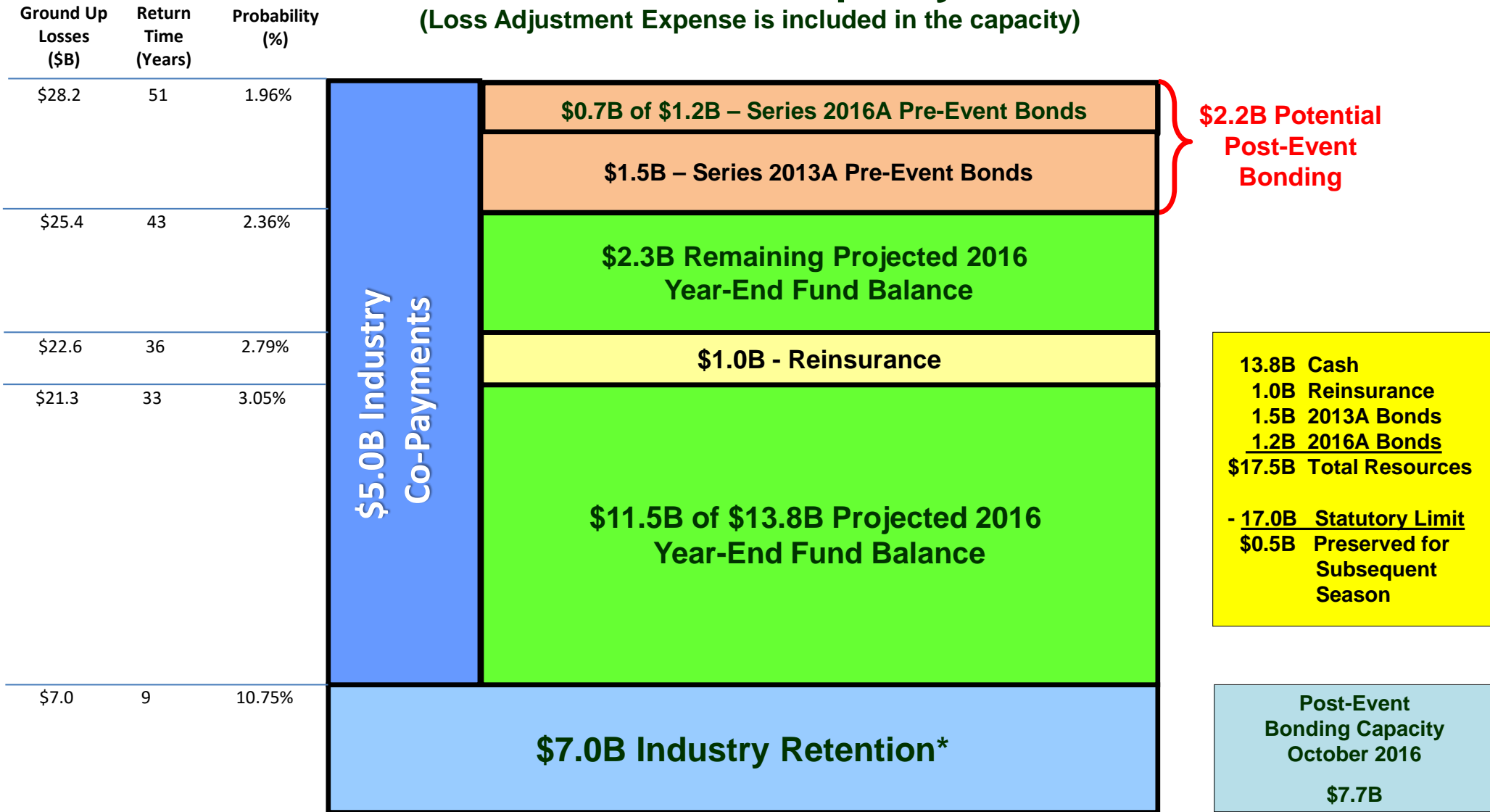
2016/2017 Contract Year

Not Official
(For Illustrative
Purposes Only)

As of November 28, 2016

\$17B FHCF Capacity

(Loss Adjustment Expense is included in the capacity)



Represents industry losses. FHCF probabilities are lower at the top loss levels and higher at the lower loss levels. All insurers would need to reach their maximum coverage limit in order to exhaust the last billion of FHCF Coverage. Insurers can trigger coverage below the industry retention.

*Individual company retentions are their share of the industry retention.

2017/2018 Subsequent Season

Not Official
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Not Drawn to Scale.

Preliminary Estimates

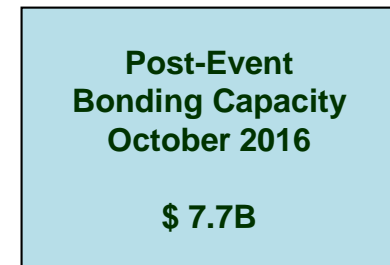
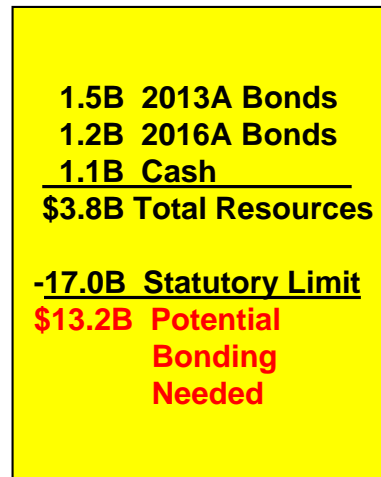
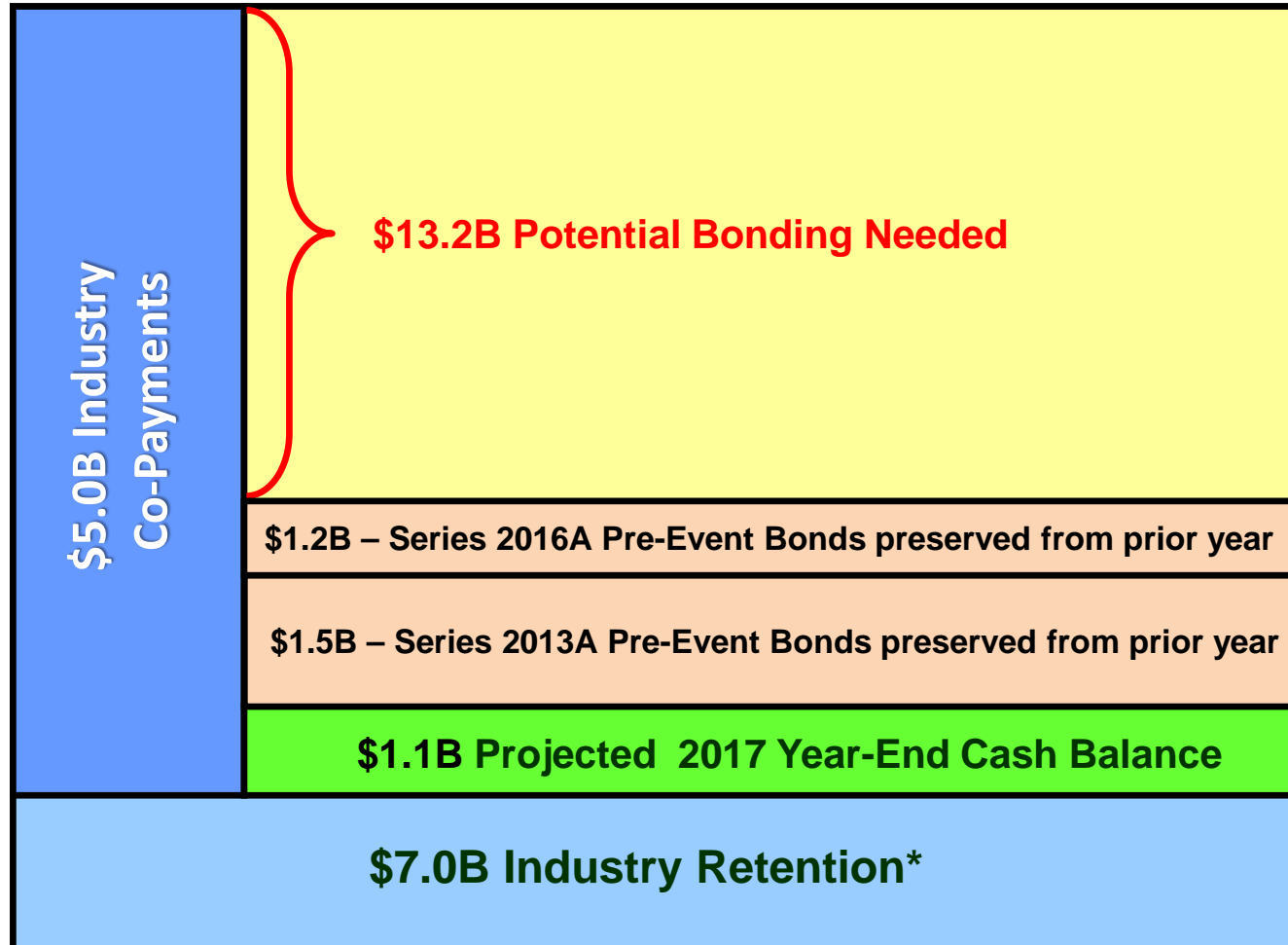
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Industry Losses:

*FHCF Probabilities are lower at the top loss levels and higher at the lower loss levels***

\$17B FHCF Potential Capacity (Loss Adjustment Expense is included in the capacity)

Assumption: Preserved all Pre-Event bonds after a \$17B loss in prior year



*Individual company retentions are their share of the industry retention.

**All insurers would need to reach their maximum coverage limit in order to exhaust the last billion of FHCF Coverage.

Two Types of FHCF Debt

1. Post-event debt

- ❑ Issued following a hurricane event that exhausts the cash balance
- ❑ Tax-exempt bonds may be used
- ❑ Proceeds are used to reimburse insurers for paid losses
- ❑ Primary source of revenue pledged to repay post-event bonds:
Emergency assessments levied on property/casualty premiums (not including workers' comp, medical malpractice, federal flood, or health and accident)
 - Emergency assessments ranging from 1.0% to 1.3% were collected from 2007 through 2015.
 - Assessments are terminated when they have generated sufficient revenues to repay the bonds.
- ❑ Not a full faith and credit obligation of the State
- ❑ \$2.651 billion post-event bonds issued to date

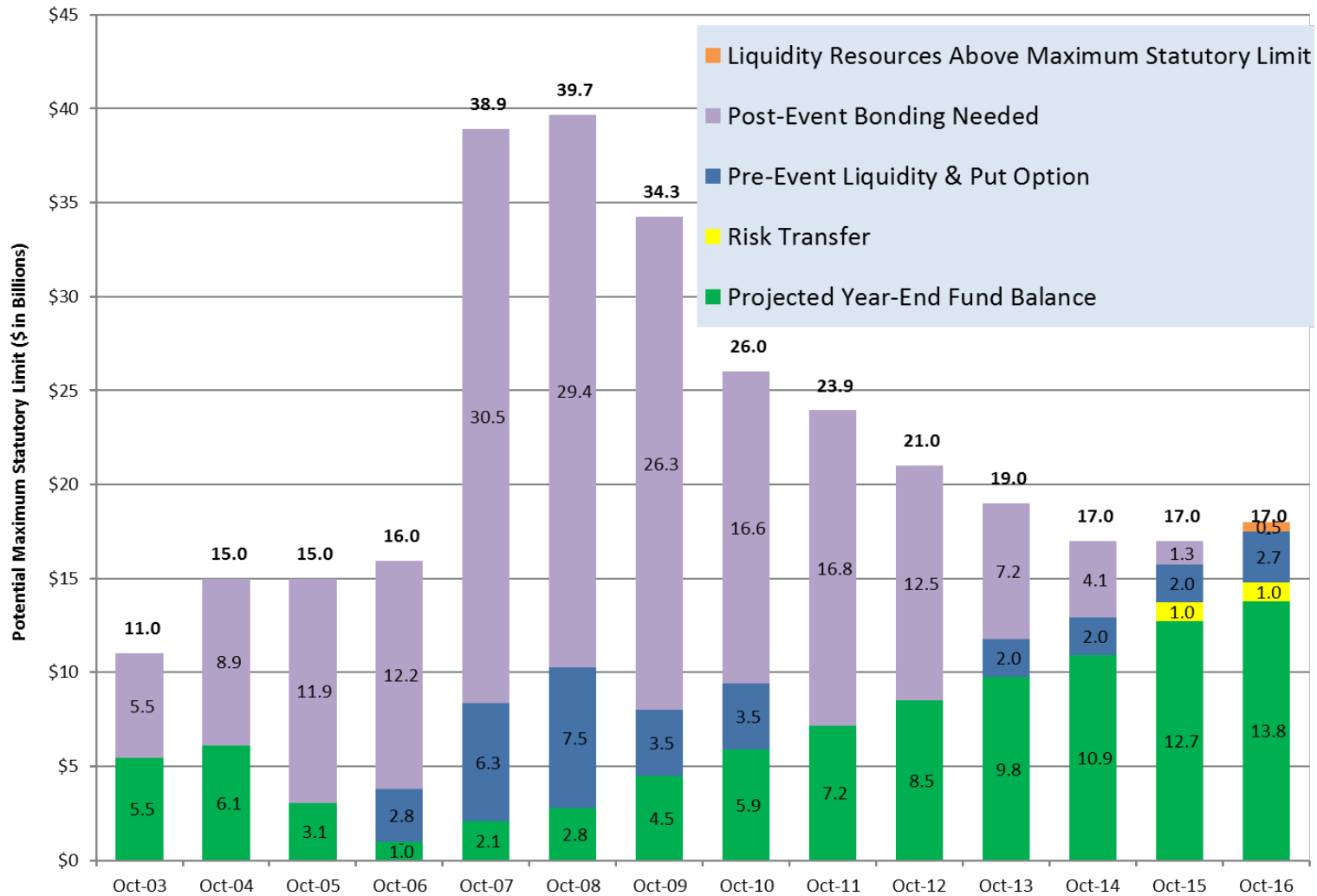
Two Types of FHCF Debt

2. Pre-event debt

- ❑ Issued in the absence of a hurricane
- ❑ Taxable bonds only
- ❑ Primarily a source of liquidity to enable the FHCF to pay claims on a timely and sufficient basis
- ❑ Revenue sources pledged to repay pre-event revenue bonds:
 - Reimbursement premiums – mandatory participation creates a substantial and stable premium base and are collected annually - \$1.1B for 2016
 - Investment earnings - \$16.2B portfolio invested according to conservative guidelines
- ❑ Secured by unspent proceeds invested by the SBA
- ❑ Not a full faith and credit obligation of the State
- ❑ \$9.5 billion pre-event bonds issued to date

Potential Maximum Statutory Limit and Historical Claims-Paying Resources

FHCF Potential Maximum Statutory Limit and Historical Claims-Paying Resources





FHCF Hurricane Losses

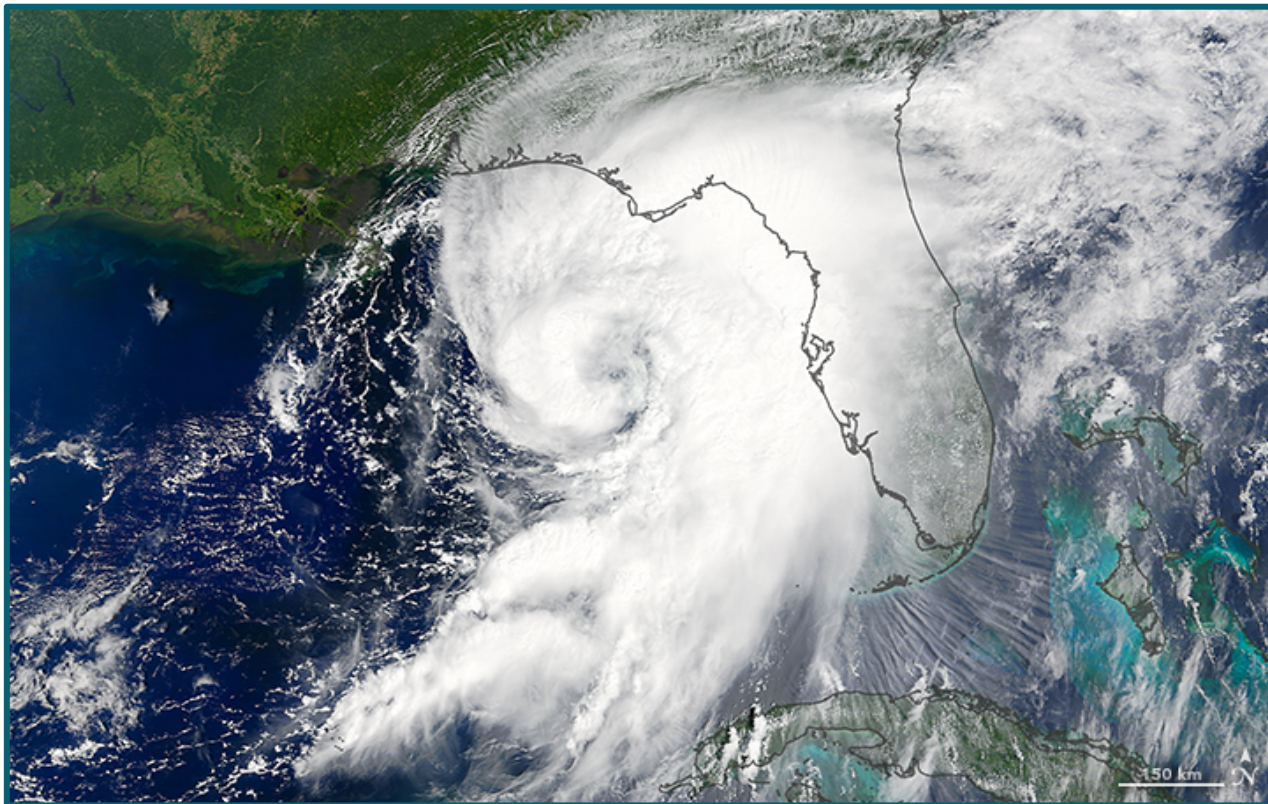
FHCF Hurricane Loss History: 1995, 2004, and 2005

Year	Covered Events	Number of Insurers Reimbursed by FHCF	Total FHCF Reimbursement Paid in Excess of Retention (\$ millions)
1995	Erin, Opal	9	\$13
2004	Charley, Frances, Ivan, Jeanne	136	\$3,860
2005	Dennis, Katrina, Wilma	114	\$5,536

Total residential losses reported to the FHCF for the 2004 and 2005 hurricanes: \$28.7 billion. This number does not reflect the total value of residential losses, as insurers do not report losses to the FHCF after they have reached their coverage limit.

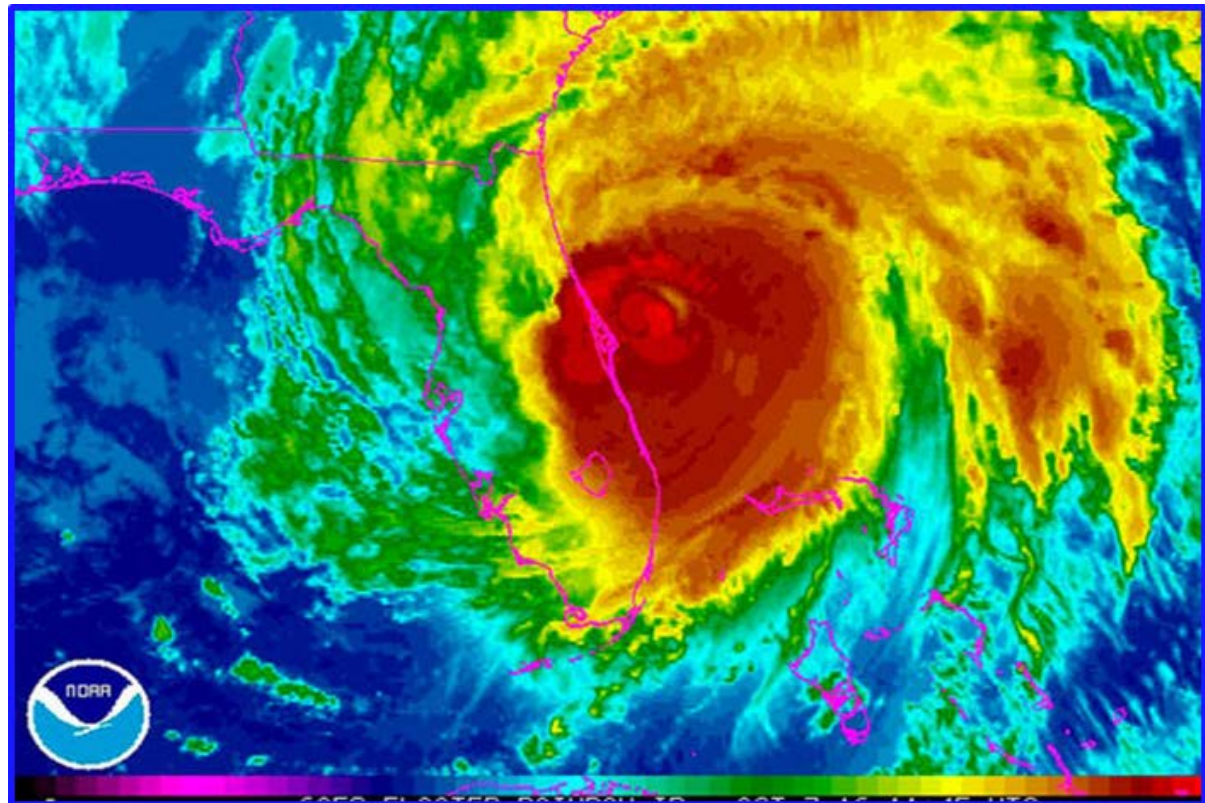
Hurricane Hermine

- ❑ Landfall on September 1, 2016
- ❑ No Hurricane Hermine loss reimbursement requests received to date, and none expected



Hurricane Matthew

- ❑ Eye bypassed Florida on October 7.
 - ❑ The FHCF covers losses from hurricanes that cause damage in Florida regardless of whether or not they make landfall.
- ❑ No Hurricane Matthew loss reimbursement requests received to date. Total FHCF reimbursement is expected to be minimal.



Contact Information

- ❑ Anne Bert – *Chief Operating Officer*
 - ❑ Telephone: (850) 413-1340
 - ❑ E-mail: anne.bert@sbafla.com
- ❑ Website: www.sbafla.com/fhcf
- ❑ Address: *Florida Hurricane Catastrophe Fund
State Board of Administration of Florida
1801 Hermitage Boulevard
Tallahassee, Florida 32308*



THE FLORIDA SENATE
APPEARANCE RECORD

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

January 26, 2017

Meeting Date

Bill Number (if applicable)

Topic Update on the Florida Hurricane Catastrophe Fund

Amendment Barcode (if applicable)

Name Ash Williams

Job Title Executive Director and Chief Investment Officer

Address 1801 Hermitage Boulevard, Suite 100

Phone (850) 413-1250

Street

Tallahassee

Florida

32308

Email Ash.Williams@sbafla.com

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing State Board of Administration/Florida Hurricane Catastrophe Fund

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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S-001 (10/14/14)

THE FLORIDA SENATE
APPEARANCE RECORD

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

January 26, 2017

Meeting Date

Bill Number (if applicable)

Topic Update on the Florida Hurricane Catastrophe Fund

Amendment Barcode (if applicable)

Name Anne Bert

Job Title Chief Operating Officer

Address 1801 Hermitage Blvd, Suite 100

Phone (850)413-1340

Street

Tallahassee

Florida

32308

Email anne.bert@sbafla.com

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing State Board of Administration/Florida Hurricane Catastrophe Fund

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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S-001 (10/14/14)

Citizens Property Insurance Corporation Financial Overview

Barry Gilway
President, CEO and Executive Director





Financial Overview

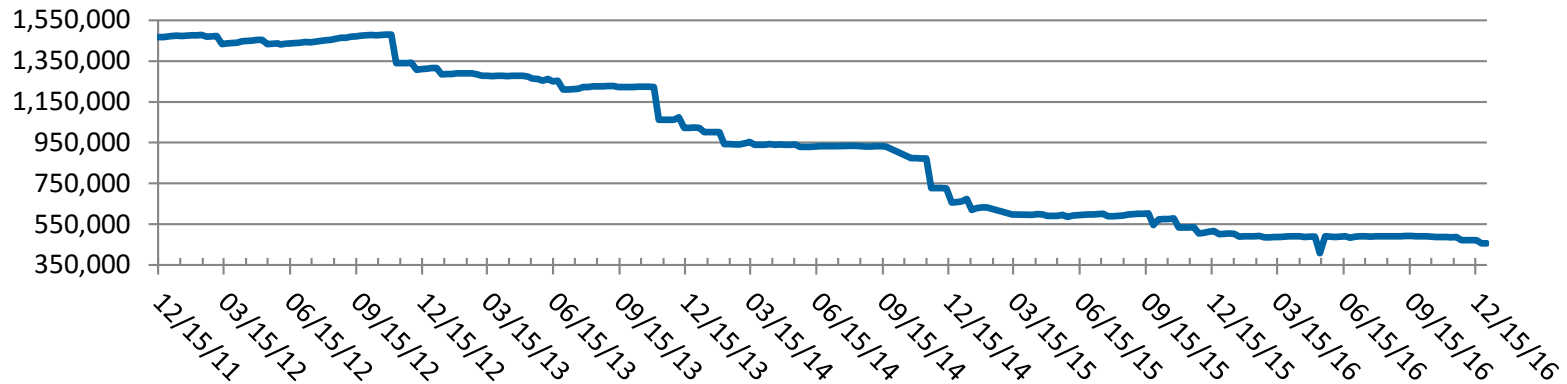
Financial Summary (in billions)	YTD			Accounts	Nov-16	Change Last Mth	Change Last Yr
	Q3-2016	2015	2014				
Surplus ¹	\$7.5	\$7.4	\$7.4	Total Premium Inforce	\$922M	-4.9%	-13.6%
100-Yr PML ²	\$6.6	\$7.8	\$10.2	Average Premium - PLA	\$1,508	-0.7%	-0.4%
Claims-Paying Capacity ³	\$15.8	\$18.6	\$18.8	Average Premium - Coastal	\$2,577	-1.7%	-4.4%
Total Cash and Invested Assets	\$12.3	\$13.1	\$13.7	Average Premium - CLA	\$18,781	3.3%	4.2%

¹ Accumulated Surplus is determined in accordance with Statutory Accounting Principles (SAP).

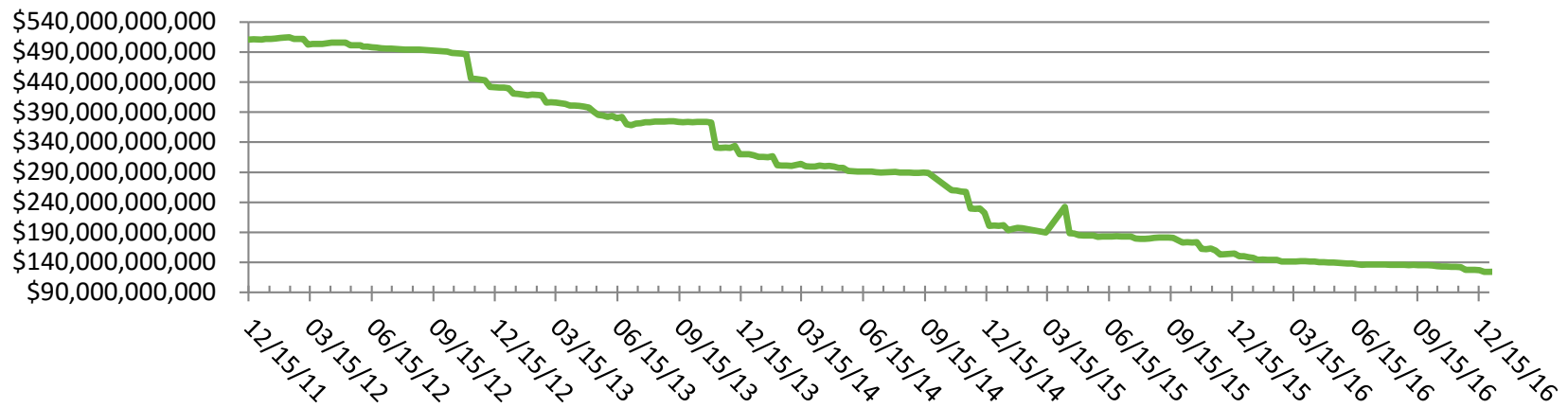
² As of Q4-2014, Single-event occurrence Probable Maximum Loss ("PML") includes demand surge, excludes storm surge, and does not include LAE.

³ Claims Paying Capacity consists of (1) projected year-end surplus; (2) risk transfer (including FHCF coverage); and (3) remaining principal repayments on pre-event bonds.

Combined Policy Count



Total Exposure



Citizens has at its disposal both the traditional resources available to all property and casualty companies that conduct business in the state, as well as special assessment powers granted to Citizens by the state legislature.

Traditional Financial Resources

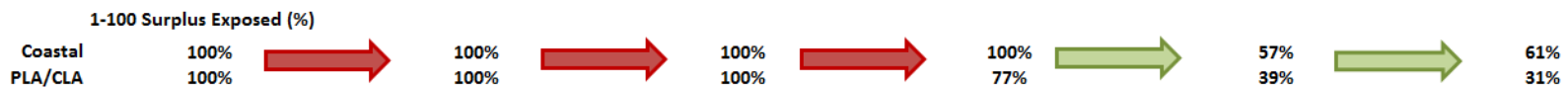
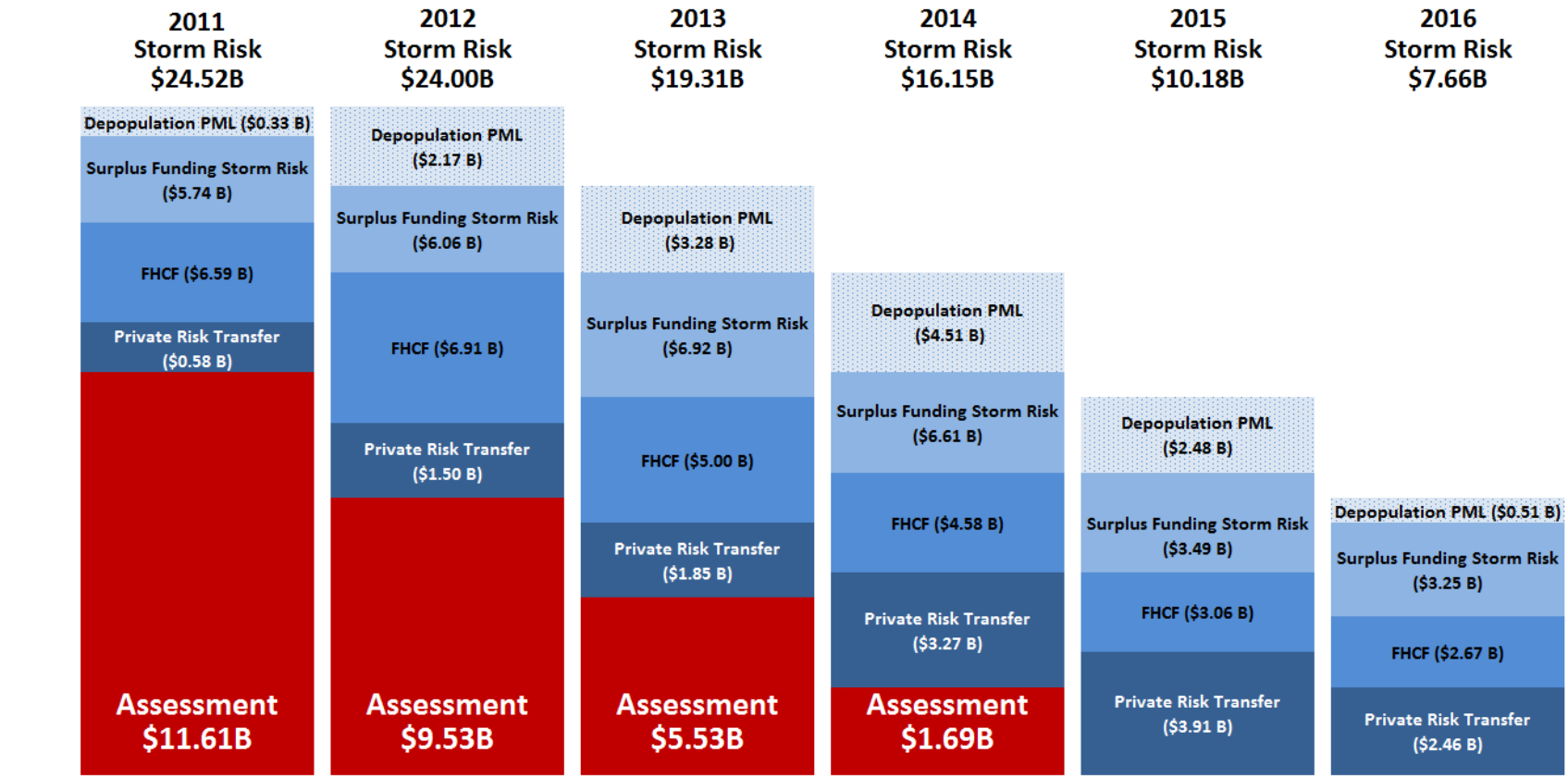
- Insurance Premiums
- Investment Income
- Operating Surplus from Prior Years
- Florida Hurricane Catastrophe Fund Reimbursements
- Traditional Reinsurance and Capital Markets Risk Transfer

Unique Financial Resources

- Citizens' Policyholder Surcharges
- Regular Assessments (Coastal only)
- Emergency Assessments
- Pre-event liquidity resources (debt issuances and lines of credit which, if drawn upon, must be repaid)



Risk and Assessment Reductions



(not to scale)

NOTES:

- Storm Risk is as measured by 100-year probable maximum loss (PML) plus estimated loss adjustment expenses using the Florida Hurricane Catastrophe Fund (FHCF) account allocation where PLA and CLA are combined. PLA/CLA combined PMLs are added to the Coastal PMLs to be consistent for surplus distribution.
- Surplus, Florida Hurricane Catastrophe Fund (FHCF), and Assessments are as projected at beginning of storm season. Not all PLA/CLA surplus is needed to fund storm risk in 2014. In 2015 and 2016, not all surplus in PLA/CLA and the Coastal Account is needed to fund a 1-100 year event and is available to fund a second event.
- Not all Private Risk Transfer is needed to fund a 1-100 year event in 2015 and 2016 and is available to fund a second event.
- Depopulation PMLs are not included in storm risk totals. 2016 Depopulation PML includes January – September depopulation.
- PMLs from 2011-2014 use a weighted average of 1/3rd Standard Sea Surface Temperature (SSST) and 2/3rd Warm Sea Surface Temperature (WSST). 2015 and 2016 PMLs reflect only SSST event catalog.

When Citizens was created, each of the predecessor organizations had slightly different coverage offerings and outstanding indebtedness, requiring the premium associated with each to remain aligned.

Each of the following three accounts are separate statutory accounts and have separate calculations of surplus, plan-year deficit and assessment bases. Assets in one account may not be commingled or used to fund losses in another account. The three accounts are listed below with the types of policies written in each.

Personal Lines Account (PLA)

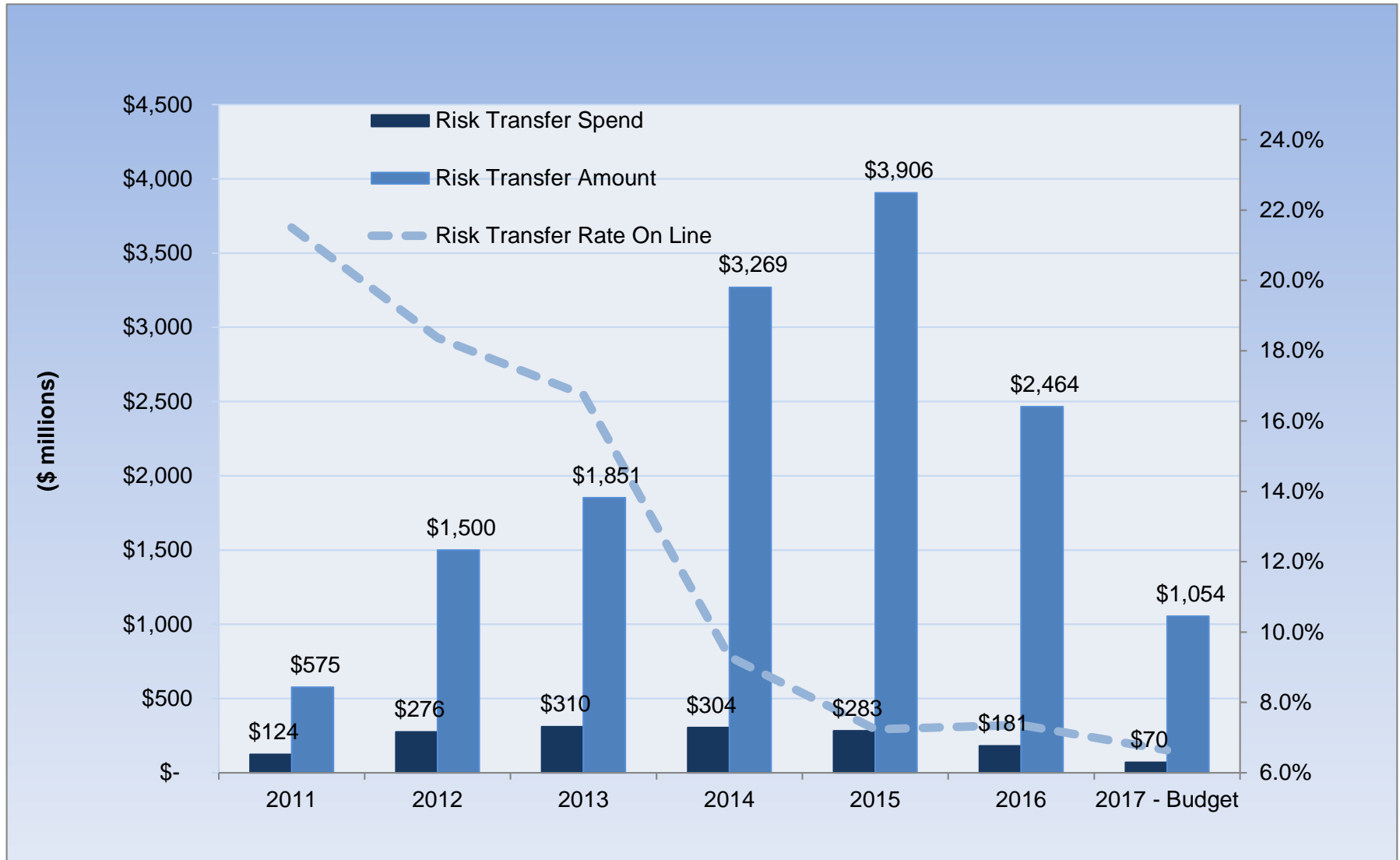
- Personal Residential Multiperil policies, including homeowners, dwelling fire, mobile home, tenants and condominium unit owners. These policies tend to be located further inland or in non-coastal areas of the state.

Coastal Account (Formerly High-Risk Account)

- Wind-only and multiperil policies for personal residential, commercial residential and commercial nonresidential risks located in eligible coastal high risk areas.

Commercial Lines Account (CLA)

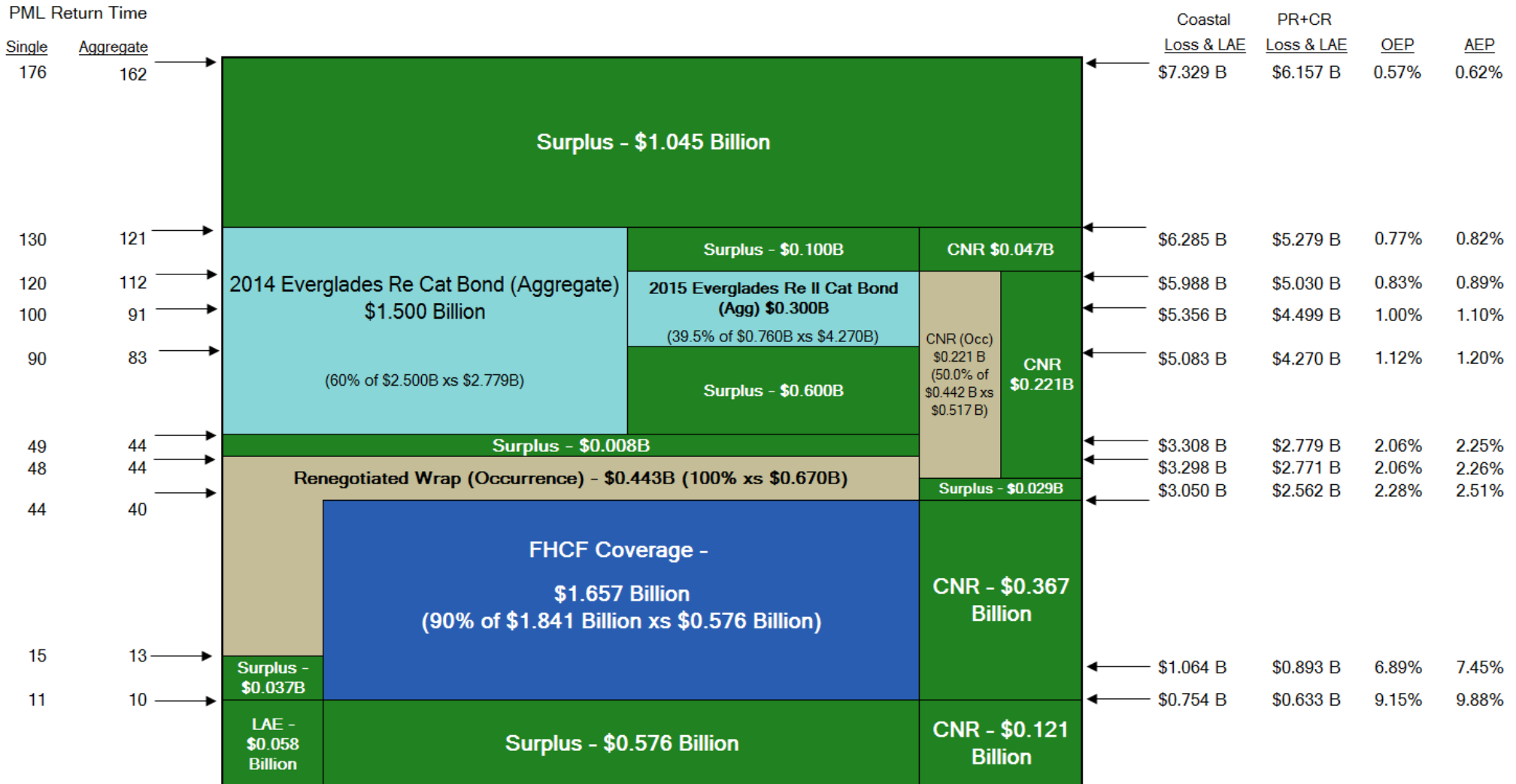
- Commercial Residential Multiperil policies, including condominium associations, apartment buildings and homeowners association policies.
- Commercial Nonresidential Multiperil (required to include wind coverage) policies (e.g., office buildings, retail, etc.) located outside of the coastal (HRA) eligible areas.





2016 Coastal Account Layer Chart

Single & Aggregate Event Occurrences



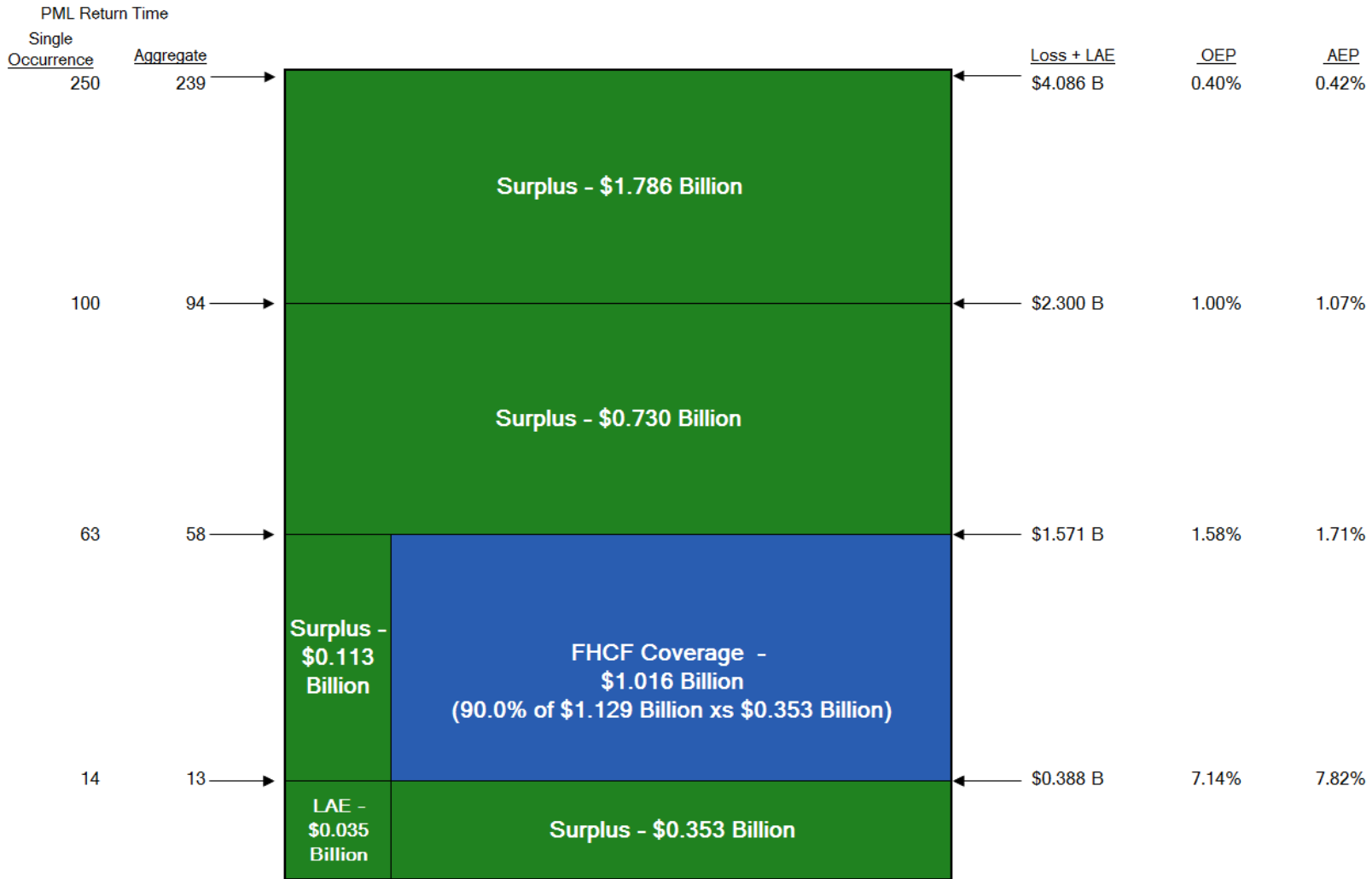
1-100 Surplus Exposed 61%

Not drawn to scale



2016 PLA/CLA Layer Chart

Single & Aggregate Event Occurrences



FHCF pays a loss adjustment expense (LAE) allowance of 5% of loss. Citizens will fund any excess LAEs above FHCF reimbursement from its surplus. Citizens has allocated \$54 million to fund any additional LAEs.

Not drawn to scale



Notes and Assumptions

2016-2017 Storm Season

ASSUMPTIONS

- Citizens' 2016 Budgeted DWP \$909 Million (Coastal \$488 Million; PLA/CLA \$421 Million)
- Citizens' Policyholder Surcharge Maximum % Per Account 15%
- 2016 Regular Assessment Base (projected) \$40.6 Billion
- Regular Assessment Maximum % Per Account 2% for Coastal; 0% for PLA/CLA
- 2015 Emergency Assessment Base \$41.5 Billion
- PMLs are based on modeled losses as of June 30, 2016 per AIR Touchstone, Version 3.1.0. PMLs reflect the Standard Sea Surface Temperature (SSST) Event Catalog including Demand Surge, excluding Storm Surge, and include 10% of loss to account for loss adjustment expense (LAE). Interim Return Periods are derived by Linear Interpolation between 5 year increments.
- 2016 Projected Surplus = unaudited 2015 surplus + 2016 budgeted net income
- Citizens' 2016 FHCF coverage is based on preliminary retention estimates and payment multiples. Actual Citizens' FHCF attachment and limits of coverage could differ significantly from estimates.

NOTES

These charts are imperfect! They attempt to show projected claims-paying resources, but they are approximations only. Four significant complicating factors are described below:

- 1) Coastal PML vs. PLA/CLA PML: An actual 100-year PML event in Coastal Account may not be a 100-year PML event for PLA/CLA. The relative magnitude of actual losses for Coastal and PLA/CLA will depend on the storm size and path
- 2) Combining PLA and CLA: The PLA and CLA are separate accounts for deficit calculation and assessment purposes, but are combined for FHCF and credit purposes. It is impossible to accurately show the PML resources situation of these accounts on either separate or combined charts since simplifications must be made in either case that could prove materially inaccurate. Although we show the combined accounts, there is no guarantee that they will have deficits at the same time or of similar magnitude
- 3) Non-residential exposure: Commercial non-residential (CNR) exposures in the CLA and Coastal Account are not reinsured by FHCF. Actual deficits and assessments may be significantly different than an aggregated PML would otherwise indicate. The charts include a provisional estimate for CNR losses of 16% in the Coastal Account for all return times. CNR is a negligible portion of the PLA/CLA Accounts and so is not considered in that chart
- 4) Liquidity: These charts do not show the liquidity needs of the accounts. An account with ample PML resources may still require liquidity as many of the PML resources are not available immediately following a major hurricane. The timing and magnitude of receivables such as FHCF recoveries and assessments are unknown.

THE FLORIDA SENATE

APPEARANCE RECORD

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

1/26/17

Meeting Date

Bill Number (if applicable)

Topic Citizens Property Insurance Corp

Amendment Barcode (if applicable)

Name Christine Ashburn

Job Title VP of Communications + Legislative Affairs

Address 2101 Maryland Circle

Phone 850-513-3746

Street

Tallahassee FL

32303

Email Christine.Ashburn@citizensfla.com

City

State

Zip

Speaking: [] For [] Against [X] Information

Waive Speaking: [] In Support [] Against (The Chair will read this information into the record.)

Representing Citizens Property Insurance Corporation

Appearing at request of Chair: [X] Yes [] No

Lobbyist registered with Legislature: [X] Yes [] No

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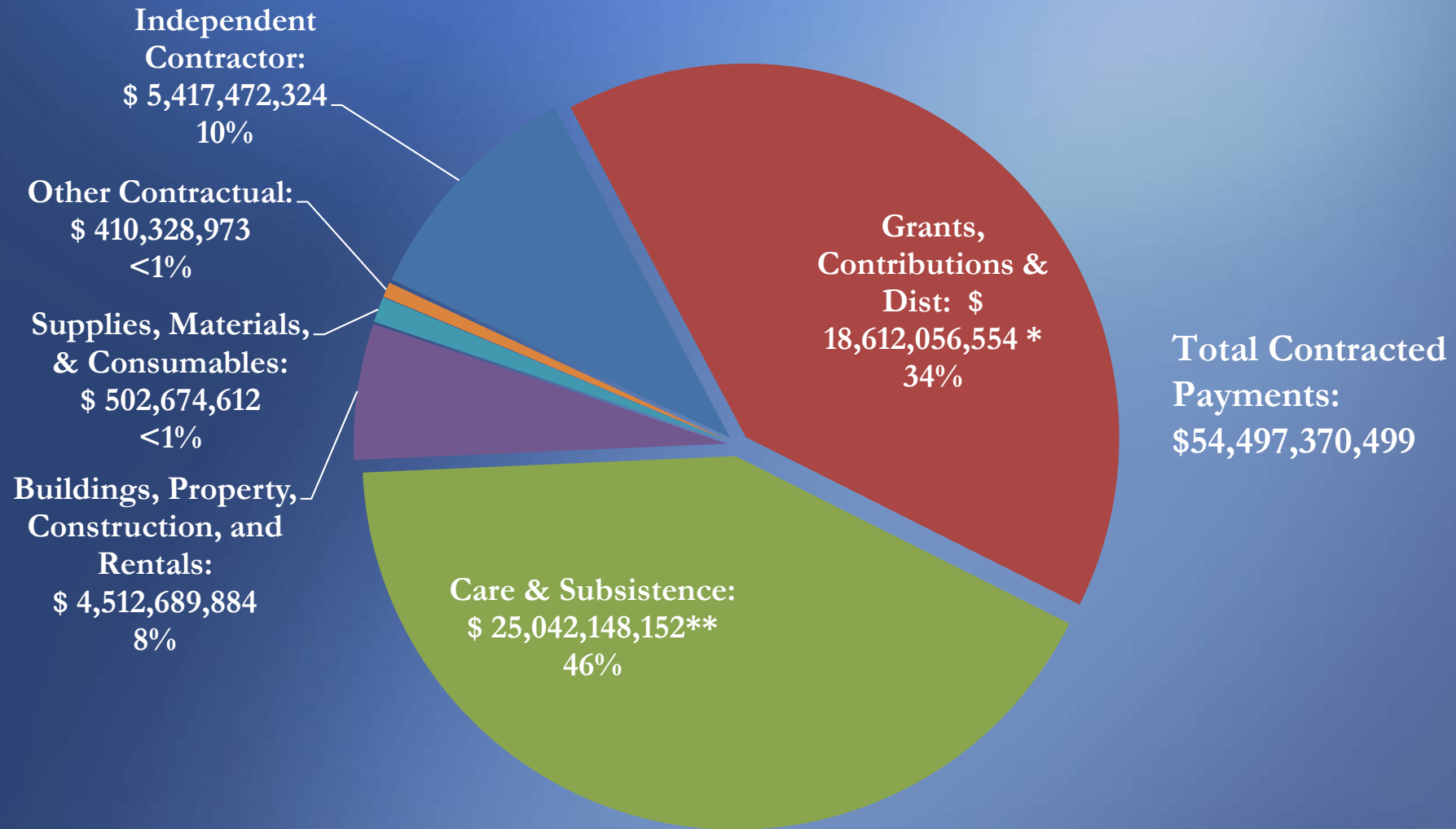


CHIEF FINANCIAL OFFICER
JEFF ATWATER
FLORIDA DEPARTMENT OF FINANCIAL SERVICES

**CFO's Contract Reporting Website:
Florida Accountability Contract Tracking System
(FACTS)**

**Senate Appropriations Committee
January 26, 2017**

Breakdown of Contracted Spending for Fiscal Year 2015-2016



*Includes Florida Education Finance Program (FEFP) payments totaling \$11,079,523,336

**Includes Medicaid payments totaling \$23,350,923,504

Statutory Requirements – Transparency

- SB 2096 was adopted into Law (2011–49) during the 2011 Session.

“The Chief Financial Officer shall provide public access to a state contract management system that provides information and documentation relating to contracts procured by **all governmental entities**”

- HB 5401 was adopted into Law (2013–54) during the 2013 Session and replaced reporting required for “all governmental entities” with “**state entities**”

Statutory Requirements – Transparency

HB 5401 also included the following:

- Defines a contract as “a written agreement or purchase order issued for the purchase of goods or services or a written agreement for the receipt of state or federal financial assistance.”
- Defines a procurement document as “any document or material provided to the public or any vendor as part of a formal competitive solicitation of goods or services undertaken by a state entity, and a document or material submitted in response to a formal competitive solicitation by any vendor who is awarded the resulting contract”

Statutory Requirements – Transparency

- Added electronic copies of contracts and procurement documents to the reporting requirements
- Added a requirement for use of appropriate internet security
- Added a requirement for the redaction/removal of information that is exempt from public record
- Allows the Department of Legal Affairs and Department of Agriculture and Consumer Services to post information on their own Agency–managed website
- By January 1, 2014, each state entity shall post existing contracts that were executed before July 1, 2013, with payment from state funds made after June 30, 2013

Benefits

- Eliminated three separate reporting requirements
- Data elements are validated with State's accounting system to provide integrity of the information
- Contract Information is validated during the audit of contractual payment/Error Rates have decreased by 24%
- Transparency on Vendor pricing and performance metrics
- Key Information for policy makers: current and future budget obligations, built in price escalators, revenue agreements, contracts exempt from competitive solicitation

FACTS Statistics
(as of 1/3/2016)

Purchase Orders	692,422
Contracts	53,349
Grant Disbursement Agreements	29,220
Grant Awards/Revenue Agree.	5,356

JEFF ATWATER



FLORIDA'S CHIEF FINANCIAL OFFICER

TRANSPARENCY FLORIDA

An Open Door to Florida's Finances



Transparency ensures accountability, and Floridians have a right to see how every penny of the money they send to their government is spent. This website allows Floridians to scrutinize state budgets, payments and contracts and hold their government accountable for how every dollar is spent.

[Home](#) > [Transparency Florida](#)

CFO'S INITIATIVES

Transparency Florida

Finances & Economy

Fraud & Consumer Protection

FIND A SERVICE



State Budget



Where State Dollars Go: Your Money Matters



State Contract Search: FACTS



State Contract Audits

Main Search page is easy to use.

Main Search
[Quick Tips](#)

Search [Advanced Search](#)

To search for contract, grant award or purchase order information please enter at least one search criteria in the fields below. If you would like to see details for all agencies or all commodity groups, please provide additional criteria in any of the remaining fields.

Agency Name

Vendor/Grantor Name

Dollar Value

From To

Beginning and/or Ending Dates (mm/dd/yyyy)

Begin End

Commodity/Service Type (Contract & Purchase Order Only)

Show All
 Show Grant Awards Only
 Show Contracts Only
 Show Purchase Orders Only

Please refine the search by providing following details if known.

Agency Assigned Contract ID (if known)

Grant Award ID (if known)

MFMP PO Number (if known)

By using this Search you agree to [terms and conditions](#) of the Search.

Results
Displaying 1 to 5 of 5
[Download Results](#)

AGENCY NAME ▲	VENDOR/GRANTOR NAME	TYPE	AGENCY ASSIGNED CONTRACTID	GRANTAWARD ID	PO NUMBER	TOTAL AMOUNT	COMMODITY/SERVICE TYPE	VIEW AUDITS
DEPARTMENT OF FINANCIAL	WELLS FARGO BANK	Standard Two Party Agreement by	TR115			65,670,000.00	BANKING FINANCIAL SERVICES	View

Contract summary information is always displayed at the top of each page. **Details** page groups contract information in boxes for easy identification.

Contract Information

[Back to Search](#)

Summary

Agency Name: DEPARTMENT OF FINANCIAL SERVICES

Long Title: EFT and Controlled Disbursement

Total Contract Amount: \$0.00

Total Payment To Date: \$1,886,819.44

General Description: This Contract is with a financial institution to provide banking services related to the State of Florida's Electronic Funds Transfer (EFT), warrant disbursements, and their settlement.

Agency Contract ID: TR174

Vendor Name: WELLS FARGO BANKS

Total Budgetary Amount: \$9,935,071.46

Date of Execution: 02/19/2013

Details

[Deliverables](#)

[Payments](#)

[Documents](#)

[Audits](#)

Main Information

Agency Contract ID: TR174

FLAIR Contract ID: D0716

Short Title: EFT & Disb

Long Title: EFT and Controlled Disbursement

Contract Type: Standard Two Party Agreement by Statute

Contract Status: Active

Date of Execution: 02/19/2013

Date of Beginning: 02/19/2013

Original End Date: 02/18/2016

New Ending Date: 02/18/2019

Agency Service Area: TR

Statutory Authority: 17.52

Contract Involves State or Federal Financial Assistance: No

Recipient Type:

Provide for Administrative Cost: No

Provide for Periodic Increase: No

Procurement Information

Authorized Advanced Payment: No

Method of Procurement: Agency Invitation to Negotiate [s. 287.057 (1) (c), FAC]

State Term Contract ID:

Contract's Exemption Justification:

Agency Reference Number: DFS TR ITN 11/12-12

Business Case Study Done: No

Legal Challenges to Procurement: No

Outsourcing / Capital Improvements

Was the Contracted Function Previously Performed by the State: Yes

Was the Contracted Function Considered for Insourcing back to the State: No

Did the Vendor Make Capital Improvements on State Property: No

Details page also includes budget information, contract changes, and grant numbers (CFDA/CSFA) when applicable.

Budget Information

Original Contract Amount: \$0.00
 Total Contract Amount: \$0.00
 Total Recurring Budgetary Amount: \$9,935,071.46

Total Non-Recurring Budgetary Amount: \$0.00
 Total Budgetary Amount: \$9,935,071.46
 Total Unfunded Amount: (\$9,935,071.46)

As of Date: 7/11/2016

[Download Budget Information](#)

RECURRING BUDGETARY AMOUNT	ACCOUNT CODE	FISCAL YEAR EFFECTIVE DATE	FY	COST ACCUMULATOR	AGENCY AMENDMENT REFERENCE
\$325,653.00	43-10-1-000122-43200100-00-100777-00	07/01/2018	2018-2019		
\$160,396.26	43-20-2-725001-43100300-00-100777-00	07/01/2018	2018-2019		
\$558,262.29	43-10-1-000122-43200100-00-100777-00	07/01/2017	2017-2018		
\$558,262.29	43-10-1-000122-43200100-00-100777-00	07/01/2017	2017-2018		
\$274,965.01	43-20-2-725001-43100300-00-100777-00	07/01/2017	2017-2018		
\$80,000.00	43-20-2-021201-43200100-00-010000-00	07/01/2016	2016-2017		
\$280,000.00	43-10-1-000122-43200100-00-010000-00	07/01/2016	2016-2017		
\$274,965.01	43-20-2-725001-43100300-00-100777-00	07/01/2016	2016-2017		
\$232,609.29	43-10-1-000122-43200100-00-100777-00	01/20/2016	2015-2016		
\$114,568.75	43-20-2-725001-43100300-00-100777-00	01/20/2016	2015-2016		
\$300,000.00	43-10-1-000122-43200100-00-100777-00	07/01/2015	2015-2016		
\$170,000.00	43-20-2-725001-43100300-00-100777-00	07/01/2015	2015-2016		
\$80,000.00	43-20-2-021201-43200100-00-100777-00	07/01/2014	2014-2015		
\$280,000.00	43-10-1-000122-43200100-00-100777-00	09/29/2014	2014-2015		
\$175,637.37	43-20-2-725001-43100300-00-100777-00	06/30/2014	2013-2014		
\$80,000.00	43-20-2-021201-43200100-00-100777-00	03/06/2014	2013-2014		
\$126,906.17	43-10-1-000122-43200100-00-100777-00	06/30/2013	2012-2013		
\$61,164.10	43-20-2-725001-43100300-00-100777-00	06/30/2013	2012-2013		
\$3,901,834.21	43-10-1-000122-43200100-00-100777-00	02/19/2013	2012-2013		
\$1,899,847.71	43-20-2-725001-43100300-00-100777-00	04/01/2013	2012-2013		

No Non-Recurring Budgetary records found for this contract.

Contract Change

[Download Contract Change](#)

CHANGE TYPE	AMENDMENT AMOUNT	AGENCY AMENDMENT REFERENCE	CHANGE DESCRIPTION	AMENDMENT EFFECTIVE DATE	AMENDMENT EXECUTION DATE	NEW ENDING DATE
Renewal	\$0.00	R1	Renewal	02/19/2016	01/20/2016	02/18/2019

Vendor

[Download Vendor](#)

NAME LINE 1	NAME LINE 2	CITY STATE ZIP	MINORITY VENDOR DESIGNATION
WELLS FARGO BANKS		MINNEAPOLIS MN 554850000	Non-Minority

CFDA

CSFA

Deliverables page provides details on the contract's pricing, performance measures, and financial consequences.

Contract Information

[Back to Search](#)

Summary

Agency Name: DEPARTMENT OF FINANCIAL SERVICES
Long Title: EFT and Controlled Disbursement
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Agency Contract ID: TR174
Vendor Name: WELLS FARGO BANKS
Total Budgetary Amount: \$9,935,071.46
Date of Execution: 02/19/2013

- Details
- Deliverables**
- Payments
- Documents
- Audits

[Expand All Deliverables](#) [Download Deliverables](#)

MORE	DELIVERABLE NUMBER ▲	COMMODITY/SERVICE TYPE	MAJOR DELIVERABLE	METHOD OF PAYMENT
+		BANKING, FINANCIAL SERVICES	Project Plan for file interface	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Solution Architecture and Design	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Production Implementation Guide	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Test Plan for Services	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Go-Live	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Pay State Warrants	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Positive Pay Services per Warrant	Fixed Fee / Unit Rate
<p> Major Deliverable: Positive Pay Services per Warrant Deliverable Price: \$0.01 Non Price Justification: Performance Metrics: Access the file by 10 a.m. Financial Consequences: The Department will not pay the charges for the itmes presented past 10 a.m. ET. Source Documentation Page Reference: 34 Deliverable Number: </p>				
+		BANKING, FINANCIAL SERVICES	Warrant Forgery Processing	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Warrant Image	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Compact Disk of Images	Fixed Fee / Unit Rate
+		BANKING, FINANCIAL SERVICES	Wire received	Fixed Fee / Unit Rate

Payments page displays payment information that has been recorded to the contract number in the State's accounting system (FLAIR).

Contract Information

Back to Search

Summary

<p>Agency Name: DEPARTMENT OF FINANCIAL SERVICES</p> <p>Long Title: EFT and Controlled Disbursement</p> <p>Total Contract Amount: \$0.00</p> <p>Total Payment To Date: \$1,886,819.44</p>	<p>Agency Contract ID: TR174</p> <p>Vendor Name: WELLS FARGO BANKS</p> <p>Total Budgetary Amount: \$9,935,071.46</p> <p>Date of Execution: 02/19/2013</p>
---	---

General Description: This Contract is with a financial institution to provide banking services related to the State of Florida's Electronic Funds Transfer (EFT), warrant disbursements, and their settlement.

Details Del **Payments** Documents Audits

Payments are also referred to as expenditures (creating or incurring a legal obligation to disburse money) or disbursements (the payment of expenditures). Payments include disbursements and accounting adjustments made on a contract. Payments are always positive amounts while accounting adjustments may be positive or negative depending on the type of adjustment.

Payment Details

[Expand All Payments](#) [Download Payments](#)

"Date" in the listing below indicates the date the payment voucher was recorded in the system, not the date the payment was issued.

MORE	FISCAL YEAR	TOTAL AMOUNT																																																																																																																																																										
<input type="checkbox"/>	2016-2017	\$205,571.66																																																																																																																																																										
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Documents page allows the public access to scanned images of the original contract and any subsequent amendments.

Contract Information

[Back to Search](#)

Summary




Agency Name: DEPARTMENT OF FINANCIAL SERVICES **Agency Contract ID:** TR174
Long Title: EFT and Controlled Disbursement **Vendor Name:** WELLS FARGO BANKS
Total Contract Amount: \$0.00 **Total Budgetary Amount:** \$9,935,071.46
Total Payment To Date: \$1,886,819.44 **Date of Execution:** 02/19/2013

General Description: This Contract is with a financial institution to provide banking services related to the State of Florida's Electronic Funds Transfer (EFT), warrant disbursements, and their settlement.

Details Deliverables **Documents** Audits

Contract Documents

Click on the pdf icon or Agency Document Link to view the document

DOCUMENT TYPE	DOCUMENT REFERENCE #	EXECUTED DATE	DOCUMENT ADD DATE	AGENCY DOCUMENT LINK	VIEW
Original Contract	Original Contract - D0716	02/19/2013	12/1/2014 11:56:12 AM		
Renewal	R1	01/20/2016	2/8/2016 11:44:30 AM		

Audits page will display the results of contract reviews completed by the CFO's office.

Contract Information Back to Search

Summary

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Details | Deliverables | Payments | **Audits**

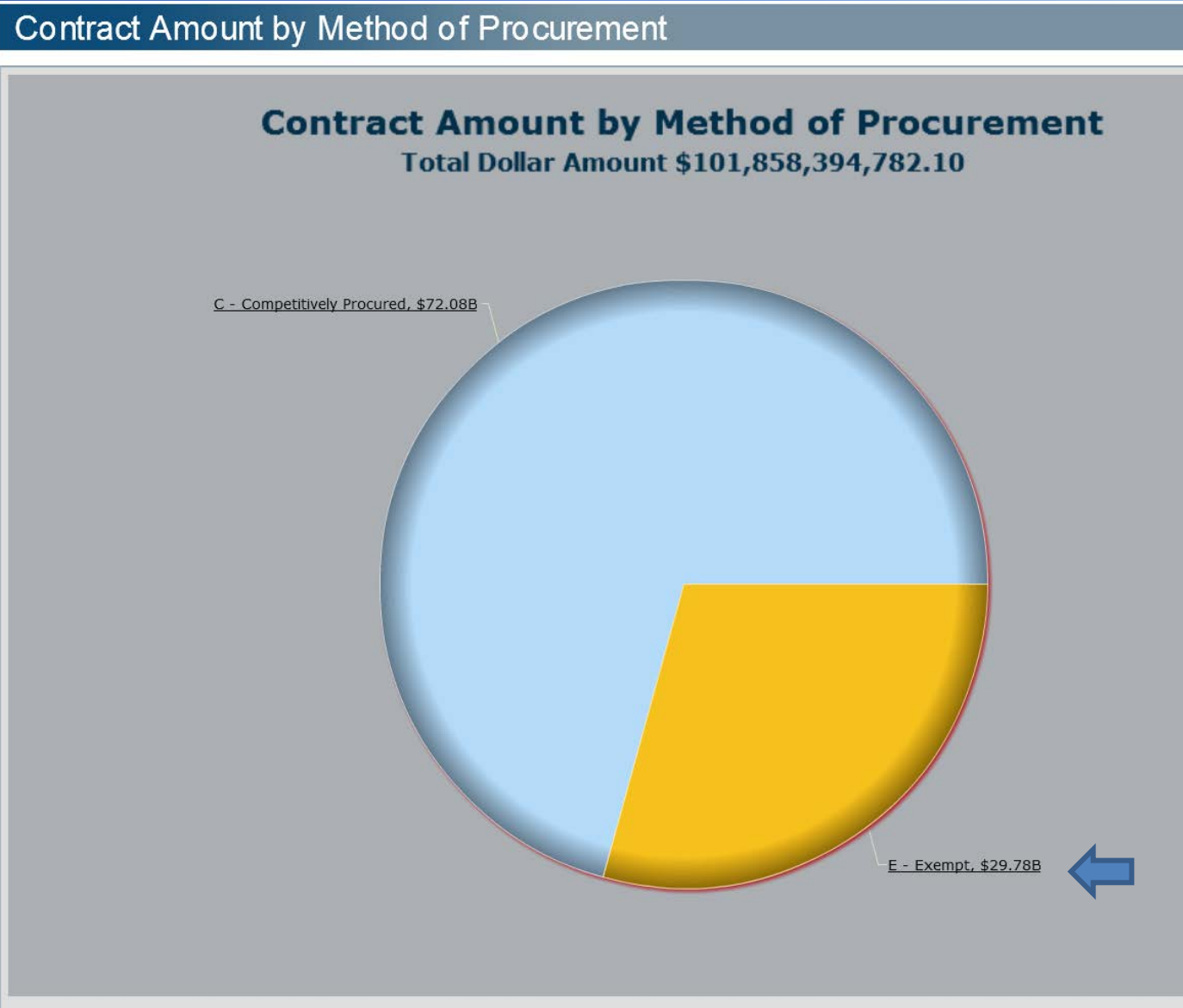
Audit results posted prior to June 30, 2012, appear in a summarized form. As of July 1, 2012, the audit reporting process was expanded to include additional questions and comments from the Bureau of Auditing. As audits are captured in electronic format, they will be posted to this system. If you are interested in seeing audit reports by Fiscal Year and Agency Action Plans, please click [here](#) to navigate to the Transparency Florida Contract Audit page.

AUDIT TYPE	REVIEW DATE	FISCAL YEAR	VIEW
Contract Review	05/31/2013	2012-2013	View

FACTS also provides interesting Charts and Reports associated with all the active contracts currently in the system.


The screenshot shows the website header for Jeff Atwater, Florida's Chief Financial Officer. The main navigation bar includes links for Contract Search, FAQ Questions?, Contact Us State Agencies, Message From CFO Atwater, Charts & Reports, and Transparency Florida. Below this is a 'Charts' section with a list of five links: Number of Active Contracts by Agency, Number of Active Contracts by Contract Type, Contract Amount by Method of Procurement, Contract Amount By Agency, and Contract Amount by Contract Type. A blue arrow points to the first link.

FACTS charts allow the public to click on the pie totals and see a report that provides details associated with the chart.



FACTS – the public can use the advanced search page to pull a listing of contracts for each method of procurement identified on this report.

Exempt Method of Procurements



METHOD OF PROCUREMENT	CONTRACT AMOUNT	NUMBER OF CONTRACTS
Exempt, Services or Commodities provided by Governmental Agencies [s. 287.057 (3) (f) 12, & s.287.057 (22), FS]	\$10,548,621,660.23	3716
Exempt, Federal or state law prescribes with whom the agency must contract [s. 287.057 (10), FS]	\$9,128,874,461.64	3637
Exempt, Health services, including examination, diagnosis, treatment, prevention, medical consultation or administration. [s. 287.057 (3) (f) 5a, FS & Rule 60A-1002 (4) (k), FAC]	\$2,215,879,373.37	833
Exempt, Services to persons w/ mental/physical disabilities by non-profit corporations [s. 287.057 (3) (f) 6, FS & Rule 60A-1.002 (4) (k), FAC]	\$1,816,559,727.68	288
Non-competitively awarded grants to governmental entities, non-profits or for-profit organizations.	\$872,186,839.57	3980
Rate of payment is established during the appropriation process [S. 287.057 (10), FS]	\$725,216,523.50	691
DOT Exemption, JPAs/LAP: Aid and contributions by governmental entities for FDOT projects or federal aid [Section 339.12, F.S.]	\$387,053,176.39	213
DOT Exemption, Funding grants for Aviation/Airport programs and projects [Section 332.007, F.S.]	\$316,445,802.67	176
Single source approval over Category Two [s. 287.057 (3) (c), FS & Rule 60A-1.045, FAC]	\$304,525,997.60	290
DOT Exemption, Rail program [Section 341.302, F.S.]	\$294,005,529.38	181
DOT Exemption, Contracts with counties and municipalities to perform routine maintenance work on the State Highway System [Section 335.055, F.S.]	\$292,964,471.70	170
DOT Exemption, Florida Seaport Transportation and Economic Development Funding [Section 311.07, F.S.]	\$258,404,739.00	43
DOT Exemption, Rail Funding [Section 341.303, F.S.]	\$240,058,991.19	18
Exempt, Training and education services [s. 287.057 (3) (f) 10, & s440.491 (6), FS]	\$227,915,491.06	389
DOT Exemption, Public Transit Services [Section 341.041, F.S.]	\$202,908,742.31	136
Exempt, Transportation for the Disadvantaged [s. 427.011 (5), FS]	\$171,760,748.91	429
Exempt, Medicaid services [s. 287.057 (3) (f) 7, FS & Rule 60A-1.002 (4) (k), FAC]	\$156,717,026.00	74
Exempt, Legal services, including Attorney, paralegal, expert witness, appraisal and mediator services [s.287.057 (3) (f) 4, FS]	\$155,058,388.05	4484
Exempt, Prevention services related to mental health, substance and child abuse, shelters/runaways, by non-profits [s. 287.057 (3) (f) 9, FS & Rule 60A-1.002 (4) (k), FAC]	\$150,931,933.26	59
DOT Exemption, State-Funded Infrastructure Bank Loans and Credit Enhancements for Constructing and Improving Highway Transportation Facilities [Section 339.55, F.S.]	\$145,292,319.65	6
DOT Exemption, Small County Outreach Program [Section 339.2818, F.S.]	\$139,290,676.00	210
Exempt, Regulated utilities and government franchised and public communications, except long distance telecommunications services or governmental franchise SVCCS, [Rule 60A-1.002(4) (a) & (b), FAC]	\$103,378,777.23	584

Questions?

Office of Legislative Affairs
850.413.2863
LegAffairs@myfloridacfo.com

19

CHIEF FINANCIAL OFFICER
JEFF ATWATER
FLORIDA DEPARTMENT OF FINANCIAL SERVICES

Multi-Year Assessment Contracts and Grants FY2008/2009 through FY2016/2017

Vendor	Title of Contract	Statutory Authority	Contract #	How and When Procured	Date Contract Executed	Period of Contract (Base and Renewal Periods)	FY 2016-17 Appropriation	Base Contract Amount	Renewal/Amended Contract Amount	Paid as of 1/13/2017	
ACTIVE CONTRACTS											
K-12 Assessments											
1	American Institutes for Research (AIR)	Florida Standards Assessment	Section 1008.22, F.S.	14-652	ITN 2014-47; issued October 25, 2013	6/3/2014	Base 6/3/14 - 5/29/17 (3 years)	\$ 33,538,987	\$ 107,469,428.00	\$ 129,456,850.00	\$ 104,134,012.58
2	NCS Pearson, Inc.	Administration of Statewide Science Assessment and Florida End of Course Assessment aligned to the Next Generation Sunshine State Standards	Section 1008.22, F.S.	16-660	ITN 2016-02 issued November 10, 2016	6/30/2016	Base 6/30/16 - 12/31/18 (2 years 6 months)	\$ 18,691,199	\$ 30,625,286.83	\$30,860,779.83	\$ 1,342,021.13
3	Tallahassee Community College	Test Development Services for the FCAT/FSA	Section 1008.22, F.S.	372-99410-7P001	1008.22 Florida Statute	10/6/2016	Base 10/1/16 - 6/30/17 (8 months)	\$ 1,562,563	\$ 2,163,104.00	\$ -	\$ -
4	Florida State University	Three Graduate Interns to assist the Department in solving practical and technical measurement problems	Section 1008.22, F.S.	371-99410-6P001	1008.22 Florida Statute	9/30/2015	Base 7/1/15 - 6/30/16 with Program period 7/1/15 - 6/30/18 (3 years)	\$ 104,500	\$ 119,417.00	\$ 244,207.00	\$ 92,052.84
5	School Board of Hillsborough County and Florida Instructional Materials Center for the Visually Impaired	Expert reviews of all braille test materials related to NGSSS and Florida Standards assessments	Section 1008.22, F.S.	IA-641	Exempt, Governmental Entity	9/2/2015	Base 9/2/15 - 6/30/18 (2 years 9 months)	\$ 196,893	\$ 390,740.00	\$ -	\$ 109,930.00
6	University of Nebraska	Audit of Statewide Assessments	Section 1008.22, F.S.	17-658	Exempt, 287.057(3)(e)12, Florida Statute	12/16/2016	Base 12/16/16 - 11/30/18 (2 years)	\$ 256,710	\$ 805,979.00	\$ -	\$ -
7	Leon County School Board Test Development Center	Test Development Services for the FCAT	Section 1008.22, F.S.	370-99410-6P001	1008.22 Florida Statute	9/8/2015	Base 7/1/15 - 6/30/16 with Program period 7/1/15 - 10/5/16 (1 year 3 months)	\$ 445,508	\$ 1,953,007.00	\$3,961,077.00	\$ 2,241,953.76
8	McCann Associates Holdings, LLC	Implementation of a College and Career Readiness Placement Test to be purchased at fixed unit prices by Florida public educational institutions (PERT)	Section 1008.30, F.S.	10-651	ITN 2010-01; issued June 17, 2009	4/22/2010	Base 4/22/10 - 3/31/15 (4 years 11 months); Renewal 4/1/15 - 8/31/16 (16 months); Renewal 9/1/16 - 3/31/17 (6 months)	\$ -	\$ -	\$ 12,500.00	\$ 12,500.00
Other PREK - 12 Assessments											
9	University of Wisconsin	For English language learners, English language development assessments which include the four domains of speaking, listening, reading, and writing, and are based on the academic language content of preK-12 students	Section 1003.56, F.S.	IA-643	Exempt, Governmental Entity	6/30/2015	Base 6/30/15 - 6/30/18 (3 years)	\$ 7,864,693	\$ 21,665,177.50	\$22,244,731.50	\$ 6,473,888.50
10	Worldwide Interactive Network	Common Assessment Instrument for Florida Juvenile Justice Education Program	Section 1003.52, F.S.	16-655	ITN 2015-59 issued December 19, 2014	8/31/2015	Base 8/31/15 - 8/31/18 (3 years)	\$ 110,000	\$ 270,000.00	\$ 310,000.00	\$ 157,000.00
11	NCS Pearson, Inc.	Florida Kindergarten Readiness Screener	Section 1002.69, F.S.	14-814	ITN 2014-50; issued January 29, 2014	6/30/2014	Base 6/30/14 - 7/2/17 (3 years)	\$ 869,387	\$ 2,720,250.00	\$ -	\$ 2,720,250.00
12	Measured Progress	Florida Standards Alternate Assessment for students with significant cognitive disabilities	Section 1008.22, F.S.	16-654	ITN 2015-43 issued October 6, 2014	9/24/2015	Base 9/24/15 - 6/30/18 (2 years 9 months)	\$ 17,039,014	\$ 28,912,929.00	\$ -	\$ 8,885,974.38
13	ACT, Inc.	ACT (PLAN) Testing Program	Section 1007.35, F.S.	17-656	Exempt, 1007.35(5) Florida Statute	11/4/2016	Base 11/4/16 - 4/30/17 (5 months)	\$ 745,000	\$ 745,000.00	\$ -	\$ -
14	The College Board	PSAT Testing Program	Section 1007.35, F.S.	17-657	Exempt, 1007.35(5) Florida Statute	11/15/2016	Base 11/15/16 - 4/30/17 (5 months)	\$ 1,900,000	\$ 1,900,000.00	\$ 50.00	\$ -
15	American Institutes for Research (AIR)	Value Added Model	Section 1012.34, F.S.	16-659	ITN 2016-04 issued August 11, 2015	4/13/2016	Base 4/13/16 - 4/12/19 (3 years)	\$ 780,000	\$ 1,527,000.00	\$ -	\$ 479,000.00
16	WESTAT, Inc.	Trends in International Mathematics and Science Study - MOU for information exchange, confidentiality and data security	Section 1008.22, F.S.	IA-631	Procurement not required	5/7/2015	Base 5/7/15 - 5/6/19 (4 years)	\$ -	\$ -	\$ -	\$ -
Post Secondary Assessments											
17	NCS Pearson, Inc. Evaluation Systems	Administration, Development, Scoring, and Reporting of the Certification Examinations for Florida Educators	Section 1012.56, F.S.	12-652	ITN 2011-05; issued March 21, 2011	12/21/2011	Base 12/21/11 - 12/31/15 (4 years); Renewal 1/1/16 - 12/31/17 (1 year)	\$ 13,046,423	\$ 34,754,325.00	\$56,706,713.50	\$ 43,893,785.86
18	Tallahassee Community College	Provide services of nine contractor staff positions in the Office of Assessment for use in the continued implementation of the Florida Teacher Certification Examinations	Section 1012.56, F.S.	372-93110-6P001	1008.29, 1008.345, 1012.55 & 1012.56 Florida Statute	7/29/2015	Base 7/1/15 - 6/30/16 with Program period 7/1/15 - 6/30/18 (3 years)	\$ 737,477	\$ 2,212,431.00	\$ -	\$ 648,228.07
18	Number of Active Contracts						Sub-Total Active Contracts	\$ 238,234,074.33	\$ 243,796,858.83	\$ 171,190,597.12	
EXPIRED CONTRACTS											
1	NCS Pearson, Inc.	Administration of State Standards-Based Assessment Program FCAT	Section 1008.22, F.S.	09-658	RFP 2008-17; issued April 4, 2008	6/22/2009	Base 6/22/09 - 11/30/13 (4 years); Renewal 12/1/13 - 11/30/15 (2 years); Extend to end 11/30/16 (1 year)	\$ 8,264,698	\$ 254,100,000.00	\$ 353,844,500.00	\$ 346,271,304.75
2	Questar Assessment, Inc.	Implementation and Administration of the Comprehensive English Language Assessment (CELLA)	Section 1003.56, F.S.	09-659	ITN 2009-07; issued September 26, 2008	6/19/2009	Base 6/19/09 - 12/31/12 (3 years); Renewal 1/1/13 - 12/31/14 (1 year); Extend to end 6/30/15 (6 months)	\$ -	\$ 12,373,966.00	\$ 22,936,513.00	\$ 22,720,137.00
3	Measured Progress	Florida Alternate Assessment for students with significant cognitive disabilities	Section 1008.22, F.S.	11-814	ITN 2011-29; issued May 23, 2011	7/22/2011	Base 7/22/11 - 6/30/14 (3 years); Renewal 7/1/14 - 6/30/15 (1 year)	\$ -	\$ 4,759,530.00	\$ 6,250,804.00	\$ 5,789,189.30
4	NCS Pearson, Inc.	Florida Interim Item Bank and Test Platform (RTT through 7/31/15)	Section 1008.22, F.S.	12-818	RFP 2012-48; issued February 15, 2012	6/25/2012	Base 7/22/11 - 6/30/14 (3 years); Renewal 7/1/14 - 7/31/15 (1 year); Renewal #2 8/1/15 - 7/31/16 (1 year)	\$ 25,476,748.00	\$ 27,728,309.00	\$ 27,730,065.45	
5	Worldwide Interactive Network	Common Assessment Instrument for Florida Juvenile Justice Education Program	Section 1003.52, F.S.	12-921	ITN 2012-17; issued October 12, 2011	6/14/2012	Base 6/14/12 - 8/31/15 (3 years)	\$ -	\$ 270,000.00	\$ -	\$ 270,000.00
7	University of Nebraska	Audit of Statewide Assessments	Section 1008.22, F.S.	13-658	ITN 2012-55; issued April 24, 2012	1/25/2013	Base 1/25/13 - 11/30/14 (22 months); Renewal #1 12/1/14 - 11/30/16 (2 years)	\$ -	\$ 394,081.00	\$ 811,758.00	\$ 811,756.00
8	Florida State University	Quality control Analysis of Statewide Assessment Programs	Section 1008.22, F.S.	14-659	ITN 2013-13; issued May 14, 2013	11/25/2013	Base 11/25/13 - 11/30/15 (2 years)	\$ 1,693,160.00	\$ -	\$ -	\$ 986,321.72
9	Human Resources Research Organization	External Assessment Evaluator of the Interim Assessment materials	Section 1008.22, F.S.	14-670	RFP 2014-22; issued January 17, 2014	6/13/2014	Base 6/13/14 - 6/30/15 (1 year); Extend to end 8/31/15 (3 months)	\$ -	\$ 605,375.00	\$ 763,133.00	\$ 654,134.00
10	American Institutes for Research (AIR)	Value Added Model	Section 1012.34, F.S.	15-651	Single Source 2015-33	1/14/2015	Base 1/14/15 - 7/31/15 (7 months); Extend to end & reduce 11/30/15 (4 months)	\$ 780,000.00	\$ 610,000.00	\$ 610,000.00	\$ 610,000.00

	Vendor	Title of Contract	Statutory Authority	Contract #	How and When Procured	Date Contract Executed	Period of Contract (Base and Renewal Periods)	FY 2016-17 Appropriation	Base Contract Amount	Renewal/Amended Contract Amount	Paid as of 1/13/2017
11	ACT, Inc.	ACT (PLAN) Testing Program	Section 1007.35, F.S.	15-656	Exempt, 1007.35(s) Florida Statute	10/23/2014	Base 10/23/14 - 4/30/15 (1 year)	\$ -	\$ 350,000.00	\$ -	\$ 195,530.00
12	The College Board	PSAT Testing Program	Section 1007.35, F.S.	15-657	Exempt, 1007.35(s) Florida Statute	9/11/2014	Base 9/11/14 - 4/30/15 (1 year)	\$ -	\$ 1,200,000.00	\$ -	\$ 1,200,000.00
13	University of Nebraska	General Knowledge & Graduate Record Examination Study	Section 1012.56, F.S.	15-658	Exempt, 1012.55, 1012.56, 1012.59 Florida Statute	11/14/2014	Base 11/14/14 - 2/28/15 (3 months); Extend to end 4/30/15 (2 months)	\$ -	\$ 94,611.54	\$ -	\$ 94,611.54
14	Alpine Testing Solutions, Inc.	Psychometric Validity for the Florida Standards Assessment	Section 1008.22, F.S.	15-660	HB 7069 as approved by the Governor	6/4/2015	Base 6/4/15 - 9/1/15 (3 months)	\$ -	\$ 594,310.43	\$ -	\$ 594,310.41
15	ACT, Inc.	ACT (PLAN) Testing Program	Section 1007.35, F.S.	16-656	Exempt, 1007.35(s) Florida Statute	10/21/2015	Base 10/21/15 - 4/30/16 (6 months)	\$ -	\$ 350,000.00	\$ -	\$ 82,862.50
16	The College Board	PSAT Testing Program	Section 1007.35, F.S.	16-657	Exempt, 1007.35(s) Florida Statute	10/12/2015	Base 10/12/15 - 4/30/16 (6 months)	\$ -	\$ 1,650,000.00	\$ -	\$ 1,650,000.00
17	Human Resources Research Organization and Florida State University	Confidential Disclosure Agreement	Section 1008.22, F.S.	IA-632	Procurement not required	4/15/2015	Base 4/15/15 - 9/30/15 (5 months)	\$ -	\$ -	\$ -	\$ -
17	Number of Expired Contracts							Total Expired Amount of Contracts	\$ 304,691,781.97	\$ 412,945,017.00	\$ 409,660,222.67
35	Grand Total Active and Expired Contracts Since 2009/09							Grand Total Amount of Active and Expired Contracts Since 2008/09	\$ 542,925,856.30	\$ 656,741,875.83	\$ 580,850,819.79

**ASSESSMENT AND EVALUATION
LEGISLATIVE BUDGET REQUEST FOR FY 2017-18**

CONTRACT #	VENDOR	CONTRACT	FY 2016-17 Conference	FY 2017-18 LBR	2017-18 Over/(Under) 2016-17	GR 1000	Percentage of 2015-16 ESE 11.51%			ADMIN TF 2021	TCHR CERT EXAM 2727	TOTAL ALL FUNDS	Notes
							FEDERAL ST ASSESSMT 2261	FEDERAL IDEA 2261	FEDERAL CONSOLIDATED ADMIN				
K-12 ASSESSMENTS													
Contract #09-658	Pearson	FCAT: Develop and administer the FCAT-1/FCAT-2/EOC beginning in June 2009. BASE contract ended 11/30/13. Estimate includes renewal #1 and #2. Ends 11/30/2016.	8,264,698	-	(8,264,698)	0						0	
Contract #14-652	AIR	State Standard Assessments Part I: provide services related to the implementation of computer-based and paper-based statewide summative assessments aligned to the new Florida Standards for administrations beginning in spring 2015 and continuing through 2016-17 for the base Contract with three one-year optional renewals for the administrations in 2017-18, 2018-19, and 2019-20. The Contractor will provide the Department with a criterion-referenced achievement test, aligned to and measuring mastery of the new Florida Standards in English Language Arts/Literacy (ELA/L) and Mathematics proficiency. It also includes: 1.) Grade 3 ELA and Grades 4-7 writing as Paper Based Testing, 2.) Paper Reporting once a year 3.) Paper Test Administration manuals Ends 05/29/2017. Anticipated extension through 06/30/2018	33,538,987	39,176,210	5,637,223	7,736,915	\$ 14,582,477	\$ 7,965,005	\$ 6,576,446	\$ 2,315,367		39,176,210	
Contract #16-660	Pearson	State Standard Assessments - Part II: provide services related to the implementation of computer-based and paper-based statewide summative assessments aligned to the new Florida Standards for administrations starting January 2016 for Science grades 5 and 8, Biology I EOC, US History EOC and Civics EOC. Ends 12/31/2018	18,691,199	26,057,363	7,366,164	26,057,363						26,057,363	
Grant #TBD	Tallahassee Community College	Provide assessment development activities in English language arts, mathematics, and social studies in grades 3 through high school; science in grades 5, 8, and high school. Provide staff, facilities, and other services, including managing the test development work of the Department's contractors under the overall direction of the department and organizing and coordinating meetings of Florida educators related to Development and hand scoring. Project ends 06/30/2018. Estimate included for new project award. (General Revenue)	2,008,071	2,764,620	756,549	2,764,620						2,764,620	
Grant #371-99410-6P001 (EAT3839)	Florida State University	Provide the psychometric services of three graduate interns for completion of tasks associated with the Department's large-scale assessment programs (K12). Ends 08/30/2017 (General Revenue)	104,500	104,500	-	104,500						104,500	

**ASSESSMENT AND EVALUATION
LEGISLATIVE BUDGET REQUEST FOR FY 2017-18**

CONTRACT #	VENDOR	CONTRACT	FY 2016-17 Conference	FY 2017-18 LBR	2017-18 Over/(Under) 2016-17	GR 1000	FEDERAL ST ASSESSMT 2261	FEDERAL IDEA 2261	FEDERAL CONSOLIDATED ADMIN	ADMIN TF 2021	TCHR CERT EXAM 2727	TOTAL ALL FUNDS	Notes	
IA-641	Hillsborough County	Review and proof-read large print and Braille materials for K-12 ELA, Mathematics, Science and Social Studies assessments. Ends 6/30/18. (General Revenue)	196,893	346,893	150,000	346,893						346,893		
Internal OPS	Internal OPS	Provide assessment data verification and editorial services. (General Revenue)	100,000	100,000	-	100,000						100,000		
Contract #13-658	Univ. Of Nebraska, BUROS	External Audits - Provide an external, technical review of annual K-12 ELA, Mathematics, Science and Social Studies assessments. results and related tasks. Ends 11/30/2016. Estimate includes 2 year renewal of contract. (General Revenue)	256,710	536,156	279,446	536,156						536,156		
Internal travel forms	Internal travel forms	Assessment and Accountability Advisory Working Group - Travel for a representative group of district leaders that meets up to 2 times per state fiscal year, - to advise the Department about K-12 assessment and accountability policies. Resulting recommendations may relate to standards for state assessment Achievement Levels, school grading policies, differentiated accountability, and alternative assessments. (General Revenue)	40,000	40,000	-	40,000						40,000		
Contract #TBD	TBD	Assessment Student Achievement Certificates - funding to cover the cost of printing and mail-outs. New Project	75,000	75,000	-	75,000						75,000		
TOTAL FCAT / EOC / STATE STANDARD ASSESSMENTS			63,276,058	69,200,742	5,924,684	37,761,447	14,582,477	7,965,005	6,576,446	2,315,367	0	69,200,742		
							TOTAL FEDERAL GRANTS TF						29,123,928	
MOU #IA-643	Univ. of Wisconsin	WIDA English Language Proficiency - Provide products and services necessary to the implementation and administration of WIDA English Language Proficiency Standards which include the four domains of speaking, listening, reading, and writing, and are based on the academic language content of preK-12 students. Ends 06/30/2018	7,864,693	7,969,074	104,381	7,969,074						7,969,074		
Contract #16-655	WIN	DJJ Assessment : Provide products and services necessary to the implementation of a common assessment instrument for Florida Juvenile Justice Education programs. Ends 08/31/2018 (General Revenue)	110,000	90,000	(20,000)	90,000						90,000		
Contract #14-814	NCS Pearson, Inc.	Kindergarten Readiness (FLKRS-Diagnostic for Teacher) : Provide products and services necessary to the implementation of a kindergarten readiness assessment, the Early Childhood Observation System (ECHOS) and the Florida Assessments for Instruction in Reading (FAIR). Ends 06/30/2017. Includes estimate for new procurement	869,387	869,387	-	869,387						869,387		

**ASSESSMENT AND EVALUATION
LEGISLATIVE BUDGET REQUEST FOR FY 2017-18**

CONTRACT #	VENDOR	CONTRACT	FY 2016-17 Conference	FY 2017-18 LBR	2017-18 Over/(Under) 2016-17	GR 1000	FEDERAL ST ASSESSMT 2261	FEDERAL IDEA 2261	FEDERAL CONSOLIDATED ADMIN	ADMIN TF 2021	TCHR CERT EXAM 2727	TOTAL ALL FUNDS	Notes
Contract 16-654	Measured Progress	Florida Alternate Assessment for SWD: Design and develop a statewide alternate assessment for students with significant cognitive disabilities - Ends 06/30/2018	17,039,014	11,029,949	(6,009,065)			11,029,949				11,029,949	
Contract 16-656	ACT	PreACT testing for 10th Graders: Provide products and services necessary to the implementation of the PreACT testing program to Florida public high school grade ten students in designated school districts per Section 1007.35(5), Florida Statutes. Ends 04/30/2017 Includes estimate for new contract (General Revenue)	745,000	745,000	-	745,000						745,000	
Contract 16-657	The College Board	PSAT for 10th Graders: Provide products and services necessary to the implementation of the Preliminary SAT (PSAT) testing program to Florida public high school grade ten students in designated school districts per Section 1007.35(5), Florida Statutes. Ends 04/30/2016 Includes estimate for new contract (General Revenue)	1,900,000	1,900,000	-	1,900,000						1,900,000	
Grant 99620	Multiple	Florida Assessments for Instruction in Reading (FAIR) for grades K-12 and Progress Monitoring and Reporting Network (PMRN) - FAIR will be provided to all public school districts on a voluntary basis and the Progress Monitoring and Reporting Network (PMRN) will be used to provide reports on FAIR testing.	2,298,588	2,298,588	-	2,298,588						2,298,588	
		Value Added Model - to contract with an outside entity to assist in the calculation of scores and assist districts in measuring the impact of a teacher on student learning, as required by section 1012.34, F.S.	780,000	780,000	-	780,000						780,000	
Grant 99620	Multiple	Item Bank Test Platform	535,379	535,379	-	535,379						535,379	
		OTHER PREK-12	32,142,061	26,217,377	(5,924,684)	15,187,428	0	11,029,949	0	0	0	26,217,377	
		TOTAL PREK-12 ASSESSMENTS	95,418,119	95,418,119	0	52,948,875	14,582,477	18,994,954	6,576,446	2,315,367	0	95,418,119	
Contract #12-652	Evaluation Systems (NCS Pearson)	FTCE/FELE: Provide products and services necessary to the continued development and administration of the certification examinations for Florida Educators. Ends 12/31/2017 Includes estimate for new procurement (Teacher Cert Exam TF)	13,046,423	13,046,423	-						13,046,423	13,046,423	
Grant #372-93110-6P001 EAT3694	TCC	FTCE/FELE: Provide quality control services related to the development, administration, scoring and reporting of forty-nine, computer-based examinations, which are administered six days per week, fifty-two weeks per year. Ends 06/30/2018. ESTIMATE (Teacher Cert Exam TF)	737,477	737,477	-						737,477	737,477	
		TOTAL FTCE/FELE	13,783,900	13,783,900	0	0	0	0	0	0	13,783,900	13,783,900	
		TOTAL POSTSECONDARY ASSESSMENTS	13,783,900	13,783,900	0	0	0	0	0	0	13,783,900	13,783,900	
		TOTAL ASSESSMENT BUDGET	109,202,019	109,202,019	0	52,948,875	14,582,477	18,994,954	6,576,446	2,315,367	13,783,900	109,202,019	
		Difference		0									
		TOTAL FEDERAL GRANTS TF						33,577,431					

**ASSESSMENT AND EVALUATION
LEGISLATIVE BUDGET REQUEST FOR FY 2017-18**

CONTRACT #	VENDOR	CONTRACT	FY 2016-17 Conference	FY 2017-18 LBR	2017-18 Over/(Under) 2016-17	GR 1000	FEDERAL ST ASSESSMT 2261	FEDERAL IDEA 2261	FEDERAL CONSOLIDATED ADMIN	ADMIN TF 2021	TCHR CERT EXAM 2727	TOTAL ALL FUNDS	Notes
		The three most significant budget reductions are the expiration of the previous Pearson contract, the difference between the projected and actual costs of the new Pearson contract, and the difference between the projected and actual costs of the Measured Progress contract.	43,994,911	37,087,312									
		Difference for these three line items:		(6,907,599)									

GR	Federal	Admin TF	Teacher Cert TF	Total
52,948,875	40,153,877	2,315,367	13,783,900	109,202,019
52,948,875	40,153,877	2,315,367	13,783,900	109,202,019
0	(0)	0	0	0

THE FLORIDA SENATE
APPEARANCE RECORD

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

1/26/17
Meeting Date

Bill Number (if applicable)

Topic Overview of State Contracting + Discussion of Florida PALM
Name Christina Smith

Amendment Barcode (if applicable)

Job Title Director, Div. of Accounting + Auditing

Address 200 E Gaines St. Phone 413-5510

Street

Tall. FL 32399 Email Christina.smith@myfloridacfo.com

City

State

Zip

Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Dept. of Financial Services

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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

Florida PALM

Planning, Accounting, and Ledger Management



DISCUSSION OF FLORIDA PALM (FLAIR REPLACEMENT)

JANUARY 26, 2017



Florida **PALM**
Planning, Accounting, and Ledger Management

Discussion of Florida PALM

Overview of FLAIR

- ▶ Florida Accounting Information Resource (FLAIR) was implemented 30 years ago to provide accounting resources to State agencies
- ▶ FLAIR processes \$90 billion in payments annually (including \$3.5 billion in payroll)
- ▶ FLAIR has over 16,000 users statewide
- ▶ FLAIR limitations include:
 - Paper intensive processing
 - No predictability/forecasting
 - Lack of availability of IT support



Discussion of Florida PALM FLAIR Study (March 2014)

- ▶ The FLAIR Study concluded the State of Florida should pursue the replacement of FLAIR and the Cash Management Systems (CMS) with a commercial off the shelf (COTS) enterprise resource planning solution (ERP) for the financial management processes to support the constitutional obligations of the CFO



Discussion of Florida PALM

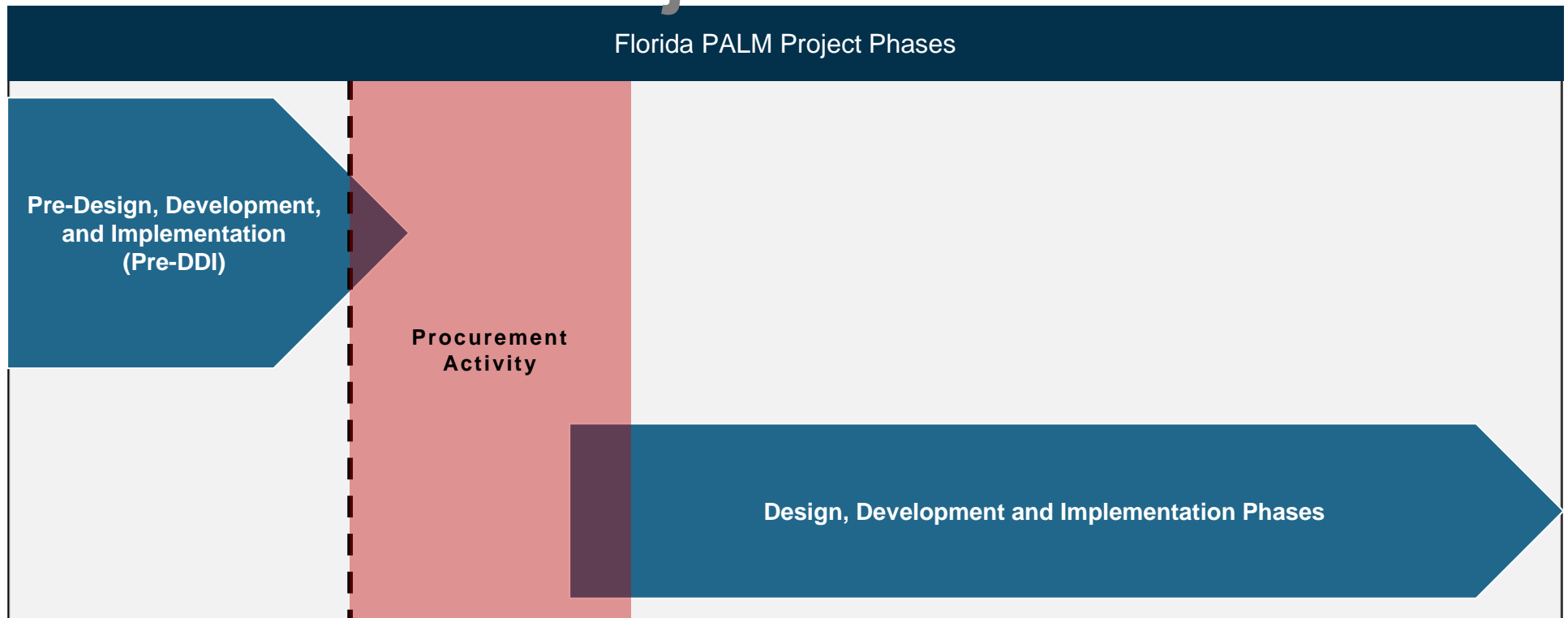
Core Principles

- ▶ The Florida PALM Project operates on three core principles:
 1. Create a realistic plan to complete the FLAIR and CMS replacement project
 2. Incorporate a number of smaller objectives along a deliberate timeline
 3. Acknowledge the statewide aspect of the project and the impact to the other Florida agencies



Discussion of Florida PALM

Florida PALM Project Phases



Pre-DDI – Pre-Design, Development, and Implementation focuses on project planning, Business Process Standardization and procurement of a Software and System Integrator (SSI)

DDI Phases – Design, Development, and Implementation Phases initially focused on **core** FLAIR and CMS processes then expanded functionality



Discussion of Florida PALM Budget

- ▶ FY2014-2015 (Year 1):
 - Appropriated \$9M
 - Spent \$2.2M
- ▶ FY2015-2016 (Year 2):
 - Appropriated \$11.3M
 - Obtained released for \$8.4M
 - Spent \$8.1M
- ▶ FY2016-2017 (Year 3):
 - Appropriated \$8.7M
 - Obtained release for \$7.7M
 - Requested to re-appropriate \$2M for FY2017-2018 DDI readiness



Discussion of Florida PALM

Completed Pre-DDI Milestones

- ▶ Staffed Project FTEs across four teams encompassing project management, people, process, and technology
- ▶ Secured contract support staff across four teams and independent verification and validation services
- ▶ Conducted meetings with all 34 agencies that currently use FLAIR and CMS to establish and obtain approval on standardized business processes across ten financial process areas



Discussion of Florida PALM

Procurement Milestones

- ▶ Obtained approval of business requirements based on statewide-developed standardized business processes through governance process in September 2016
- ▶ Obtained approval of solicitation documents for the Software and System Integrator (SSI) through governance process in October 2016
- ▶ Released solicitation on November 1, 2016
- ▶ Started planning for evaluation and negotiation phases
- ▶ Anticipate vendor responses on January 24, 2017



Contact Information

Melissa.Turner@myfloridacfo.com

myfloridacfo.com/FloridaPALM



THE FLORIDA SENATE
APPEARANCE RECORD

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1/26/17
Meeting Date

Bill Number (if applicable)

Topic Overview of State Contracting + Discussion of Florida PALM
Name Christina Smith

Amendment Barcode (if applicable)

Job Title Director, Div. of Accounting + Auditing

Address 200 E Gaines St. Phone 413-5510

Street

Tall. FL 32399 Email Christina.smith@myfloridacfo.com

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Speaking: For Against Information

Waive Speaking: In Support Against
(The Chair will read this information into the record.)

Representing Dept. of Financial Services

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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THE FLORIDA SENATE

APPEARANCE RECORD

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

1/26/2017

Meeting Date

Bill Number (if applicable)

Topic Discussion of Florida PALM (FAIR Replacement)

Amendment Barcode (if applicable)

Name Melissa Turner

Job Title Project Director

Address 200 E. Gaines Street

Phone 410-9024

Tallahassee FL 32399

Email melissa.turner@myfloridacfo.com

Speaking: [] For [] Against [x] Information

Waive Speaking: [] In Support [] Against (The Chair will read this information into the record.)

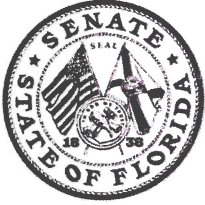
Representing Department of Financial Services

Appearing at request of Chair: [x] Yes [] No

Lobbyist registered with Legislature: [] Yes [x] No

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

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THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES:
Environmental Preservation and
Conservation, *Chair*
Appropriations Subcommittee on the Environment
and Natural Resources, *Vice Chair*
Appropriations
Appropriations Subcommittee on Health and
Human Services
Health Policy
Rules

SENATOR LAUREN FRANCES BOOK

Democratic Leader Pro Tempore
32nd District

January 9, 2017

The Honorable Jack Latvala
Chair, Appropriations Committee

Via email

Dear Chair Latvala:

As you are aware, I am pregnant and carrying twins. As a result of my high-risk pregnancy, my doctors have advised that with barely five weeks before delivery, it is not advisable to travel at the end of January, nor during the month of February. I will be present for Committee meetings this week but respectfully request that I be excused from any scheduled meetings held during the weeks of January 23rd, February 6th, February 13th, and February 20th.

I plan to closely monitor meetings from my home. It is my intention to relocate to Tallahassee for Session on Saturday, March 4th, 2017 and be present throughout the Session.

Thank you for your understanding and consideration of this request for excused absences.

Sincerely,

Lauren F. Book
Senator, 32nd District

A handwritten signature in blue ink, appearing to read "LF Book", with a long horizontal stroke extending to the right.

Cc: President Negron

Mr. Mike Hansen, Staff Director; Ms. Alicia Weiss, Committee Administrative Assistant

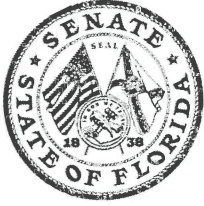
REPLY TO:

□ 202 Senate Office Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5032

Senate's Website: www.flsenate.gov

JOE NEGRON
President of the Senate

ANITERE FLORES
President Pro Tempore



THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES:
Appropriations Subcommittee on Higher
Education, *Chair*
Appropriations
Education
Governmental Oversight and Accountability
Rules

JOINT COMMITTEE:
Joint Legislative Budget Commission

SENATOR BILL GALVANO

21st District

January 26, 2017

Senator Jack Latvala
412 Senate Office Building
404 South Monroe Street
Tallahassee, FL 32399

Dear Chairman Latvala:

I am writing to request approval to be excused from today's Committee on Appropriations. I apologize for not providing notice earlier.

I appreciate your consideration in this matter.

Sincerely,

A handwritten signature in blue ink that reads "Bill".

Bill Galvano

A handwritten signature in blue ink, appearing to read "Joe Negron".

cc: Alicia Weiss
Mike Hanson

REPLY TO:

- 1023 Manatee Avenue West, Suite 201, Bradenton, Florida 34205 (941) 741-3401
- 420 Senate Office Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5021

Senate's Website: www.flsenate.gov

JOE NEGRON
President of the Senate

ANITERE FLORES
President Pro Tempore

CourtSmart Tag Report

Room: KN 412

Case No.:

Type:

Caption: Senate Appropriations Committee

Judge:

Started: 1/26/2017 1:34:48 PM

Ends: 1/26/2017 3:27:09 PM

Length: 01:52:22

1:34:47 PM Sen. Latvala (Chair)
1:36:53 PM TAB 1 - Presentations on Florida's Tourism Marketing
1:37:34 PM Dale A. Brill, Ph.D., Founder, Thinkspot Inc.
1:37:36 PM Sen. Latvala
1:37:41 PM D. Brill
1:54:23 PM Sen. Flores (Chair)
1:54:31 PM Sen. Powell
1:54:54 PM D. Brill
1:55:46 PM Sen. Flores
1:55:50 PM Sen. Powell
1:56:03 PM D. Brill
1:57:07 PM Sen. Flores
1:57:09 PM Sen. Montford
1:57:22 PM D. Brill
1:58:09 PM Sen. Flores
1:58:16 PM Sen. Gibson
1:59:50 PM Sen. Latvala (Chair)
1:59:58 PM D. Brill
2:03:56 PM Sen. Gibson
2:04:15 PM D. Brill
2:04:41 PM Sen. Gibson
2:05:56 PM D. Brill
2:07:06 PM Sen. Latvala
2:07:08 PM Sen. Montford
2:07:48 PM D. Brill
2:09:19 PM Sen. Montford
2:09:53 PM D. Brill
2:11:08 PM Sen. Montford
2:11:35 PM D. Brill
2:11:42 PM Sen. Montford
2:11:55 PM D. Brill
2:12:35 PM Sen. Montford
2:12:38 PM Sen. Latvala
2:12:41 PM D. Brill
2:12:43 PM Sen. Latvala
2:12:50 PM Sen. Brandes
2:13:04 PM D. Brill
2:14:32 PM Sen. Brandes
2:15:00 PM D. Brill
2:15:54 PM Sen. Latvala
2:16:26 PM Roger Dow, President and CEO, U.S. Travel Association
2:28:45 PM Sen. Latvala
2:28:52 PM R. Dow
2:29:02 PM Sen. Latvala
2:29:15 PM R. Dow
2:29:18 PM Sen. Latvala
2:29:24 PM R. Dow
2:29:42 PM Sen. Latvala
2:29:53 PM Sen. Powell
2:30:00 PM R. Dow
2:30:04 PM Sen. Powell
2:30:12 PM R. Dow

2:30:32 PM Sen. Powell
2:31:08 PM R. Dow
2:31:40 PM Sen. Latvala
2:32:51 PM Lino Maldonado, Vice President of Operations, Gulf Region for Wyndham Vacation Rentals
2:35:43 PM Sen. Latvala
2:36:06 PM Sheldon Suga, Vice President/Managing Director, Hawks Cay Resort
2:37:28 PM Sen. Latvala
2:37:41 PM Tom Williamson, General Manager, Hampton Inn by Hilton and Courtyard Marriott Cocoa Beach
2:39:10 PM Sen. Latvala
2:39:27 PM Gilda Steiger, Director of Marketing, Superior Small Lodging Association
2:41:36 PM Sen. Latvala
2:42:32 PM Bruce Craul, COO, Florida Restaurant and Lodging Association and Okaloosa County Tourism
2:43:55 PM Sen. Latvala
2:44:02 PM Dan Keyser, Executive Director of Resort Sales, Sandestin Golf and Beach Resort
2:44:05 PM Sen. Latvala
2:44:15 PM Debbie Flynn, Manager, Great Southern Cafe, Board Member, Florida Restaurant and Lodging Association
2:44:20 PM Sen. Latvala
2:44:31 PM Amanda Morrison, Managing Partner, For the Table Hospitality
2:44:48 PM Sen. Latvala
2:44:56 PM Larry Haile, General Manager, Jim Shirley Enterprise, Florida Restaurant and Lodging Association
2:45:09 PM Sen. Latvala
2:45:14 PM L. Haile
2:45:17 PM Sen. Latvala
2:45:29 PM Scott Overton Sr., General Manager, Jaybird's Inn and Restaurant
2:45:34 PM Sen. Latvala
2:45:45 PM Jim Ridenour, Chairman, Space Coast Tourism Development Council
2:45:48 PM Sen. Latvala
2:45:53 PM Russell Daws, President/CEO, Tallahassee Museum
2:46:01 PM Sen. Latvala
2:46:06 PM R. Daws
2:46:11 PM Sen. Latvala
2:46:17 PM John McCarroll, General Manager, Hotel Duval
2:46:20 PM Sen. Latvala
2:46:30 PM Melissa Cleveland, Director of Sales, Hampton Inn. and Suites
2:46:34 PM Sen. Latvala
2:46:44 PM Bo Schmiar, General Manager, Four Points by Sheraton
2:46:47 PM Sen. Latvala
2:46:57 PM Lorah Steiner, Director, Punta Gorda/Englewood Visitor and Convention Bureau
2:47:06 PM Sen. Latvala
2:47:20 PM Michelle Wilson, Lodging Industry Leader
2:48:27 PM Sen. Latvala
2:48:30 PM Sen. Powell
2:48:34 PM Sen. Latvala
2:48:46 PM M. Wilson
2:48:57 PM Sen. Powell
2:49:00 PM M. Wilson
2:49:09 PM Sen. Powell
2:49:12 PM M. Wilson
2:49:51 PM Sen. Latvala
2:51:06 PM TAB 4 - Update on the Florida Hurricane Catastrophe Fund
2:51:24 PM Anne Bert, Chief Operating Officer, Florida Hurricane Catastrophe Fund
3:00:21 PM Sen. Latvala
3:00:31 PM TAB 5 - Update on Citizens Property Insurance
3:00:43 PM Christine Ashburn, Vice President of Communications and Legislative Affairs, Citizens Property Insurance Corporation
3:09:46 PM Sen. Latvala
3:10:17 PM TAB 7 - Discussion of Florida PALM (FLAIR Replacement)
3:10:39 PM Christina Smith, Director, Division of Accounting and Auditing, Department of Financial Services
3:11:13 PM Sen. Latvala
3:11:35 PM C. Smith
3:13:31 PM Melissa Turner, PALM Project Director, Department of Financial Services

3:21:34 PM	Sen. Latvala
3:21:39 PM	Sen. Gibson
3:21:58 PM	M. Turner
3:22:09 PM	Sen. Gibson
3:22:37 PM	M. Turner
3:22:40 PM	Sen. Gibson
3:23:01 PM	M. Turner
3:23:38 PM	Sen. Gibson
3:24:08 PM	M. Turner
3:24:38 PM	Sen. Gibson
3:25:04 PM	M. Turner
3:25:32 PM	Sen. Gibson
3:26:03 PM	M. Turner
3:26:15 PM	Sen. Latvala