### Tab 1SB 180 by Stargel; (Similar to H 00423) Lost or Abandoned Personal Property

#### Tab 2 SB 298 by Montford (CO-INTRODUCERS) Torres; Rural Businesses

**Tab 3SB 414** by Lee; (Identical to H 00233) Sports Development

**Tab 5SB 178** by **Gruters**; (Identical to H 06031) Florida Tourism Marketing

#### The Florida Senate

**COMMITTEE MEETING EXPANDED AGENDA** 

#### COMMERCE AND TOURISM Senator Gruters, Chair Senator Torres, Vice Chair

MEETING DATE:	Monday, February 11, 2019
TIME:	2:30—4:00 p.m.
PLACE:	Toni Jennings Committee Room, 110 Senate Building

MEMBERS: Senator Gruters, Chair; Senator Torres, Vice Chair; Senators Hutson, Stewart, and Wright

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	<b>SB 180</b> Stargel (Similar H 423)	Lost or Abandoned Personal Property; Providing that certain provisions relating to lost or abandoned property do not apply to personal property lost or abandoned on the premises of certain complexes or facilities if certain conditions are met; providing for the disposal or donation of personal property lost or abandoned on the premises of certain complexes or facilities, in certain circumstances, etc. CM 02/11/2019 Favorable RC	Favorable Yeas 3 Nays 0
2	SB 298 Montford	Rural Businesses; Creating the "Florida Rural Job and Business Recovery Act"; requiring the Department of Economic Opportunity to accept applications for certification as a growth fund beginning on a specified date; requiring the department to certify approved applicants as growth funds and to specify their required investment authority and investor contributions; providing that an investor who makes an investor contribution is vested with a credit against state premium tax liability; authorizing growth funds to request a written opinion from the department as to whether a business qualifies as a growth business, etc. CM 02/11/2019 Favorable FT	Favorable Yeas 3 Nays 0
		AP	
3	<b>SB 414</b> Lee (Identical H 233)	Sports Development; Repealing provisions relating to state funding for sports facility development by a unit of local government, or by a certified beneficiary or other applicant, on property owned by the local government, etc.	Favorable Yeas 3 Nays 0
		CM 02/11/2019 Favorable ATD AP	
4	Presentation by Dana Young, Pres	ident and CEO of VISIT FLORIDA	Presented

#### COMMITTEE MEETING EXPANDED AGENDA

Commerce and Tourism Monday, February 11, 2019, 2:30—4:00 p.m.

BILL DESCRIPTION and TAB BILL NO. and INTRODUCER SENATE COMMITTEE ACTIONS COMMITTEE ACTION Florida Tourism Marketing; Amending provisions relating to the Florida Tourism Industry Marketing Corporation direct-support organization and the 5 SB 178 Favorable Gruters Yeas 3 Nays 0 (Identical H 6031) Division of Tourism Marketing of Enterprise Florida, Inc., respectively; abrogating the scheduled repeal of provisions related to the corporation and the division, respectively, etc. 02/11/2019 Favorable СМ ATD AP

Other Related Meeting Documents

	Prepared By: The Pro	fessional Staff of	the Committee on	Commerce and To	urism
BILL:	SB 180				
INTRODUCER:	Senator Stargel				
SUBJECT:	Lost or Abandoned	Personal Prope	erty		
DATE:	February 8, 2019	REVISED:	. <u> </u>		
ANALY	/ST STAF	F DIRECTOR	REFERENCE		ACTION
. Little	McKa		СМ	Favorable	

### I. Summary:

SB 180 allows an owner or operator of a theme park, entertainment complex, zoo, museum, aquarium, public food service establishment, or public lodging establishment to elect to dispose of or donate lost or abandoned property found on its premises.

Under the bill, an owner or operator who elects to dispose of or donate lost or abandoned property must first take charge of the property, maintain a record of the property, and hold the property for at least 30 days. The bill prohibits the owner or operator from selling the property. If the property remains unclaimed after 30 days, the owner or operator must dispose of or donate the property to a charitable institution. If a charitable institution accepts certain electronic devices, the bill requires the charitable institution to make a reasonable effort to delete all personal data from the device before its sale or disposal.

The bill also provides that the rightful owner of the property may reclaim the property at any time before its disposal or donation.

The bill takes effect on July 1, 2019.

### II. Present Situation:

### Procedures for Handling Lost or Abandoned Property

Chapter 705, F.S., requires individuals who find lost<sup>1</sup> or abandoned<sup>2</sup> personal property to report the description and location of the property to a law enforcement officer.<sup>3</sup> The law enforcement officer must allow the finder of the property an opportunity to make a claim to recover the property if the rightful owner is not identified or located.<sup>4</sup> If a claim is made, the title of the unclaimed property vests in the finder of the property after a 90-day custodial time period.<sup>5</sup> If a claim is not made, the title of the unclaimed property may vest in the law enforcement officer or agency, so long as specified notice requirements are met.<sup>6</sup>

### Exceptions

Current law exempts institutions of higher learning and public airports from having to report lost or abandoned property to a law enforcement officer.<sup>7</sup> Instead, the handling of the property occurs internally, with a designated individual taking charge of lost or abandoned property and making a record of the date the property is found. The designated individual must wait 30 days before retaining, trading, donating, selling, or disposing of the property.<sup>8</sup>

### III. Effect of Proposed Changes:

The bill allows certain facilities to opt out of the provisions under ss. 705.1015-106, F.S., requiring lost or abandoned property to be reported to a law enforcement officer.

Under the bill, the owner or operator of a theme park or entertainment complex,<sup>9</sup> a zoo, a museum, an aquarium, a public food service establishment,<sup>10</sup> or a public lodging establishment<sup>11</sup> licensed under part I of ch. 509, F.S., may opt out of reporting lost or abandoned property to a

<sup>&</sup>lt;sup>1</sup> Section 705.101(2), F.S., defines "lost property" as "all tangible personal property without an identifiable owner which has been mislaid on public property, upon a public conveyance, on premises used at the time for a business purpose, or in parks, places of amusement, public recreation areas, or other places open to the public. The property must be in a substantially operable, functioning condition or have an apparent intrinsic value to the rightful owner."

<sup>&</sup>lt;sup>2</sup> Section 705.101(3), F.S., defines "abandoned property" as "all tangible personal property that does not have an identifiable owner and that has been disposed on public property in a wrecked, inoperative, or partially dismantled condition. Alternatively, it is property without apparent, intrinsic value to the rightful owner."

<sup>&</sup>lt;sup>3</sup> Section 705.102, F.S.

<sup>&</sup>lt;sup>4</sup> *Id*.

<sup>&</sup>lt;sup>5</sup> To make a claim, the finder of the property must deposit with the law enforcement agency a reasonable sum sufficient to cover the agency's cost for transportation, storage, and publication of notice. If the rightful owner reclaims the property, he or she must refund the deposit to the person who found the property. Section 705.102(2), F.S.

<sup>&</sup>lt;sup>6</sup> See s. 705.103, F.S., providing specific procedural requirements for abandoned property and lost property before its disposition, donation, or sale.

<sup>&</sup>lt;sup>7</sup> See ss. 705.17-705.184, F.S.

<sup>&</sup>lt;sup>8</sup> Sections 705.18 and 705.182, F.S.

<sup>&</sup>lt;sup>9</sup> Section 509.013(9), F.S., defines a "theme park or entertainment complex" as "a complex comprised of at least 25 contiguous acres owned and controlled by the same business entity and which contains permanent exhibitions and a variety of recreational actives and has a minimum of 1 million visitors annually."

<sup>&</sup>lt;sup>10</sup> See s. 509.013(5), F.S.

<sup>&</sup>lt;sup>11</sup> See ss. 509.013(4) and 509.242, F.S.

law enforcement officer. Instead, lost or abandoned property must be delivered to the owner or operator of the facility.

The owner or operator must take charge of the lost or abandoned property and maintain a record of the date the property was found. If the property is not claimed within 30 days, the owner or operator must dispose of or donate the property to a charitable institution that is exempt from federal income tax under s. 501(c)(3) of the Internal Revenue Code.

The bill allows the charitable institution to sell or dispose of donated property. However, if a charitable institution accepts an electronic device<sup>12</sup> that is unsecured by a password or other personal identification technology, the charitable institution is required to make a reasonable effort to delete all personal data from the device before the charitable institution sells or disposes of the device.

The bill prohibits the owner or operator from selling the property and also provides that the rightful owner of the property is entitled to reclaim the property from the owner or operator at any time before the property is disposed of or donated.

The bill takes effect on July 1, 2019.

### IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

<sup>&</sup>lt;sup>12</sup> Section 815.03(9), F.S., defines "electronic device" as "a device or a portion of a device that is designed for and capable of communicating across a computer network with other computers or devices for the purpose of transmitting, receiving, or storing data, including, but not limited to, a cellular telephone, tablet, or other portable device designed for and capable of communicating with or across a computer network and that is actually used for such purpose."

### V. Fiscal Impact Statement:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

None.

#### VI. Technical Deficiencies:

None.

#### VII. Related Issues:

None.

#### VIII. Statutes Affected:

The bill substantially amends section 705.17 of the Florida Statutes.

The bill creates section 705.185 of the Florida Statutes.

### IX. Additional Information:

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

None.

B. Amendments:

None.

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

By Senator Stargel

	22-00791A-19 2019180
1	A bill to be entitled
2	An act relating to lost or abandoned personal
3	property; amending s. 705.17, F.S.; providing that
4	certain provisions relating to lost or abandoned
5	property do not apply to personal property lost or
6	abandoned on the premises of certain complexes or
7	facilities if certain conditions are met; creating s.
8	705.185, F.S.; providing for the disposal or donation
9	of personal property lost or abandoned on the premises
10	of certain complexes or facilities, in certain
11	circumstances; authorizing the rightful owner of such
12	lost or abandoned personal property to reclaim such
13	property before its disposal or donation; requiring a
14	charitable institution to make a reasonable effort to
15	delete certain information from an electronic device
16	in certain circumstances; providing an effective date.
17	
18	Be It Enacted by the Legislature of the State of Florida:
19	
20	Section 1. Section 705.17, Florida Statutes, is amended to
21	read:
22	705.17 Exceptions
23	(1) Sections The provisions of ss. 705.101-705.106 do not
24	apply of this chapter shall not be applied to any personal
25	property lost or abandoned on the campus of any institution in
26	the State University System or on premises owned or controlled
27	by the operator of a public-use airport having regularly
28	scheduled international passenger service.
29	(2) Sections 705.1015-705.106 do not apply to any personal

# Page 1 of 3

	22-00791A-19 2019180
30	property lost or abandoned on premises located within a theme
31	park or entertainment complex, as defined in s. 509.013(9), or
32	operated as a zoo, a museum, or an aquarium, or on the premises
33	of a public food service establishment or a public lodging
34	establishment licensed under part I of chapter 509, if the owner
35	or operator of such premises elects to comply with s. 705.185.
36	Section 2. Section 705.185, Florida Statutes, is created to
37	read:
38	705.185 Disposal of personal property lost or abandoned on
39	the premises of certain facilitiesWhen any lost or abandoned
40	personal property is found on premises located within a theme
41	park or entertainment complex, as defined in s. 509.013(9), or
42	operated as a zoo, a museum, or an aquarium, or on the premises
43	of a public food service establishment or a public lodging
44	establishment licensed under part I of chapter 509, if the owner
45	or operator of such premises elects to comply with this section,
46	any lost or abandoned property must be delivered to such owner
47	or operator, who must take charge of the property and make a
48	record of the date such property was found. If the property is
49	not claimed by its owner within 30 days after it is found, or a
50	longer period of time as may be deemed appropriate by the owner
51	or operator of the premises, the owner or operator of the
52	premises may not sell and must dispose of the property or donate
53	it to a charitable institution that is exempt from federal
54	income tax under s. 501(c)(3) of the Internal Revenue Code for
55	sale or other disposal as the charitable institution deems
56	appropriate. The rightful owner of the property may reclaim the
57	property from the owner or operator of the premises at any time
58	before the disposal or donation of the property in accordance
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# Page 2 of 3

22-00791A-19 2019180_
with this section and the established policies and procedures of
the owner or operator of the premises. A charitable institution
that accepts an electronic device, as defined in s. 815.03(9),
access to which is not secured by a password or other personal
identification technology, shall make a reasonable effort to
delete all personal data from the electronic device before its
sale or disposal.
Section 3. This act shall take effect July 1, 2019.

S-001 (10/14/14)	This form is part of the public record for this meeting.
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	While it is a Senate tradition to encourage public testimony, time may not per meeting. Those who do speak may be asked to limit their remarks so that as
Lobbyist registered with Legislature: Yes 🗌 No	Appearing at request of Chair: Yes No
Hotel Owners Association	Representing Astan American
Waive Speaking: In Support Against (The Chair will read this information into the record.)	For Against Infor
Email	Citv State
Phone 850-205-9000	Address Street
hten	Job Title Netr, thishand & Daught
	Name Alli Liby-Schonover
Amendment Barcode (if applicable)	Topic SB 180
	2/11/19 (Deliver BOTH copies of this form to the Sena Meeting Date
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-	This form is part of the public record for this meeting.
y not permit all persons wishing to speak to be heard at this that as many persons as possible can be beard	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 beard
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REACHAMON	Representing FLORIDIA ATTICATIONS
Waive Speaking: An Support Against (The Chair will read this information into the record.)	Speaking: For Against Information
Zip	City State
32301 Email	Street TUA FU 32
400 Phone 841-1776	Address 113, E. Churcher ME. #
	Job Title Much Day
	Name JUNNIFUR BULLIN
WTZTV Amendment Barcode (if applicable)	Topic WH UR ANDANOD MORTEN
Bill Number (if applicable)	Meeting Date
nate Professional Staff conducting the meeting) $ig(  {\mathfrak G}  {\mathfrak O} $	2 (Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)
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THE FLORIDA SENATE

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Lobbyist registered with Legislature: Yes 🗌 No	Appearing at request of Chair: Yes No
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Waive Speaking: In Support Against (The Chair will read this information into the record.)	Speaking:
3230/ Email Jahu Offf.org	City Tullahsski State
Phone 352. 357. 6822	Address 227 S Adams St.
AAGirs	Job Title Director of Covernment
	Name JAKE FARMER
KIS WUL ROPCIN Amendment Barcode (if applicable)	Topic Lost or Abandoned 1
Bill Number (if applicable)	Meeting Date
APPEARANCE RECORD (Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)	$\frac{APPEARA}{2 - 11 - 19}$ (Deliver BOTH copies of this form to the Senat
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APPEARANCE RE	NCE RECORD
(Deliver BOTH copies of this form to the Senatc	(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting) 180
Meeting Date	Bill Number (if applicable)
Topic Lost or Abandoned Personal Property	Amendment Barcode (if applicable
Name Brewster Bevis	
Job Title Senior Vice President	
Address 516 N. Adams St	Phone 850-521-2913
Street Tallahassee FL	32312 Email
City State	Zip
Speaking: For Against Information	Waive Speaking: In Support Against (The Chair will read this information into the record.)
Representing Associated Industries of Florida	
Appearing at request of Chair: 🔲 Yes 🔽 No	Lobbyist registered with Legislature: 🗹 Yes 🗌 No
While it is a Senate tradition to encourage public testimony, time may not per meeting. Those who do speak may be asked to limit their remarks so that as	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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	Representing Florida Chamber of Commerce
∠lp Waive Speaking: ✓ In Support	Speaking: For Against Information
32301 Email cjohnson@flchamber.com	Tallahassee FL
Phone 850-521-1200	Address 136 S Bronough St
	Job Title Policy Director
	Name Carolyn Johnson
Amendment Barcode (if applicable)	Topic Lost of Abandoned Personal Property
(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)          180         Bill Number (if applicable)	2/11/18 (Deliver BOTH copies of this form to the Sena Meeting Date
THE FLORIDA SENATE	

S-001 (10/14/14)

S-001 (10/14/14)	This form is part of the public record for this meeting.
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.	While it is a Senate tradition to encourage public testimony, time may not per meeting. Those who do speak may be asked to limit their remarks so that as
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32309 Email RTUNNER ORLA. ON	City State
Phone 850 124-2250	Address 230 S. Adams Sheet
Lodging Assn.	Job Title Senver V.P. Flowly Restmunant & Lodging Assn.
	Name Richard TURNER
Amendment Barcode (if applicable)	Topic Last & Aban danced Pensonal Prope
Bill Number (if applicable)	Meeting Date
APPEARANCE RECORD (Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)	
THE FLORIDA SENATE	THE F

	Prepared B	y: The Pro	fessional Staff of	the Committee on	Commerce and Tourism
BILL:	SB 298				
INTRODUCER:	Senator Mo	ontford			
SUBJECT:	Rural Busi	nesses			
DATE:	February 8	, 2019	REVISED:		
ANAL	YST	STAF	FDIRECTOR	REFERENCE	ACTION
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2				FT	
3.				AP	

### I. Summary:

SB 298 creates s. 288.062, F.S., the Florida Rural Job and Business Recovery Act (Act or Program). The Act encourages investment in rural communities by allowing investors to earn state insurance premium tax credits equal to their investment in certified growth funds. In turn, the growth funds will invest in qualified growth businesses located in Florida's non-urbanized areas. The Act caps investment at a level that will result in no more than \$15 million in tax credits cumulatively claimed under the Program each year.

The Department of Economic Opportunity (Department or DEO) will administer the Act by certifying growth funds, granting tax credits to investors, and if necessary, revoking the fund's tax credits and authority.

The bill provides ongoing requirements for the growth funds to meet while participating in the Act, allows growth funds to reinvest their rural growth investments, and outlines steps for a growth fund to withdraw from the program.

The Revenue Estimating Conference has not yet determined the fiscal impact of the bill.

#### II. Present Situation:

The U.S. Census Bureau defines urban areas as urbanized areas of 50,000 or more population and urban clusters of at least 2,500 and less than 50,000 population.<sup>1</sup> The Census Bureau considers anything that is not an urban area to be rural.<sup>2</sup> Geographically, 86.2 percent of Florida's land lies in rural areas but only 8.8 percent of Florida's population lives those rural

<sup>&</sup>lt;sup>1</sup> U.S. Census Bureau, *Defining Rural at the U.S. Census Bureau: American Community Survey and Geography Brief*, 3 (Dec. 2016), *available at* <u>https://www2.census.gov/geo/pdfs/reference/ua/Defining\_Rural.pdf</u> (last visited Feb. 8, 2019). 75 FR 53029 (2011).

<sup>&</sup>lt;sup>2</sup> U.S. Census Bureau, *supra* note 1, at 1.

areas.<sup>3</sup> Higher population density in Florida's urban areas drives a more robust jobs market and overall economic development.<sup>4</sup>

### **Economic Development Incentives Targeted to Florida's Rural Communities**

### **Rural Economic Development Initiative**

The Rural Economic Development Initiative (REDI) encourages and facilitates the location and expansion of economic development projects of significant scale in Florida's rural communities.<sup>5</sup> The REDI, which is administered by the DEO, coordinates the efforts and resources of state and regional agencies on the problems that affect the fiscal, economic, and community viability of Florida's economically distressed rural communities.<sup>6</sup> In particular, the REDI acts in rural areas of opportunity<sup>7</sup> (RAO) to promote the location or expansion of businesses to the RAO to serve as economic generators.<sup>8</sup>

### Regional Rural Development Grant Program<sup>9</sup>

The Regional Rural Development Grant Program provides matching grants to build the professional capacity of Florida's regional economic development organizations (EDO). Additionally, an EDO may use the program's grants to provide technical assistance to businesses within the rural counties and communities that it serves. A grant to an EDO is capped at \$50,000, or \$150,000 in a RAO, per year; the EDO must match the state's grant with non-state resources. The DEO administers the grant program through a contract with Enterprise Florida, Inc.<sup>10</sup> In fiscal year 2017-2018, the DEO allocated \$586,000 to EDOs.<sup>11,12</sup>

### **Rural Infrastructure Fund**<sup>13</sup>

The Florida Rural Infrastructure Fund (Fund) facilitates the planning, preparation, and financing of traditional economic development or nature-based tourism infrastructure projects that encourage job creation and capital investment in rural communities. The DEO administers the Fund and may award grants or loans to local governments or businesses in its role as

<sup>&</sup>lt;sup>3</sup> Florida Legislature Office of Economic and Demographic Research, *Florida: An Economic Overview Focusing on County Differences*, 10 (Jan. 8, 2019), *available at* 

http://edr.state.fl.us/Content/presentations/economic/EconomicOverviewFocusingonCounty%20Differences.pdf (last visited Feb. 8, 2019).

<sup>&</sup>lt;sup>4</sup> *Id.* at 8-13.

<sup>&</sup>lt;sup>5</sup> Ch. 97-278, Laws of Fla.

<sup>&</sup>lt;sup>6</sup> Sections 288.0656(3), (6)(a), F.S.

<sup>&</sup>lt;sup>7</sup> Section 288.0656(1)(d), F.S., defines a "rural area of opportunity" as a rural community, or a region composed of rural communities, designated by the Governor, which has been adversely affected by an extraordinary economic event, severe or chronic distress, or a natural disaster or that presents a unique economic development opportunity of regional impact. <sup>8</sup> Section 288.0656(7)(c), F.S.

<sup>&</sup>lt;sup>9</sup> Section 288.018, F.S.

<sup>&</sup>lt;sup>10</sup> Florida Dep't of Economic Opportunity, *Regional Rural Development Grants*, <u>http://www.floridajobs.org/community-planning-and-development/rural-community-programs/regional-rural-development-grants</u> (last visited Feb. 8, 2019).

<sup>&</sup>lt;sup>11</sup> DEO may allocate up to \$750,000 from the Rural Community Development Revolving Loan Fund to the Regional Rural Development Grants Program. Section 288.018(4), F.S.

<sup>&</sup>lt;sup>12</sup> Florida Dep't of Economic Opportunity, 2018 Incentives Report, 19 (Dec. 28, 2018) (on file with the Senate Committee on Commerce and Tourism).

<sup>&</sup>lt;sup>13</sup> Section 288.0655, F.S.

administrator. The amount awarded and required local government match requirements vary based on whether the project is located in a RAO, a catalyst site, or rural community.<sup>14</sup>

#### Federal Rural Business Investment Company and Small Business Investment Programs<sup>15,16</sup>

Rural Business Investment Companies (RBIC) and Small Business Investment Companies (SBIC) are privately owned and managed investment funds that are licensed and regulated by the U.S. Department of Agriculture and Rural Development<sup>17</sup> and Small Business Administration (SBA)<sup>18</sup> respectively, that make capital investments in small businesses located in rural communities or other qualifying businesses.

An RBIC or SBIC program offers incentives for private capital to invest in small businesses, startups, low-income areas, or regions otherwise under economic distress. These programs often include special criteria for a certain quantity of the credit to focus on rural or underdeveloped areas.

#### **Economic Development Incentives that use Tax Credits**

### Rural Job Tax Credit Program<sup>19</sup>

The Florida Rural Job Tax Credit Program offers a tax credit incentive to eligible businesses that are located within a designated qualified rural area to create new jobs. The tax credit ranges from \$1,000 to \$1,500 per qualified employee and can be taken against either the businesses' corporate income tax or sales and use tax liabilities. A business is limited to no more than \$500,000 of tax credits per year. The DEO administers this program, and may approve up to \$5 million in tax credits per year; in 2018, the DEO approved \$229,000 in rural job tax credits.<sup>20</sup>

#### Florida New Markets Development Program<sup>21</sup>

The Florida New Markets Development Program (NMDP), similarly to the Program created in this bill, uses tax credits to spur economic development. The NMDP allows Florida taxpayers to earn tax credits against corporate income tax and insurance premium tax by investing in qualified community development entities (CDEs) that make investments in qualified low-income community businesses. CDEs are domestic corporations or partnerships that have a primary role in administering the tax credit program and act as intermediaries between the investors, financiers, and low-income community businesses. The NMDP is modeled after the Federal New

<sup>&</sup>lt;sup>14</sup> Florida Dep't of Economic Opportunity, *Rural Infrastructure Fund*, <u>http://www.floridajobs.org/community-planning-and-development/rural-community-programs/rural-infrastructure-fund</u> (last visited Feb. 8, 2019).

<sup>&</sup>lt;sup>15</sup> 7 C.F.R. s. 4290 et seq. (2009).

<sup>&</sup>lt;sup>16</sup> 15 U.S.C. s. 681-688.

<sup>&</sup>lt;sup>17</sup> United Stated Department of Agriculture and Rural Development, *Rural Business Investment Program*, <u>https://www.rd.usda.gov/programs-services/rural-business-investment-program</u> (last visited Feb. 8, 2019).

<sup>&</sup>lt;sup>18</sup> U.S. Small Business Administration, *Become an SBIC*, <u>https://www.sba.gov/partners/sbics/apply-be-sbic</u> (last visited Feb. 8, 2019).

<sup>&</sup>lt;sup>19</sup> Section 212.098, F.S.

<sup>&</sup>lt;sup>20</sup> Florida Dep't of Economic Opportunity, 2018 Incentives Report, 20 (Dec. 28, 2018) (on file with the Senate Committee on Commerce and Tourism).

<sup>&</sup>lt;sup>21</sup> Sections 288.991-.9922, F.S.

Page 4

Markets Tax Credit program.<sup>22</sup> The NMDP is capped at a cumulative investment that would result in no more than \$216.34 million in tax credits, and an annual investment that would result in no more than \$36.6 million in a single fiscal year.<sup>23</sup>

### **Examples of Similar Rural Jobs Acts in Other States**

Utah passed a substantially similar bill, the Utah Rural Jobs Act, which authorizes up to \$42 million in tax credits, and caps the total contributions one entity may make under the program at \$24.36 million. Additionally, Utah assesses a \$50,000 annual fee that is split between all the certified growth fund entities.<sup>24</sup>

In 2017, Georgia created the Georgia Agribusiness and Rural Jobs Act, which is designed to spur \$100 million in capital investments in rural businesses in the state. Investors may redeem up to \$15 million in tax credits annually for four years (for a total of \$60 million tax credits) against their corporate income tax and premium tax liabilities.<sup>25</sup>

Similar legislation has been proposed in several other states, including Washington. Additionally, New Markets Tax Credit Programs, which are structurally similar to the Act, are active in several other states, including Florida.<sup>26</sup>

### III. Effect of Proposed Changes:

The bill creates s. 288.062, F.S., the "Florida Rural Job and Business Recovery Act." The Act presents incentives in the form of tax credits against the state insurance premium tax for investors to give funds to certified growth fund entities that, in turn, will make capital or equity investments, or loans with a maturity date of at least 1 year, in growth businesses located in non-urbanized areas of the state. The Act caps investment at a level that will result in no more than \$15 million in tax credits claimed under the program each year.

A growth business is one that:

- Has fewer than 200 employees
- Has its principal place of business operations in an area of Florida that is defined as not urbanized by the U.S. Census Bureau; and
- Participates in approved agribusiness; mining, oil, and gas extraction; utilities and construction; manufacturing; transportation and warehousing; professional scientific or technical services; healthcare and social assistance; or any industry determined to be beneficial to the area.

<sup>&</sup>lt;sup>22</sup> Florida Legislature Office of Economic and Demographic Research, *Economic Evaluation for Select State Economic Development Incentive Programs*, 32-36 (Mar. 2017), *available at* 

http://edr.state.fl.us/content/returnoninvestment/ROISELECTPROGRAMS2017final.pdf (last visited Feb. 8, 2019). <sup>23</sup> Section 288.9914(3)(c), F.S.

<sup>&</sup>lt;sup>24</sup> Utah Code Annotated s. 63N-4-301, et seq. (2017).

<sup>&</sup>lt;sup>25</sup> Ga. Code Annotated s. 33-1-25, et seq. (2017).

<sup>&</sup>lt;sup>26</sup> Doug Farquhar, *Jump-Starting Rural Economies* (Apr. 2018), <u>http://www.ncsl.org/research/environment-and-natural-resources/jump-starting-rural-economies.aspx</u> (last visited Feb. 8, 2019).

The DEO will administer the Act and monitor jobs created or retained as a result of the growth fund entities' investments in growth businesses.

### Tax Credit Application, Approval, and Allocation

Beginning September 1, 2019, the DEO must accept applications for approval as a growth fund. The application must include the following:

- Total investment authority sought by the applicant;
- A copy of the applicant's or an affiliate of the applicant's license as a rural business investment company or small business investment company, as defined in federal law;<sup>27</sup>
- Evidence that the applicant or its affiliates have invested at least \$100 million in private companies that are located in nonmetropolitan counties;
- An estimate of the total jobs that will be created and retained in the state as a result of the applicant's growth investments;
- A business plan that includes a 10-year revenue impact estimate of the proposed growth investments, including the investment's effect on state and local tax revenues, and state expenditures. This business plan must be prepared by an independent third-party economic forecasting firm that uses a dynamic economic forecasting model; and
- A signed affidavit from the applicant's investors stating the investment each commits to make.

The DEO must grant or deny an application within 30 days of its receipt. The DEO must deny an application if:

- The application is incomplete;
- The business plan does not evince that the growth investments will be greater than the amount of tax credits that would be issued to the applicant's investors;
- The growth fund has failed to commit investor contributions equal to at least 75 percent of the investment authority it seeks; or
- The DEO has already approved the investment authority permitted.

If the DEO denies an application on certain grounds, the applicant has 15 days to cure the defect. The DEO must review the additional filing and issue an ultimate decision within 30 days of the application's initial submission. Additionally, the DEO may not approve or deny an application that is submitted after another, even if the first application requires additional time to amend its submissions.

Upon approval of an application, the DEO must provide a notice to the applicant that certifies it as a growth fund, states the fund's investment authority, and specifies the investor contributions required. Ten percent of the fund's investment authority must consist of equity investments contributed by the fund's affiliates.

The DEO may not reduce the growth fund's investment authority from that requested on its application unless such an allocation would cause the DEO to exceed the year's permitted tax credits. If the DEO approves applications received on the same day that seek investment authorities that would collectively exceed the permitted annual tax credits, the DEO must

<sup>&</sup>lt;sup>27</sup> See notes 15-18, supra.

approve both applicants, but proportionally reduce each applicant's investment authority and investor contributions to comply with the tax credit limit.

Within 60 days of its certification, a growth fund must collect all of its committed investor contributions and any additional cash investments. The fund must provide proof to the DEO that it collected all required contributions and investments within 65 days of certification. A fund's certification will lapse if it fails to perform these duties.

The DEO must provide tax credit certificates to investors upon notice from a certified fund that it collected the investor's contribution.

### **Tax Credit Established**

An investor in a fund is vested with an earned credit against its state premium tax liability equal to the value of its contribution to the fund. The investor may not sell, transfer, or allocate the credit to any entity other than an affiliate of the fund.

An investor may claim 20 percent of its credit each taxable year from the second through sixth year after its investment, exclusive of amounts carried forward. If an investor's annual tax credit portion exceeds its state premium tax liability for the year, the investor may carry forward the excess for up to 10 years after it initial forgone use. In order to claim a credit, the investor must submit a copy of the tax credit certificate with its tax return for each taxable year it claims the credit.

The DEO must notify the Department of Revenue (DOR) the name of an insurance company that is allocated tax credits under the Act and the amount of credit given.

### **Revocation of Tax Credit Certificates and Exit From the Program**

The DEO must revoke a tax credit certificate if:

- The fund does not invest 100 percent of its investment authority in state growth investments within 2 years after the closing date;
- The fund fails to maintain investments equal to 100 percent of its investment authority until the sixth anniversary of its closing date (with a permitted 12 months between receipt of capital and reinvestment of that capital);
- The fund makes a distribution or payment that results in the fund having less than 100 percent of its investment authority invested in Florida growth investments, or available for State growth investments and held in cash or other securities;
- The fund invests more than \$5 million or 20 percent of its investment authority in a business that directly, or indirectly through an affiliate, owns, has the right to acquire an ownership interest in, makes a loan to, or makes an investment in the fund, an affiliate of the fund, or an investor of the fund.

The DEO must give a growth fund notice of a pending revocation and an opportunity to cure. If tax credits are revoked, the DEO must re-allocate the investment authority and investor contributions on a pro rata basis to each fund that was awarded less than its requested investment authority, and any balance to new applicants.

On or after the seventh anniversary of the closing date, a growth fund may apply to the DEO to exit the program. The DEO must approve the request within 30 days if no tax credit certificates issued to the fund's investors have been revoked, and the fund's certification has not been revoked or is not currently subject to revocation.

The DEO may not revoke a tax credit certificate after a fund exits the program.

#### **Growth Fund's Reporting Obligations**

Each fund must submit an annual report to the DEO on or before the fifth business day after each anniversary of its closing date. The report must include:

- A bank statement evidencing each of the fund's investments;
- The name, location, and industry of each growth business that receives a growth investment;
- Evidence that a growth business qualified as such at the time the fund made the investment;
- The number of employment positions at the growth business on the date of the fund's initial investment;
- The number of new and retained annual jobs and their average salary at each growth business;
- The cumulative amount of growth investments made in the growth business;
- Any other information required by the DEO; and
- If available, a report on redeemed or repaid growth investments.

### **Distributions to the Growth Fund's Equity Holders**

If a growth fund seeks to pay its equity holders an amount greater than its investment authority, the fund must also make a payment to the DEO equal to the proposed distribution multiplied by a fraction of which the numerator is the number of new and retained annual jobs reported in the fund's annual report and the denominator of which is the projected number of new and retained annual jobs reported on the fund's application. Therefore, if the fund exceeds its projected job development, it will make a smaller payment to the DEO; if it underperforms, the payment will be greater.

Additionally, after it exits the program, the fund may not make a payment to its equity holders unless it has invested at least 150 percent of its investment authority in growth investments. The fund must annually report its growth investments to the DEO until it has made the required growth investments.

#### Miscellaneous

A fund may request the DEO to issue a written opinion advising whether a potential investment business qualifies as a growth business; if the DEO does not respond within 15 days of the request, the business is deemed a growth business.

The bill grants the DEO rulemaking authority to implement this program.

The bill provides an effective date of October 1, 2019.

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### IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

### V. Fiscal Impact Statement:

A. Tax/Fee Issues:

The Revenue Estimating Conference has not yet determined the fiscal impact of the bill.

B. Private Sector Impact:

Businesses in non-urbanized areas may be able to access funding that would not have otherwise been available to them through traditional financing institutions, e.g., bank loans. However, these investments will still likely have fees and interest attached to them.

A certified growth fund will likely see a positive financial impact as the result of its activity under the program. Similarly, growth fund investors will see a positive impact on their tax liabilities as a result of their use of tax credits issued under the program.

C. Government Sector Impact:

The DEO may incur administrative costs to implement the program.

The Department of Revenue reports that it will be required to modify the Unified Tax (SUNTAX) System and other necessary updates. The total estimated cost of these updates is \$82,618.<sup>28</sup>

<sup>&</sup>lt;sup>28</sup> Florida Dep't of Revenue, *SB 298 Agency Analysis*, 5-6 (Jan. 24, 2019) (on file with the Senate Committee on Commerce and Tourism).

VI.

# Technical Deficiencies:

The proposed section 288.062(3)(a), F.S., requires an applicant for certification as a growth fund to state the total investment authority it seeks and a potential investor's "investor contribution" commitment. However, the bill defines both "investment authority" and "investor contribution" as an amount specified on the certification notice issued by the DEO after the application is approved. It would be clearer to define these terms independent of the DEO's judgment.

The bill refers to the "United States Bureau of the Census." The name should be the U.S. Census Bureau.

The DEO must issue an initial determination within 30 days of its receipt of an application for certification. The proposed language also requires the DEO to grant an applicant 15 days to cure an insufficient application, but still requires that the DEO issue an ultimate decision regarding an insufficient application within 30 days of its initial submission. The bill could be amended to allow the DEO time to give notice of insufficient applications, receive responses, and then process those responses.

In order to process the tax credit, the DOR requires an investor's federal identification number and the investment's closing date. The bill only requires the DEO to provide the DOR with the investor's name and the amount of the tax credit that it certified.<sup>29</sup> Additionally, the bill could provide for notice to the DOR if a program tax credit lapses, or is revoked by the DEO.

### VII. Related Issues:

It appears that tax credits may be re-issued after the initial round of tax credits have been exhausted. Therefore, the Legislature may wish to include an expiration date for the program.<sup>30</sup> Alternatively, the Legislature may wish to consider a cap on the total amount of tax credits that may be claimed during the program's existence.<sup>31</sup>

A growth zone is defined as an area that is not defined as an urbanized area by the Census Bureau. The Census Bureau defines urbanized areas as separate than urban clusters and rural areas. It therefore appears that both an urban cluster and rural area are eligible for investment from a growth fund under the bill.

Pursuant to s. 288.062(3)(g)1, F.S., a growth fund's closing date is defined as the date on which the fund completes its collection of contributions and investments. Section 288.062(3)(g)1, F.S., neither requires a fund to complete a collection of contributions, nor to officially establish the date on which it did so. This may result in confusion when establishing a fund's closing date and calculating the date after which its investors may collect their tax credits. It may be clearer to

<sup>&</sup>lt;sup>29</sup> Florida Dep't of Revenue, *SB 298 Agency Analysis*, 4 (Jan. 24, 2019)(on file with the Senate Committee on Commerce and Tourism).

<sup>&</sup>lt;sup>30</sup> See, e.g., s. 288.9922, F.S.

<sup>&</sup>lt;sup>31</sup> See, e.g., s. 288.9914(3)(c), F.S., which places a cap of \$216.34 million in tax credits that may be claimed under the Florida New Markets Development Program Act; *see also*, Ga. Code Ann., s. 33-1-25(2017), which places a \$100 million cap on total tax credits used by the Georgia Agribusiness and Rural Jobs Act.

define the closing date as the date on which the fund provides notice to the department that it has collected sufficient contributions and investment, as required in s. 288.062(3)(g)2, F.S.

The bill proposes to vest an investor who has made an investor contribution with a right to a tax credit against the investor's state premium tax liability. A situation could arise wherein an investor makes its committed contribution, but the fund in which it invests fails to remain certified. Although the investor will not have a tax credit certificate at this point, it is unclear how the investor's vested right would be affected by a lapse in, or revocation of, certification.

It is unclear if s. 288.062(5)(a)3, F.S., which requires 100 percent investment, supersedes s. 288.062(5)(a)2, F.S., which allows for less than 100 percent invested in growth businesses.

Section 288.062(5)(a)2, F.S., is unclear whether a fund is required to be 100 percent invested in growth businesses or their affiliates for the entire time between years three and seven.

It appears that the DEO has the burden to prove that a tax credit certificate should be revoked. However, what standard of proof the Department must meet is unclear.

Section 288.062(8), F.S., requires the growth fund to submit an annual report to the DEO. However, the DEO has little power to audit or verify these reports. The Legislature may wish to empower the DEO to conduct examinations of or audit the growth funds to verify their compliance with the Act.<sup>32</sup>

#### VIII. Statutes Affected:

This bill creates section 288.062 of the Florida Statutes.

#### IX. Additional Information:

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

None.

B. Amendments:

None.

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

<sup>&</sup>lt;sup>32</sup> See, e.g., s. 288.9919, F.S.

By Senator Montford

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1	A bill to be entitled
2	An act relating to rural businesses; creating s.
3	288.062, F.S.; providing a short title; defining
4	terms; requiring the Department of Economic
5	Opportunity to accept applications for certification
6	as a growth fund beginning on a specified date;
7	providing requirements for the application; requiring
8	the department to grant or deny the application within
9	a specified timeframe; limiting the amount of
10	investment authority that may be approved by the
11	department; requiring the department to deny
12	applications that do not meet certain requirements;
13	authorizing an applicant whose application was denied
14	to provide additional information to the department
15	within a specified timeframe; requiring the department
16	to reconsider an application for which additional
17	information has been submitted and to approve or deny
18	it within a certain timeframe; prohibiting the
19	department from reducing the investment authority of
20	an application or denying an application for reasons
21	other than those specified; requiring the department
22	to certify approved applicants as growth funds and to
23	specify their required investment authority and
24	investor contributions; requiring that the growth
25	fund's investment authority consist of a certain
26	percentage of equity investments; requiring the growth
27	fund to collect contributions and investments and
28	submit required documentation to the department within
29	a specified timeframe; requiring the department to

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30	issue tax credit certificates as appropriate;
31	providing circumstances under which a growth fund's
32	certification lapses; requiring the department to
33	redistribute lapsed investment authority in a
34	specified manner; providing that an investor who makes
35	an investor contribution is vested with a credit
36	against state premium tax liability; imposing
37	restrictions on the use of the credit; providing for
38	the carryover of tax credits; requiring that investors
39	claiming a credit submit a copy of the tax credit
40	certificate with their tax returns; requiring the
41	department to revoke tax credit certificates under
42	specified circumstances; capping the amount of
43	investments which growth funds can count toward
44	satisfaction of certain requirements; requiring the
45	department to notify growth funds of reasons for a
46	pending revocation of a tax credit certificate;
47	requiring growth funds to address issues identified in
48	the notice within a specified timeframe; providing
49	that reverted investment authority and investor
50	contributions do not count toward the limit on total
51	investment authority and investor contributions;
52	requiring the department to distribute reverted
53	investment authority to certain growth funds;
54	authorizing growth funds to submit an exit application
55	after a specified period of time; requiring the
56	department to respond to an exit application within a
57	certain timeframe; prohibiting the department from
58	unreasonably denying an exit application; requiring

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59	that denial notices state the reasons for denial;
60	prohibiting growth funds that have exited the program
61	from making distributions to their equity holders
62	unless they have made certain growth investments;
63	requiring such growth funds to continue to annually
64	report the amount of their growth investments until
65	required investments are made; providing a formula for
66	determining the amount a growth fund must pay the
67	department when making certain distributions;
68	prohibiting the department from revoking the growth
69	fund's tax credit certificate after the growth fund
70	has exited the program; authorizing growth funds to
71	request a written opinion from the department as to
72	whether a business qualifies as a growth business;
73	requiring that the department notify the growth fund
74	of its determination within a specified timeframe and
75	granting growth business status to the business if the
76	department fails to timely make its determination;
77	specifying that out-of-state businesses relocating
78	employees to this state must satisfy a specific
79	definition within a certain timeframe before a new
80	principal place of business operations is recognized;
81	requiring growth funds to submit annual reports to the
82	department; requiring that the reports provide certain
83	documentation; authorizing rulemaking; requiring the
84	department to provide certain notification to the
85	Department of Revenue; providing applicability;
86	providing an effective date.
87	

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SB 298

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88	Be It Enacted by the Legislature of the State of Florida:
89	
90	Section 1. Section 288.062, Florida Statutes, is created to
91	read:
92	288.062 Florida Rural Job and Business Recovery Act
93	(1) This section may be cited as the "Florida Rural Job and
94	Business Recovery Act."
95	(2) As used in this section, the term:
96	(a) "Affiliate" means an entity that, directly or
97	indirectly through one or more intermediaries, controls, is
98	controlled by, or is under common control with another entity.
99	For purposes of this paragraph, an entity is controlled by
100	another entity if the controlling entity directly or indirectly
101	holds the majority voting or ownership interest in the
102	controlled entity or has control over the day-to-day operations
103	of the controlled entity by contract or law.
104	(b) "Closing date" means the date on which a growth fund
105	completes the collection of all contributions and investments as
106	required in subparagraph (3)(g)1.
107	(c) "Department" means the Department of Economic
108	Opportunity.
109	(d) "Growth business" means a business that, at the time of
110	the initial investment in the company by a growth fund:
111	1. Has fewer than 200 employees;
112	2. Has its principal place of business operations in one or
113	more growth zones in the state; and
114	3.a. Is engaged in an industry classified under the North
115	American Industry Classification System, as published in 2017 by
116	the Office of Management and Budget, Executive Office of the

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117	President, as sector 11, 21, 22, 23, 31-33, 48-49, 54, or 62; or
118	b. If not engaged in an industry sector identified in sub-
119	subparagraph a., the department has determined, in light of the
120	investment, will be beneficial to the growth zone.
121	(e) "Growth fund" means an entity certified by the
122	department pursuant to paragraph (3)(f).
123	(f) "Growth investment" means any capital investment or
124	equity investment in a growth business or any loan to a growth
125	business with a stated maturity at least 1 year after the date
126	of issuance.
127	(g) "Growth zone" means all areas that are not an urbanized
128	area as defined by the United States Bureau of the Census.
129	(h) "High wage" means a wage that is at least equal to the
130	county average.
131	(i) "Investment authority" means the amount stated on the
132	certification notice issued pursuant to paragraph (3)(f)
133	certifying the growth fund.
134	(j) "Investor contribution" means an investment of cash, in
135	the amount specified by the department in its approval of the
136	growth fund's certification application, in a growth fund by a
137	person with a state premium tax liability in exchange for:
138	1. An equity interest in the growth fund, or
139	2. A debt instrument, at par value or premium, which has a
140	maturity date at least 5 years after the closing date and a
141	repayment schedule that does not exceed level principal
142	amortization over 5 years.
143	(k) "Jobs retained" means the number of employment
144	positions that existed before the initial growth investment at a
145	growth business, that pay a high wage, and that require at least

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146	35 hours of work each week which the growth business's chief
147	executive officer or similar officer certifies as being
148	positions that would have been eliminated but for the initial
149	growth investment.
150	(1) "New annual jobs" means the difference between:
151	1.a. The monthly average of employment positions at a
152	growth business which pay a high wage and require at least 35
153	hours of work each week for the preceding calendar year; or
154	b. If the initial growth investment occurred during the
155	preceding calendar year, the monthly average of employment
156	positions at a growth business which pay a high wage and require
157	at least 35 hours of work each week for the month in which the
158	initial growth investment was made and the succeeding months
159	before the end of that calendar year; and
160	2. The number of full-time high-wage employment positions
161	at the growth business on the date of the initial growth
162	investment.
163	(m) "Principal place of business operations" means the
164	place or places at which business operations are located and at
165	which:
166	1. At least 60 percent of the business's employees work, or
167	2. Employees that are paid at least 60 percent of the
168	business's payroll work.
169	(n) "State premium tax liability" means any liability
170	incurred by any entity under s. 624.509 or s. 624.5091.
171	(3)(a) Beginning September 1, 2019, the department shall
172	accept applications for certification as a growth fund on a form
173	prescribed by the department. The application must include:
174	1. The total investment authority sought by the applicant;

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SB 298

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175	2. A copy of the applicant's, or an affiliate of the
176	applicant's, license as a rural business investment company
177	under 7 U.S.C. s. 2009cc or as a small business investment
178	company under 15 U.S.C. s. 681;
179	3. Evidence that, as of the date the application is
180	submitted, the applicant or affiliates of the applicant have
181	invested at least \$100 million in private companies located in
182	nonmetropolitan counties as defined by the federal Office of
183	Management and Budget on the basis of county or county-
184	equivalent units;
185	4. An estimate of the number of aggregate new annual jobs
186	that will be created and that will be retained in this state
187	because of the applicant's growth investments;
188	5. A business plan that includes a revenue impact
189	assessment projecting state and local tax revenue and reductions
190	in state expenditures attributable to the applicant's proposed
191	growth investments. The business plan must be prepared by a
192	nationally recognized independent third-party economic
193	forecasting firm using a dynamic economic forecasting model that
194	projects the impact of the investment over a period of 10 years
195	following the date the application is submitted to the
196	department; and
197	6. A signed affidavit from each investor stating the amount
198	of investor contributions each investor commits to make.
199	(b) Within 30 days after receipt of a completed
200	application, the department shall grant or deny the application.
201	The department shall deem applications received on the same day
202	as being simultaneously received.
203	(c) The investment authority approved by the department may

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204	not exceed an amount that would result in more than \$15 million
205	in tax credits being taken in any one year, excluding any
206	credits that are carried forward as authorized in paragraph
207	(4)(c). If approved applications that are simultaneously
208	received for investment authority collectively would exceed that
209	limit, the department shall proportionally reduce the investment
210	authority and the investor contributions for each such
211	application as necessary to comply with the limit.
212	(d) The department shall deny an application if:
213	1. The application is incomplete;
214	2. The revenue impact assessment submitted pursuant to
215	subparagraph (a)5. does not demonstrate that the applicant's
216	business plan will result in a positive economic impact on this
217	state over a 10-year period which exceeds the cumulative amount
218	of tax credits which would be issued to the applicant's
219	investors;
220	3. The investor contributions described in affidavits
221	submitted pursuant to subparagraph (a)6. do not total at least
222	75 percent of the total amount of investment authority sought
223	under the applicant's business plan; or
224	4. The department has already approved the maximum amount
225	of investment authority allowed under paragraph (c).
226	(e) Within 15 days after receipt of notice that the
227	department has denied an application on grounds identified in
228	subparagraph (d)1., subparagraph (d)2., or subparagraph (d)4.,
229	the applicant may provide additional information to the
230	department to complete, clarify, or cure such defects. The
231	department shall review the additional information and approve
232	or deny the application within 30 days after the original

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233	submission date of the application. The department may not
234	approve any application submitted after the original submission
235	date of the initially denied application until it approves or
236	denies the application for which additional information was
237	submitted.
238	(f) The department may not reduce the requested investment
239	authority of a growth fund or deny a growth fund application for
240	reasons other than those described in paragraphs (c) and (d).
241	Upon approval of an application, the department shall send to
242	the applicant a notice certifying the applicant as a growth fund
243	and specifying the amount of the applicant's investment
244	authority and the investor contributions required from each
245	investor who submitted an affidavit with the growth fund's
246	application. At least 10 percent of the growth fund's investment
247	authority must consist of equity investments contributed by
248	affiliates of the growth fund.
249	(g)1. Within 60 days after receiving a certification notice
250	issued pursuant to paragraph (f), a growth fund shall collect
251	all investor contributions and additional investments of cash
252	which are, when added to the investor contributions, at least
253	equal to the growth fund's investment authority.
254	2. Within 65 days after receiving a certification notice
255	issued pursuant to paragraph (f), a growth fund shall provide to
256	the department documentation that sufficiently proves that such
257	contributions and investments have been collected.
258	3. Upon receipt of the documentation required by
259	subparagraph 2., the department shall provide to each investor
260	who made an investor contribution a tax credit certificate in an
261	amount equal to that investor's contribution.

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262	(h) A growth fund's certification lapses if the growth fund
263	fails to fully comply with subparagraphs (g)1. and (g)2. If a
264	certification lapses, the corresponding investment authority and
265	investor contributions do not count toward the limits on program
266	funding prescribed by paragraph (c) and the department must
267	allocate any lapsed investment authority on a pro rata basis to
268	each growth fund that was not awarded the full investment
269	authority it applied for. A growth fund may allocate, at its
270	discretion, the additional investor contribution authority to
271	any investor that has state premium tax liability. The
272	department may award any remaining investment authority to new
273	applicants.
274	(4)(a) An investor who makes an investor contribution is
275	vested with an earned credit against state premium tax liability
276	which is equal to its investor contribution. Twenty percent of
277	the credit may be used in each taxable year, beginning in the
278	calendar year following the second anniversary of the closing
279	date and concluding in the calendar year following the sixth
280	anniversary of the closing date, exclusive of amounts carried
281	forward pursuant to paragraph (c).
282	(b) The credit is nonrefundable and may not be sold,
283	transferred, or allocated to any entity other than an affiliate
284	that was an affiliate at the time of the submission of the
285	investor's affidavit included in the approved application.
286	(c) The amount of the credit claimed by an investor may not
287	exceed the amount of the investor's state premium tax liability
288	for the tax year in which the credit is claimed. Any amount of
289	tax credit which the entity does not claim in a taxable year may
290	be carried forward for use in future taxable years for a period
I	

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291	not to exceed 10 years.
292	(d) An investor claiming a credit under this section must
293	submit a copy of the tax credit certificate with his or her tax
294	return for each taxable year in which the credit is claimed.
295	(5)(a) The department shall revoke a tax credit certificate
296	issued under subparagraph (3)(g)3. if, before a growth fund
297	exits the program in accordance with paragraph (e), any of the
298	following occurs:
299	1. Within 2 years after the closing date, the growth fund
300	does not invest 100 percent of its investment authority in
301	growth investments in this state;
302	2. The growth fund, after investing 100 percent of its
303	investment authority in growth investments in this state within
304	2 years after the closing date, fails to maintain growth
305	investments equal to 100 percent of its investment authority at
306	any time prior to the sixth anniversary after the closing date.
307	For the purposes of this subparagraph, an investment is
308	"maintained" even if it is sold or repaid, so long as the growth
309	fund reinvests an amount equal to the capital returned or
310	recovered from the original investment, exclusive of any profits
311	realized, in other growth investments in this state within 12
312	months after the receipt of such capital. Amounts received
313	periodically by a growth fund are deemed continuously invested
314	in growth investments if the amounts are reinvested in one or
315	more growth investments by the end of the following calendar
316	<u>year;</u>
317	3. Before exiting the program in accordance with paragraph
318	(e), the growth fund makes a distribution or payment that
319	results in the growth fund having less than 100 percent of its

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320	investment authority invested in growth investments in this
321	state or available for investment in growth investments and held
322	in cash and other marketable securities; or
323	4. The growth fund makes a growth investment in a growth
324	business that directly, or indirectly through an affiliate,
325	owns; has the right to acquire an ownership interest in; makes a
326	loan to; or makes an investment in the growth fund, an affiliate
327	of the growth fund, or an investor in the growth fund. This
328	subparagraph does not apply to investments in publicly traded
329	securities by a growth business or an owner or an affiliate of
330	the growth business. For purposes of this subparagraph, a growth
331	fund is not considered an affiliate of a growth business solely
332	because of its growth investment in that business.
333	(b) The maximum amount of growth investments in a growth
334	business, including amounts invested in affiliates of the growth
335	business, which a growth fund may count toward its satisfaction
336	of the requirements of subparagraphs (a)1. and 2. is 20 percent
337	of its investment authority, up to a maximum of \$5 million.
338	(c) Before revoking tax credit certificates under this
339	subsection, the department must notify the growth fund of the
340	reasons for the pending revocation. The growth fund has 90 days
341	after the date the notice is received to address, to the
342	satisfaction of the department, any issue identified in the
343	notice.
344	(d) If a tax credit certificate is revoked under this
345	subsection, the associated investment authority and investor
346	contributions do not count toward the limit on total investment
347	authority and investor contributions imposed in paragraph
348	(3)(c). The department shall distribute reverted investment
I	

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	3-00350B-19 2019298
349	authority pro rata to each growth fund awarded less than the
350	requested investment authority for which it applied. Such a
351	growth fund may allocate, at its discretion, the associated
352	investor contribution authority to any investor that has state
353	premium tax liability. The department may award any remaining
354	investment authority to new applicants.
355	(e)1. On or after the seventh anniversary of the closing
356	date, a growth fund may apply to the department to exit the
357	program and no longer be subject to regulation under this
358	section except as provided in this paragraph. The department
359	shall respond to the application within 30 days after receiving
360	the application. The department shall approve the application if
361	none of the growth fund's tax credit certificates have been
362	revoked and the growth fund has not received a notice of
363	revocation that is currently pending. The department may not
364	unreasonably deny an exit application submitted pursuant to this
365	paragraph. If the application is denied, the notice must include
366	the reasons for the denial.
367	2. After its exit from the program pursuant to subparagraph
368	1., a growth fund may not make distributions to its equity
369	holders unless it has made growth investments equal to at least
370	150 percent of its investment authority. The growth fund must
371	continue to annually report the amount of its growth investments
372	to the department until it has made the required growth
373	investments.
374	3. At any time the growth fund proposes to make a
375	distribution to its equity holders which, when added to all
376	previous distributions to its equity holders, would be in excess
377	of its investment authority, the growth fund must remit to the

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378	department a payment equal to the proposed distribution
379	multiplied by a fraction, the numerator of which is the
380	aggregate number of new annual jobs and jobs retained reported
381	to the department pursuant to subsection (8) and the denominator
382	of which is the projected number of new annual jobs and jobs
383	retained in an application made by the growth fund under
384	subsection (3).
385	(f) The department may not revoke a tax credit certificate
386	after a growth fund exits the program.
387	(6) Before making a growth investment, a growth fund may
388	request that the department issue a written opinion as to
389	whether the business in which it proposes to invest qualifies as
390	a growth business. The department, no later than 15 business
391	days after the receipt of the request, shall notify the growth
392	fund of its determination. If the department fails to timely
393	notify the growth fund of its determination, the business is
394	considered a growth business.
395	(7) An out-of-state business that uses the proceeds of a
396	growth investment to establish its principal place of business
397	operations in a growth zone in the state and relocate or hire
398	employees at the new location is deemed to have its principal
399	place of business operations in this new location if it meets
400	the definition of the term "principal place of business"
401	provided in paragraph (2)(m) within 180 days after receiving the
402	growth investment, unless granted an extension of time by the
403	department.
404	(8)(a) Each growth fund shall submit a report to the
405	department on or before the fifth business day after each
406	anniversary of the closing date unless the growth fund has

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407	exited the program. The report must provide documentation as to
408	each growth investment made by the growth fund and include:
409	1. A bank statement evidencing each growth investment;
410	2. The name, location, and industry of each growth business
411	receiving a growth investment, including evidence that the
412	business qualified as a growth business at the time the
413	investment was made or a determination notice was issued
414	pursuant to subsection (6);
415	3. The number of employment positions at each growth
416	business on the date of the growth fund's initial investment;
417	4. The number of new annual jobs and retained jobs at each
418	growth business. The number of retained jobs must be calculated
419	based on the monthly average of high-wage employment positions
420	and may not exceed the number of retained jobs on the first
421	anniversary report. If the number of new annual jobs is less
422	than zero, the growth fund must report the number of new annual
423	jobs as zero;
424	5. The average annual salary of the jobs reported under
425	subparagraph 4.;
426	6. The cumulative amount of growth investments made in the
427	growth business; and
428	7. Any other information required by the department.
429	(b) The growth fund shall provide the department with an
430	annual report for redeemed or repaid growth investments if the
431	annual report for such investments is available.
432	(9) The department may adopt rules to implement this
433	section.
434	(10) The department shall notify the Department of Revenue
435	of the name of any insurance company allocated tax credits

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436	pursuant to this act and the amount of such credits.
437	(11) This section applies to tax returns or reports
438	originally due on or after January 1, 2020.
439	Section 2. This act shall take effect October 1, 2019.



### 2019 AGENCY LEGISLATIVE BILL ANALYSIS DEPARTMENT OF REVENUE

	BILL INFORMATION	۱ <sup>۷</sup>
BILL NUMBER:	R: SB 298	
BILL TITLE:	Rural Businesses	
BILL SPONSOR: Senator Montford		
EFFECTIVE DATE:	October 1, 2019	

COMMITTEES OF REFERENCE		
1) N/A		
2)		
3)		
4)		
5)		

# CURRENT COMMITTEE N/A

SIMILAR BILLS	
BILL NUMBER:	
SPONSOR:	

IDENTICAL BILLS	
BILL NUMBER:	
SPONSOR:	

### PREVIOUS LEGISLATION

YEAR BILL NUMBER/SPONSOR/LAST ACTION:

 2018/ SB 990/ Senators Montford and Gibson/ Indefinitely postponed and withdrawn from consideration; Died in Appropriations Subcommittee on Transportation, Tourism, and Economic Development
 2018/ HB 1415/ Representative Beshears/ Indefinitely postponed and withdrawn from consideration; Died in Agriculture and Property Rights Subcommittee

BILL ANALYSIS INFORMATION	
DATE OF ANALYSIS:	January 24, 2019
LEAD AGENCY ANALYST:	Debbie Longman (850) 617-8324

### POLICY ANALYSIS

### 1. ANALYSIS OF EACH SECTION THAT AFFECTS THE DEPARTMENT OF REVENUE.

### PRESENT SITUATION

Section 1. Florida Rural Job and Business Recovery Act (pp. 4 - 16):

### PRESENT SITUATION

The Florida Rural Job and Business Recovery Act does not currently exist.

### EFFECT OF THE BILL

The bill proposes the creation of the Florida Rural Job and Business Recovery Act. The Act provides for a new credit to be claimed against the state premium tax liability for an investor that contributes to a certified growth fund. The state premium tax liability is defined as Florida insurance premium tax and retaliatory tax.

The credit is to be claimed at a rate of 20 percent of the investment each year, over a period of five years, beginning with the calendar year following the second anniversary of the closing date (calendar year that includes the third anniversary of the closing date, with the first being the actual closing date). If the credit cannot be fully used in a tax year, the balance for that year may be carried forward for up to 10 years.

The credit may first be claimed on tax returns originally due on or after January 1, 2020. However, since the first credit allowance date will not occur until at least 2019, the 2021 tax return covering the 2021 calendar year, which is due on or before March 1, 2022, will be the first return upon which the credit could be claimed.

The bill requires the Department of Economic Opportunity to accept applications for certification as a growth fund and provides that applicants meet certain requirements. DEO is to certify approved applicants as growth funds and to specify their required investment authority and investor contributions.

The bill sets forth the conditions under which DEO may deny or revoke a credit, and under what conditions a credit may lapse. It also provides that DEO may award a credit arising from such events to other taxpayers. The bill further provides that the credit cannot be sold, transferred, or allocated to another entity other than to an affiliate (the transfer takes place prior to the issuance of the tax credit certificates by DEO, so the certificates should be in the name of the insurer that will be claiming the credit). A growth fund may apply to DEO to exit the program after seven years, after which time, allocated credits can no longer be revoked or modified.

DEO is to provide the Department of Revenue (DOR) a list of insurers with each insurer's credit amount. A copy of the tax credit certificate must be submitted with each return on which the credit is claimed.

Section 2. (p. 16): Provides an effective date of October 1, 2018.

# 2. DOES THE DEPARTMENT EXPECT TO DEVELOP, ADOPT, MODIFY OR ELIMINATE ANY RULES, REGULATIONS, POLICIES, OR PROCEDURES?

If yes, explain:	This will require new credit lines on the DR-908. It will also require DOR to create a credit process against retaliatory tax, which currently does not exist. The form changes will need to be adopted by rule.
Rule(s) impacted (provide references to F.A.C., etc.):	Rule 12B-8.003, F.A.C., will need to be amended to adopt the changes to Form DR-908, and instructions, Form DR-908N.

### 3. WHAT IS THE POSITION OF AFFECTED CITIZENS OR STAKEHOLDER GROUPS? N/A

### 4. DOES THE BILL REQUIRE THE DEPARTMENT TO SUBMIT, MODIFY OR DELETE ANY REPORTS, STUDIES OR PLANS? □ YES ☑

lf yes, provide a description:	
Date Due:	
Bill Section Number(s):	

# 5. ARE THERE ANY GUBERNATORIAL APPOINTMENTS OR CHANGES TO EXISTING BOARDS, TASK FORCES, COUNCILS, COMMISSIONS, ETC. REQUIRED BY THIS BILL?

Board:	
Board Purpose:	
Who Appoints:	
Changes:	
Bill Section Number(s):	

### **FISCAL ANALYSIS**

6. DOES THE BILL HAVE A FISCAL IMPACT TO LOCAL GOVERNMENT? The Department of Revenue does not conduct this analysis. The Revenue Estimating Conference will determine the revenue impact, if any, to local governments.

### 7. DOES THE BILL HAVE A FISCAL IMPACT TO STATE GOVERNMENT?

Revenues:	The Department of Revenue does not conduct this analysis. The Revenue Estimating Conference will determine the revenue impact, if any, to state government.
Expenditures: (only expenditure impacts on the Department are identified)	<ul> <li>☑ YES □ NO □ YES, BUT INSIGNIFICANT □ UNABLE TO DETERMINE</li> <li>See Additional Comments section below if it is determined there is a significant operational impact to the Department.</li> </ul>
Does the legislation contain an appropriation to the Department?	□ YES ⊠ NO

- 8. DOES THE BILL HAVE A FISCAL IMPACT TO THE PRIVATE SECTOR? The Department of Revenue does not conduct this analysis.
- 9. DOES THE BILL INCREASE OR DECREASE TAXES, FEES OR FINES? The Department of Revenue does not conduct this analysis. The Revenue Estimating Conference will determine the revenue impact on state and local government, if any.

### **TECHNOLOGY IMPACT**

If any, see attached Fiscal Impact Analysis.

### **FEDERAL IMPACT**

If any, see Additional Comments section below.

### **ADDITIONAL COMMENTS**

10. STATUTE(S) AFFECTED: Section 288.062, F.S.

- 11. HAS BILL LANGUAGE BEEN ANALYZED EARLIER THIS SESSION? 
  YES NO If no, go to #12. If yes:
  - A. Identify bill number or source.
  - B. Were issues/problems identified? 
    YES NO
    - a. If yes, have they been resolved? 
      YES 
      NO If no, briefly explain.
  - C. Are new issues/problems created? 
    YES 
    NO If yes, briefly identify.

### 12. DOES THE BILL PRESENT DIFFICULTY IN IMPLEMENTATION, ADMINISTRATION OR ENFORCEMENT? ☑ YES □ NO

### If yes, describe administrative problems, technical errors, or other difficulties:

- The bill requires DEO to notify DOR of the name of each insurance company that is "allocated" tax credits, and the amount of the tax credits allocated. It does not require DEO to notify DOR when credits are subsequently revoked or lapse.
- 2. While DEO is required to provide the name of the entity certified to claim the credit, and the amount of the credit certified, DOR will also need the federal identification number (FEIN) and the closing date in order to process the credit correctly and ensure the proper entity receives the credit.
- 3. The sponsor may want to ensure the claiming of this credit against the insurance premium tax does not create an increase in the amount of retaliatory tax due.
- 4. State premium tax liability is defined on lines 169 and 170 as any insurance premium tax liability or any retaliatory tax liability. It is unclear if a taxpayer must choose between the two, whether the tax credit certificates would distinguish which tax they were available for, or whether a taxpayer can break the credit up and annually split its credit amount between both taxes. It may be easier for the taxpayer to make an election when applying for the credit, so DEO can indicate on the certificate the tax to which the certificate is applicable.

13. OTHER: None

### 2019 DEPARTMENT OF REVENUE FISCAL IMPACT ANALYSIS

 Bill number
 SB 298

 Short title
 Rural Businesses

 Bill sponsor
 Senator Montford

Date of Analysis:January 28, 2019Agency Contact:Debbie Longman

Telephone: (850) 617-8324

Estimate amounts required to administer the bill's provisions by appropriation categories (Salaries & Benefits, OPS, Expenses, Operating Capital Outlay, etc.)

I. FISCAL IMPACT ON STATE AGENCY:	(FY 18-19) \$ / FTE	(FY 19-20) \$ / FTE	(FY 20-21) \$ / FTE	(FY 21-22) \$ / FTE
			Revenue Estimating	
B. EXPENDITURES:		1	1	
1. Recurring	\$0	\$0	\$0	\$0
FTE				
Salaries				
OPS				
Expense				
HR Contract				
Contracted Services				
2. Non-Recurring	\$0	\$0	\$0	\$82,618
OPS				
Expense				
000				
Contracted Services				\$82,618
C. TOTAL:	\$0	\$0	\$0	\$82,618
GR				
TF				

### II. EXPLANATION OF COST ANALYSIS (Include methodology and assumptions):

The proposed bill creates a new nonrefundable credit against the state insurance premium tax liability and/or retaliatory tax liability, equal to the amount of the investor contribution made by each taxpayer to growth funds certified by the Department of Economic Opportunity. The Department of Economic Opportunity is authorized to issue a total of \$15 million in credits in any one year. Provides for an effective date of October 1, 2019.

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### Business Technology Office – System for Unified Tax (SUNTAX): FY 21/22 \$16,368 (Non-Recurring); FY 21/22 \$66,250 (Non-Recurring) Baca, Stein, White & Associates (BSWA) Contractor

The proposed bill would require approximately 176 contractor hours at \$93 per hour and 824 in-house hours to provide the necessary modifications to Revenue's Unified Tax System (SUNTAX). Additional cost for Revenue's e-Services vendor to perform necessary updates are estimated at \$66,250. These hours would be utilized as follows:

### **176 Contractor Hours**

- Information Services SUNTAX team Gather requirements and design; perform technical testing
  - Modification to IPT File Format
  - IPT Website (Modifications to IPT load program, Math Audit code, and credit tracking tables)
  - Test IPT files from BSWA and DPS systems

**824 In-house Hours** – Gather requirements and design; update functional specifications; perform functional testing

- Account Management (16 Hours)
  - DR-908 form revisions
- > Payment and Fund Distribution (60 Hours)
  - Update the Credit Tracking System
  - Credit Tracking System configuration changes
- > Revenue Processing (332 Hours)
  - Business Analyst Hours- SOW, Test Plan/Scripts, and assist with User Acceptance Testing
  - Update DR-908 RIS Template, RIS Export, OCREVAL, Data validation, and SAP Upload
  - Electronic Data Interchange (EDI) / Extensible Markup Language (XML) Team (166 Hours)
    - IPT XML; XML Guide; XML Schema; XML XPath
    - IPT BSWA XML Changes
- > Receivables Management and Return Reconciliation (88 Hours)
  - Update DR-908 Return (new credit line for Schedule III, Resurrect Sch XV, line 9 front page redirects from Schedule XIV to XV, update file layout, update logic to read/update Credit Tracking table)
- > Data Support Services (32 Hours)
  - Updates to Reports showing IPT Data in BI and ECC Due to New Line Items in Tax
     Return
  - Updates to BW Extractor of IPT Data
- Information Services .NET team (120 Hours) Gather requirements and design; perform technical testing
  - Update DR-908, DR-908 Schedules III, XIV, & XV RIS Template
  - Update IMS ImgProc program
  - Update IMS Oracle File Packages
  - Update SAP-Upload
- > Information Services SUNTAX team (10 Hours)
  - DR-908: Form Revision

### **Revenue's e-Services Applications**

Revenue's e-Services vendor, Baca, Stein, White and Associates, Inc. (BSWA) will modify the Insurance Premium Tax (IPT) File and Pay website and the IPT XML application. The required edits and coding changes to the web applications and databases are classified as "significant-system cost" changes and will cost an estimated \$66,250 (\$43,750 web applications and \$22,500 XML). Page 3 of 3

### Distribution

Revenue Accounting will assist with posting of approved credits, monitoring the status of progress toward calendar year limitations, and related correspondence. A position is already dedicated to performing these tasks for similar credit processing.

### Tax Information Publication (TIP) and Forms:

A Tax Information Publication (TIP) will be posted the Department's website using existing resources,

The Insurance Premium Taxes and Fees Return (DR-908), schedule III, will be updated with a new line for the credit. A new credit schedule for credits against the retaliatory tax will be created.

III. Is an appropriation for the Department of Revenue provided in the bill?  $\Box$  YES  $\boxtimes$  NO If yes, provide amount(s) and fiscal year(s) for the appropriation.

### IV. COMMENTS:

Current version of the bill allows the credit beginning in the calendar year following the second anniversary date. Since credits could first be given out in 2019, the first anniversary date would be in 2020 and the 2nd anniversary date would be 2021, which means the credit could first be claimed in 2022 against the 2021 tax liability. Therefore, costs associated with programming updates would be incurred in the 2021/2022 fiscal year.

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narks so mar as many persons as possible can be neard. S-001 (10/14/14)	This form is part of the public record for this meeting.
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 of possible one be been.	While it is a Senate tradition to encourage public testimony, t meeting. Those who do speak may be asked to limit their rep
Lobbyist registered with Legislature:	Appearing at request of Chair:
VFAR CAPITAL	Representing FL - COALITION FUR
Waive Speaking: In Support Against (The Chair will read this information into the record.)	Speaking: For Against X Information
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T, Str. 300 Phone 504495-6412	Address ULG So MONADE S
TION FOR CAPITAL PRES.	JOB TITLE FLORIDA CORLI
	Name long longs
Amendment Barcode (if applicable)	Topic RUMAL JOBS
<b>INCE RECORD</b> ator or Senate Professional Staff conducting the meeting) $SBJQ$ Bill Number (if applicable)	$\begin{array}{c} \textbf{APPEARANCE RE} \\ \textbf{APPEARANCE RE} \\ \textbf{Meeting Pate} \end{array}$

THE FLORIDA SENATE

S-001 (10/14/1-	This form is part of the public record for this meeting.
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.	While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be he me meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.
Lobbyist registered with Legislature: 🖌 Yes 🗌 No	Appearing at request of Chair: Yes 🗹 No
	Representing Associated Industries of Florida
Waive Speaking: In Support Against (The Chair will read this information into the record.)	Speaking: For Against Information
Zip	City State
32312 Email	Street Tallahassee FL
Phone 850-521-2913	Address 516 N. Adams St
	Job Title Senior Vice President
	Name Brewster Bevis
Amendment Barcode (if applicable	Topic Rural Businesses
Bill Number (if applicable)	Meeting Date
(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting) 298	2/11/19 (Deliver BOTH copies of this form to the Senator or Senat

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	ARANCE RECORD
2/11/18 (Deliver BOTH copies of this form to the Senat	(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)
Meeting Date	Bill Number (if applicable)
Topic Rural Businesses	Amendment Barcode (if applicable)
Name Carolyn Johnson	
Job Title Policy Director	
Address 136 S Bronough St	Phone 850-521-1200
Tallahassee FL	32301 Email cjohnson@flchamber.com
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Speaking: For Against Information	Waive Speaking:
Representing Florida Chamber of Commerce	
Appearing at request of Chair: $Ves No$ Lobbyist registered with Legislature: $V_1$ . While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be he meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.	Lobbyist registered with Legislature: Yes No Ne may not permit all persons wishing to speak to be heard at this Index so that as many persons as possible can be heard.
This form is part of the public record for this meeting.	

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S-001 (10/14/14)

Rick Scott GOVERNOR



Cissy Proctor EXECUTIVE DIRECTOR

December 28, 2018

The Honorable Rick Scott Governor of Florida Executive Office of the Governor Plaza Level 05, The Capitol 400 South Monroe Street Tallahassee, Floirda 32399-00001

The Honorable Bill Galvano Senate President The Florida Senate Room 409, The Capitol 404 South Monroe Street Tallahassee, Florida 32399-1100

The Honorable Jose Oliva Speaker of the House The Florida House of Representatives Room 420, The Capitol 402 South Monroe Street Tallahassee, Florida 32399-1300 Dear Governor Scott, President Galvano and Speaker Oliva:

Enclosed please find the Annual Incentives Report as required by section 288.907, Florida Statues. The report, prepared in conjunction with Enterprise Florida, Inc., covers the timeframe from July 1, 2017 through June 30, 2018. This report provides a detailed review of the performance of the state's various economic development incentive programs.

Sincerely,

**Cissy Proctor** 

**Executive Director** 

cc: Mike Grissom, Interim Chief Executive Officer, Enterprise Florida, Inc. Mark Kruse, Legislative Affairs Director, Executive Office of the Governor

Florida Department of Economic Opportunity | Caldwell Building | 107 E. Madison Street | Tallahassee, FL 32399 866.FLA.2345 | 850.245.7105 | 850.921.3223 Fax www.floridajobs.org | www.twitter.com/FLDEO | www.facebook.com/FLDEO

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# 2018 INCENTIVES REPORT



FLORIDA.

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### Introduction and Overview

The 2017-2018 Annual Incentives Report has been prepared pursuant to s. 288.907, Florida Statutes. This report reflects a collaborative effort between the Florida Department of Economic Opportunity (DEO) and Enterprise Florida, Inc. (EFI).

DEO is committed to providing the Florida Legislature and Florida's taxpayers transparency in state incentive programs. This report provides taxpayers, legislators and other stakeholders with:

- Performance information for various economic development incentive programs.
- Information on the current status of previously executed agreements.
- Detailed information on executed agreements and incentive payments made during fiscal year 2017-2018.

Some of the specific project information remains confidential per s. 288.075, Florida Statutes, as of the publication of this report. However, all reasonable attempts have been made to include project details where applicable.

### Programs Included in the 2017-2018 Annual Incentives Report

Various programs comprise Florida's economic development incentive toolkit. These programs are housed in several different agencies within the state. This report primarily focuses on programs managed by DEO's Division of Strategic Business Development and programs marketed by EFI.

Some programs are administered in DEO's Division of Community Development or in other state agencies such as the Florida Department of Revenue (DOR) and the Florida Department of Transportation (DOT). Descriptions and data for these economic development programs have been included throughout, showing the diverse range of assistance available to Florida's businesses. A comprehensive list of programs and their descriptions can be found in Appendix D. Historical information on programs can be found in Appendix C.

In compiling the Annual Incentives Report for fiscal year 2017-2018, data was collected from EFI, DEO's Division of Strategic Business Development and Division of Community Development, DOR and DOT.

### Florida's Economic Development Process

Florida's economic development process utilizes strategic measures and partnerships to expand and diversify Florida's economy. Stimulating and promoting job creation is a vital part of this process which can ultimately bring significant benefits to the state as well as its businesses and communities.

The economic development process is dynamic, involving many different groups and complex decisions. It often takes a business several months or even years to select a location for a new facility or for expansion. Many factors make up a business' site location decision, including cost, availability of a skilled workforce, necessary infrastructure, a good education system and a business-friendly climate. Because of this complex and competitive process, DEO and its partners work to provide economic development incentives to attract and retain businesses in Florida. Economic development incentives play a role in encouraging businesses to choose Florida over other states and countries that may be under consideration.

### How It Works

As part of the early project development process, EFI encourages businesses to expand to or locate in Florida by marketing the value of doing business in the state. EFI then evaluates the competitive nature of the project in order to determine if any incentive programs for the particular project are needed. A strong commitment by the local community can also help to define the level of commitment on behalf of the state.

While the business is vetted, the needs of the project are evaluated and an incentive package is developed. DEO conducts due diligence, considers the scope of the proposed project, evaluates which incentive programs are suitable and negotiates the terms of an agreement. DEO's due diligence is a thorough investigation of the business being considered for an incentive program. The process involves analyzing the risk profile of the business, the particular project details and the recommended incentive package to ensure it is in the best interest of Florida's taxpayers. Adjustments are made during the incentive negotiation process to further tailor the structure of the incentive package to ensure alignment with the business' needs. Once the incentive package is finalized, DEO or DOT issues the formal approvals. Following the approval, an agreement between the business and the state is executed. Figure 1 summarizes the cooperative process involving DEO and Enterprise Florida.





Since 2011, significant improvements have been made to the incentive application process, the due diligence process and the agreement structures. One way the state protects the taxpayers' investment is by including performance requirements in agreements which businesses must achieve before incentive funds are paid out to businesses by the state. Performance by a business is demonstrated with verified job creation, wage figures and capital investment. All agreements include penalties or other sanctions for non-performance. For the few agreements structured where the business is set to receive incentive payments before the full scope of the project is achieved, each agreement includes sanction language for non-performance. These sanctions include requiring the business to repay all or a portion of the incentive award plus interest. Non-compliance may also result in the termination of the executed agreement between the business and DEO. Additionally, to further protect the state's investment in economic development incentive programs, funds are often placed into an escrow account managed by EFI prior to disbursement to the businesses. If any of these businesses do not meet the performance milestones required for the payments to be disbursed, the escrowed funds are returned to the state.

Finally, DEO oversees businesses' compliance of the performance deliverables set forth in each executed agreement. More specifically, the state manages and processes tax refund claims, performance reviews and state and local financial support payments associated with the executed agreements. This includes maintaining all documentation related to executed agreements and providing information to the public through the online Economic Development Incentives Portal.

DEO continues to refine and strengthen the incentives application and approval processes. These improved procedures allow EFI and DEO to protect the taxpayers' investment while helping to foster an environment that encourages job creation.

### Compliance and Accountability

DEO contracts for services from an independent consulting firm to conduct comprehensive performance audits of each business that receives an economic development incentive. This process is a competitive bid process, meaning that businesses submit a proposal to the state, after which the business with the best proposal is chosen to provide the state with services. A contract between the state and the business is competitively procured on a regular basis.

In 2016, RSM US LLP (RSM), formerly McGladrey LLP, was awarded an agreement to review 100 percent of all incentive claims, including audit confirmations, procedures used to verify incentive eligibility and DEO's records for accuracy and completeness, as required by Florida Law (Ch. 2015-232, § 6, at 310-311, Laws of Fla.)

In accordance with Florida Law, RSM's primary responsibilities include:

- > Verifying economic development incentive recipients' compliance with agreement requirements.
- Reviewing and developing the procedures used to verify awardees' eligibility for payments.
- Ensuring the accuracy and completeness of incentive agreement records.

Once performance claims have been reviewed and verified, RSM is required to present its findings to DEO. DEO's Bureau of Compliance and Accountability then reviews RSM's findings and determines eligibility prior to approving any payments. If all performance conditions are met, the incentive awardee will receive or retain the full amount eligible for the year. If performance conditions are not fully met, the incentive awardee may be eligible for a partial payment or, in some cases, may not be eligible for a payment.

### Economic Development Incentives Portal

In 2013, DEO designed and launched a first-of-its-kind online Economic Development Incentives Portal. The interactive portal provides access to performance measurements of every non-confidential incentive project with an executed agreement since 2000 that has received or is on schedule to receive payments from the state. Confidential projects, approved projects without an executed agreement and withdrawn or vacated projects are not included. Confidential projects, as defined by s. 288.075, Florida Statutes, are included once their confidentiality from the state's public record requirements has expired.

Although only required to update verified performance results annually, DEO updates the portal as data become available. DEO's portal provides access to confirmed performance and payments, furthering the agency's commitment to accountability and transparency. The portal is accessible to the public through a link on DEO's homepage, <u>www.FloridaJobs.org</u>, or directly at <u>www.FloridaJobs.org/IncentivesPortal</u>. Real-time, complete information is available on the portal, allowing the public to access individual business data related to the incentives described in this report.

### Types of Incentive Programs

Florida's economic development incentives are components of the state's toolkit, which is critical to improving Florida's economy. The toolkit includes programs designed to address specific needs of businesses as they look to expand or locate in Florida. Each program serves a different role in attracting businesses and retaining jobs, and the programs come in various forms such as tax refunds, tax credits, tax exemptions and grants. The majority of Florida's competitive economic development projects utilize tax refunds.

A thorough analysis of the project's needs compared to the eligibility requirements of various incentive programs help dictate which programs may be a good fit for each project. Table 1 summarizes several different types of incentives.

	Description	<b>Overview of Claims Process</b>	<b>Revenue Source</b>
	t standige - res y som aller en else estra carl al anti-eller res systemisterer stal alleration f	and verifies performance	
Tax Credits	Credit against taxes owed	<ul> <li>State confirms jobs and capital investment (if applicable)</li> <li>Business claims credits on state taxes after meeting program requirements</li> </ul>	Foregone revenue
Tax Exemptions	Exemption from taxes owed	<ul> <li>DOR issues tax exemption permit to business</li> <li>Business uses permit to make tax exempt purchases</li> </ul>	Forgone revenue
Grants	Grant with a performance-based agreement	<ul> <li>Business achieves performance milestones</li> <li>State validates performance</li> <li>State issues check</li> </ul>	Annual appropriation

### Table 1. Economic Development Incentive Categories

### Approaches for Data Analysis

There are several ways to analyze the performance and effectiveness of economic development programs. Two evaluation approaches, the program and project approach, are utilized in this report to provide a comprehensive summary of the various economic development programs.

The program approach is based on summarizing data for individual economic development programs. This section of the report includes information for each program such as the amount of incentives approvals, a summary of the status of executed agreements and summarized performance results for currently active agreements. This approach is useful for comparing programs; however, keep in mind that summarizing data for each program can lead to duplicative job numbers due to the periodic use of multiple economic development programs for single projects.

The project approach is based on the projects and applications received for each program. This approach includes information on approvals and executed agreements as well as an overview on agreements in qualified target industries. Further details for executed agreements and projects are provided in Appendix A and B as well as the Economic Development Incentives Portal (www.FloridaJobs.org/IncentivesPortal).

The data presented in this report should be evaluated in context with the goals of the applicable programs, the highly competitive nature of economic development and the current economic climate.

### Fiscal Year 2017-2018 Program Information

### Fiscal Year 2017-2018 Payments

During fiscal year 2017-2018, the state paid a total of \$33,598,778.38 through the state's economic development incentive programs. Table 2 summarizes confirmed performance for all projects that were paid this fiscal year as well as the total state and local financial support payments. The local financial support consists primarily of monetary payments to the state and subsequently refunded to the business. Several projects were recipients of ad valorem tax abatements, which were used as the local financial support match for the Qualified Target Industry refunds. The total financial support has been adjusted to reflect these ad valorem tax abatements.

Number of Confirmed Projects New Jobs		Confirmed Average Annual Wage	Confirmed Capital State Amount Investment		Local Financial Support	
262	16,258	\$72,268.92	\$279,961,082.86	\$33,598,778.38	\$3,547,132.44	

Table 2. Summary of Confirmed	<b>Performance and Payments</b>	s During Fiscal Year 2017-2018
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Table 3 summarizes the total payments made by programs administered by DEO. Tax credits and tax exemptions are not included in this table, because these credits and exemptions are not issued through DEO.

Type of Program	Program	Fiscal Year 2017-2018	Fiscal Year 2016-2017	Fiscal Year 2015-2016
Grants	High-Impact Performance Incentive Grant	\$0.00	\$9,500,658.00	\$4,120,000.00
	Innovation Incentive Program	\$0.00	\$0.00	\$0.00
	Quick Action Closing Fund			
	Paid into Escrow	\$0.00	\$0.00	\$23,500,000.00
	Paid to Business	\$14,301,902.67	\$24,266,773.00	\$23,009,345.00
Tax Refunds	Brownfield Redevelopment Bonus Qualified Target Industry and Standalone	\$1,212,141.00	\$724,036.00	\$1,370,618.00
	Qualified Target Industry	\$18,084,734.71	\$3,723,640.00	\$9,758,832.00
	Total	\$33,598,778.38	\$38,215,107.00	\$61,758,795.00

### Table 3. Payments by Program - Three Fiscal Years

Table 4 summarizes the total payments made by the Economic Development Transportation Projects program, which is managed by DOT, for fiscal year 2017-2018. Please note that these payments are not made by DEO.

### Table 4. Payments for DOT Programs - Three Fiscal Years

Type of Program	Program	Fiscal Year 2017-2018	Fiscal Year 2016-2017	Fiscal Year 2015-2016
Grants	Economic Development			
	Transportation Projects	\$14,489,229.94	\$9,296,149.00	\$4,120,000.00

7

### Program Activity and Results

Understanding the usage and performance of economic development programs is critical to determining their effectiveness as job creation tools. Measurement of program performance against executed agreement requirements takes place annually, at a minimum. The following descriptions and tables quantify key performance metrics for each program.

Tables 5-8 show a summary of the current status and performance of projects by program for fiscal year 2017-2018. Many businesses have multi-year agreements and are in the process of completing their performance requirements. Because of this, each fiscal year may show differences between the numbers for program status and performance categories. For example, the number of complete agreements may seem low compared to the number of active agreements or confirmed job numbers may be higher or lower than number of jobs due.

Tables 5 and 7 show the current status of projects by program. Not all businesses decide to commence their projects in Florida or decide to continue with their project after executing an agreement with the state. Many factors may play a role in these decisions, such as changes in operational plans or a failure to get an anticipated contract (i.e. contracts with federal agencies such as the U.S. Department of Defense). Additionally, some businesses may begin a project and achieve some performance requirements but fail to fulfill these terms later on and become ineligible to receive subsequent payments. For these reasons, the status of each agreement/project falls within one of six categories: active, inactive, terminated, vacated, withdrawn or complete. Definitions for each of these terms can be found in the glossary.

Tables 6 and 8 summarize the performance of projects in each program during the fiscal year. This information includes the jobs due and the jobs that were confirmed from businesses for that fiscal year. Confirmed job performance numbers vary year by year and can be higher or lower than the number of jobs due for each fiscal year. Years that the number of jobs confirmed are lower do not necessarily indicate that businesses have not met their performance requirements. During performance periods, businesses often create more jobs than required for certain fiscal years even if they drop below their requirements for another fiscal year. This variation is due to the nature of changing market conditions and business decisions based on altered business plans.

Tax Refunds

Program Status	Qualified Target Industry	Brownfield Redevelopment Bonus Qualified Target Industry and Standalone		
Active	165	17		
Inactive	9	1		
Terminated	17	1		
Vacated	6	0		
Withdrawn		, which is a set of the set of the set we consider the $0$		
Complete	· 12	1		

#### Table 5. Tax Refunds - Program Activity for Fiscal Year 2017-2018

Performance Category	Qualified Target Industry	Brownfield Redevelopment Bonus Qualified Target Industry and Standalone	
Jobs Due	5,345	275	
Confirmed Job Performance	7,239	547	
Percent Achieved	135%	199%	

### Table 6. Tax Refunds - Program Results for Fiscal Year 2017-2018

Grants

### Table 7. Grants - Program Activity for Fiscal Year 2017-2018

Program Status	High-Impact Quick Action Performance Closing Fund		Innovation Incentive Program	
Active second little of sale way one	4	71		
Inactive	0	1	6	
Terminated	0	nan ganditi. Ka <mark>t</mark> i in inin ar	$(0, 0, 0) \in \mathbb{C}^{n}$ , $0^{n} \in \mathbb{C}^{n}$ , $0^{n} \in \mathbb{C}^{n}$	
Vacated	0	0	0	
Withdrawn	, waana aha <b>l</b> a da aha aha	hand the standard standard		
Complete	1	16	1	

### Table 8. Grants - Program Results for Fiscal Year 2017-2018

Performance Category	High-Impact Performance	Quick Action Closing Fund	Innovation Incentive Program
Jobs Due	370	3,389	erra availte <b>O</b>
Confirmed Job Performance	1,059	3,044	0
Percent Achieved	286%	90%	0

Tax Credits

DEO is responsible for determining eligibility and approving tax credit program applicants, while the DOR determines the tax credit amount and issues the tax credits to businesses. For the Capital Investment Tax Credit (CITC) program, DEO also verifies job performance and capital investment. Because DEO verifies this information, the CITC program is included in this section. Other tax credit programs are not traditional economic development incentive programs and are not included in this section. Detailed information on these additional tax credit programs can be found under "Additional Program Reports."

As of fiscal year 2017-2018, there are 54 active CITC awardees. These awardees have committed to create 1,338 jobs; DEO has confirmed 1,987 jobs and \$369,769,611.25 in capital investment for fiscal year 2017-2018.

### **Economic Benefits**

Pursuant to s. 288.061(2), Florida Statutes, DEO uses an economic impact model established by the Florida Office of Economic and Demographic Research (EDR) to calculate the economic benefits for each project requesting state economic development incentives.

Economic benefits are calculated as the gains in state revenue (taxes attributable directly to the business or those generated as a result of the increased economic activity rippling through the economy) as a percentage of the state's investment in the project. The state's investments are the various incentives offered to the business via tax refund, tax credit or grant. Based on EDR's revisions to the model, economic benefits are calculated in a manner consistent with Return on Investment (ROI) calculations. Results prior to 2013 are expressed as a Payback Ratio and are not comparable with ROI.

During the 2012 legislative session, a requirement was removed from the annual incentives report and EDR was directed to evaluate and determine the economic benefits of each incentive program over the previous three years. EDR's <u>Return on Investment for Select State Economic Development Incentive Programs report</u> on economic benefits was completed on Jan. 1, 2014 with an updated report on Jan. 1, 2017.

### Program Trends and Utilization

Several trends are apparent when looking at usage of economic development incentive programs. These general trends are listed below. In fiscal year 2017-2018, four percent of executed agreements are identified as being woman-owned.

**Flexibility is key.** Cities, counties and states across the country are being increasingly creative in crafting compelling offers to attract economic development projects and to meet individual business needs. To compete, Florida must continue to enhance the flexibility of its economic development programs while maintaining programs that are fiscally sound and provide a positive return on taxpayer investments.

**Economic diversity is critical.** Increasing Florida's economic diversity is critical to the stability and competitiveness of the state. While Florida ranks at the top for entrepreneurial business, the availability of reasonable-cost financing continues to be tight for small to medium-sized businesses in Florida and across the nation. Because of this unavailability, these businesses are seeking other resources. The State Small Business Credit Initiative program is an example of one such resource that is helping open up access to much needed inexpensive capital by way of loan participation and bridge financing.

### Fiscal Year 2017-2018 Project Information

### Fiscal Year 2017-2018 Projects

In fiscal year 2017-2018, 84 applications were received for the programs listed below. Table 8 includes the number of applications received, approvals issued by DEO and executed agreements. Economic Development Transportation Projects resulting from a line-item appropriation by the Florida Legislature are not included in the project totals, as these are not considered traditional economic development projects and may or may not be tied to job creation and capital investment. These projects are awarded and monitored by DOT.

Not all projects are approved and executed in the same fiscal year; therefore, the applications received and executed agreements represent a slightly different population of projects. The application, negotiation and approval process can take anywhere from several weeks to several months or occasionally more than a year, depending on the scope of the economic development project. This timing is the primary reason for the difference in applications, approvals and executed agreements. In addition, EFI works closely with businesses through the incentives process and if a business is believed to be ineligible for a specific incentive, that information is conveyed as early as possible.

Type of Program	Program	Applications Received	Approvals (Certifications)	Executed Agreements
Grants	High-Impact Performance Incentive Grant	3	a bar an	eneral are arrestively and <b>1</b> 1
	Innovation Incentive Program	0	0	0
engezik en en elsen ene	Quick Action Closing Fund	0	0	0
Tax Credits	Capital Investment Tax Credit	5	5	N/A <sup>1</sup>
Tax Refunds	Brownfield Redevelopment Bonus Qualified Target Industry and Standalone	2	t okali ova oki i Manaka garova	n ooren o
an a	Qualified Target Industry	74	77	73
	y (head) and a second	Asia Lus ambagia	ang salah ing salah saja (	e jandar en
	Total	84	89	75

Table 9. Projects - Applicatio	ns, Approvals and Agreements	for Fiscal Year 2017-2018

<sup>1</sup>The Capital Investment Tax Credit Program does not utilize executed agreements.

### Executed Agreements

Many of the state economic development incentive programs require the business to enter into a performance agreement with Florida. Exceptions are sales tax credits and exemptions, which are utilized upon a taxable event after approval by the state. Grants to local governments are overseen by performance agreements with the government applicant.

Of the 75 executed agreements, six of these were in areas classified as a rural community, Brownfield area or distressed urban area. These projects have committed to create 861 new jobs and are expected to invest more than \$706,589,500 into these areas.

Table 10 summarizes the performance commitments for businesses with agreements executed by DEO in fiscal year 2017-2018. Projected Capital Investment' is the amount of capital investment that businesses with executed agreements estimate they will generate with their projects. Not all programs require capital investment commitments, which is why this category exists separately from 'Required Capital Investment.' This table also includes the state award amount and the required local financial support commitments associated with these executed agreements.

Table 10. Summary of Executed Agreement	s, Commitments and Awards in Fiscal Year 2017-2018

Executed Agreements	Contract Job Requirement	Required Capital Investment	Projected Capital Investment	Contracted Average Annual Wage	Maximum State Award	Required Local Financial Support
75	8,659	\$50,500,000.00	\$2,306,258,908.00	\$59,382.59	\$38,907,200.00	\$11,008,800.00

Table 11 provides a breakdown of the maximum eligible award by program for the agreements executed in fiscal year 2017-2018. An award of \$0.00 indicates that no agreement was executed for that program, and therefore there are no projects for which there can be a maximum state award. Tax credits and exemptions are not included, because these programs do not have executed agreements.

Type of Program	Program	Maximum State Award
Grants	High-Impact Performance Incentive Grant	\$1,000,000.00
Second States and States	Innovation Incentive Program	\$0.00
	Quick Action Closing Fund	\$0.00
Tax Refunds	Brownfield Redevelopment Bonus Qualified Target Industry' and Standalone	\$1,200,000.00
	Qualified Target Industry	\$36,617,200.00
	Total	\$38,817,200.00

Table 11. Maximum State Award for Agreements Executed in Fiscal Year 2017-2018

<sup>1</sup>The noted maximum state award amount is the Brownfield Redevelopment Bonus portion only. The Qualified Target Industry portion is included in the Qualified Target Industry total.

Table 12 summarizes the maximum state award for the Economic Development Transportation Projects program, which is managed by DOT, in fiscal year 2017-2018.

Type of Program	Program	Maximum State Award
Grants	Economic Development Transportation Projects	\$0.00

### Qualified Target Industries

Target industries are primarily used by the Qualified Target Industry (QTI) program to identify businesses that are eligible for tax refunds. Target industry businesses are defined in s. 288.106, Florida Statutes. These businesses create jobs with higher than average wages in industries that are expected to have a positive economic impact.

In fiscal year 2016-2017, Florida's target industries were reviewed in conjunction with economic development organizations, representatives from the State University System, local governments and other stakeholders as required by s. 288.106(2)(q), Florida Statutes. The review concluded with no substantive changes to the industries that comprise the list. Figure 2 outlines the targeted industries identified in the fiscal year 2016-2017 review.

In the following tables, all executed agreements and completed agreements for the listed fiscal years are categorized by target industries and include other programs in addition to the QTI program.



Figure 2. Target Industries
In fiscal year 2017-2018, the majority of DEO's executed agreements were with businesses in these target industries. Table 13 provides additional details on executed agreements and their commitments by industry.

Industry	Executed Agreements	Contract Job Requirement	Contracted Average Annual Wage	Projected Capital Investment
Aviation/Aerospace	2	150	\$70,408.33	\$54,750,000.00
Corporate Headquarters	18	2,677	\$60,640.12	\$605,170,901.00
Clean Technologies	1	60	\$68,500.00	\$6,000,000.00
Financial/Professional Services	10	1,450	\$57,571.60	\$42,974,416.00
Homeland Security/Defense	0	N/A	N/A	N/A
Information Technology	8	1,354	\$60,641.49	\$41,791,000.00
Life Sciences	0	N/A	N/A	N/A
Logistics/Distribution	5	230	\$47,908.68	\$57,266,201.00
Not in Target Sector	0	N/A	N/A	N/A
Other Manufacturing	28	2,523	\$56,885.78	\$1,453,296,390.00
Research and Development	3	215	\$79,347.93	\$45,010,000.00
Total	75	8,659	\$59,382.59 <sup>1</sup>	\$2,306,258,908.00

Table 13. Project Commitments by	Industry for Fiscal Year 2017-2018
----------------------------------	------------------------------------

<sup>1</sup>This amount is the total weighted average of all wages for the noted executed agreements in these industries.

Industry Results

A review of projects with completed incentive agreements in the last three fiscal years is presented below by target industry in Table 14. The information contained within the table is central to evaluating the quality and effectiveness of the incentives geared toward targeted industries in Florida.

Industry	Completed Agreements	Confirmed Job Performance	Confirmed Average Annual Wage	Confirmed Capital Investment
Aviation/Aerospace	8	1,384	\$71,885.89	\$129,567,639.52
Corporate Headquarters	17	1,997	\$90,529.92	\$91,792,903.99
Financial/Professional Services	11	4,692	\$83,937.87	\$97,088,209.03
Homeland Security/Defense	2	305	\$51,579.75	\$0.00
Information Technology	13	1,868	\$94,824.79	\$315,974,978.56
Life Sciences	6	860	\$75,330.18	\$29,005,975.29
Logistics/Distribution	1	207	\$59,903.41	\$0.00
Not in Target Sector	5	841	\$25,692.76	\$13,405,181.77
Other Manufacturing	10	1,419	\$65,220.61	\$50,245,182.26
Research and Development	1	13	\$130,016.00	\$0.00
Total	74	13,586	\$78,022.17 <sup>1</sup>	\$727,080,070.42

Table 14. Confirmed Performance by Industry for Completed Agreements - Three Fiscal Years

<sup>1</sup>This amount is the total weighted average of all wages for the noted completed agreements in these industries.

Industry Trends

Pursuant to s. 288.106(7)(d), Florida Statutes, DEO is tasked with attempting to ascertain the causes for a business' failure to complete its QTI agreement. The following analysis contains the department's findings and recommendations.

In fiscal year 2017-2018, 63 agreements were terminated after a status change to inactive, terminated or withdrawn. Of the 63 agreements, 33 businesses voluntarily withdrew from the program.

Through ongoing communication with the businesses, DEO found a variety of issues affecting businesses' continued participation in the program. Causes for businesses' inability to complete their agreements included the following:

- Twenty-six businesses reported not being able to meet the job creation requirement;
- Nineteen businesses did not submit performance claims required to remain active in the program;
- Seven businesses reported changes in their business plans or market conditions as factors influencing their ability to meet the requirements;
- > Two businesses ultimately decided not to locate in Florida; and
- Nine businesses did not indicate a reason for withdrawal from the program.

The overall conclusion remains that the QTI program continues to be a successful tool for Florida's economic development, and taken as a whole, the projects that remain in the QTI program throughout their entire job maintenance schedule are successful and provide a positive return-on-investment to the state.

## Additional Program Reports

This section consists of additional programs that are not traditional economic development incentive programs. These programs are marketed by EFI and administered by DEO, with the exception of tax credit programs that are administered by DOR. Pursuant to s. 213.053, Florida Statutes, tax credits claimed are not included in order to maintain business confidentiality.

## Florida Job Growth Grant Fund

The Florida Job Growth Grant Fund, established by Governor Scott and the Florida Legislature in 2017, provided \$85 million for improving public infrastructure and enhancing workforce training in Florida in fiscal year 2017-18.

DEO and EFI received more than 250 proposals requesting more than \$877 million in funding for fiscal year 2017-2018. These proposals were reviewed by DEO and EFI and chosen by Governor Scott based on their strong return on investment to the state and to meet the demand for a robust workforce or infrastructure needs. Return on investment was calculated to determine the best projects for the state and economic development in the regions.



Fiscal Year 2017-2018 Awarded Projects

Through the Florida Job Growth Grant Fund, Governor Scott awarded 33 proposals in fiscal year 2017-2018 that are estimated to return more than \$321 million to taxpayers. For more information on the Florida Job Growth Grand Fund, visit <u>www.FloridaJobs.org/JobGrowth</u>.

Awardee	Amount	
nfrastructure Proposals	na teo bali izangang baalan	
Baker County	\$2,297,054.35	
Canaveral Port Authority	\$8,245,000.00	
Charlotte County	\$800,000.00	
City of Alachua	\$6,755,000.00	
City of Hialeah	4,000,000.00	
City of Jacksonville	\$6,000,000.00	
City of Marianna	\$1,978,322.00	
City of Pensacola	\$4,000,000.00	
City of Port St. Lucie	\$3,003,247.83	
City of Titusville	\$1,060,500.00	
Clay County	\$2,065,000.00	
Columbia County	\$3,135,600.00	
Liberty County	\$1,448,831.00	
Marion County	\$5,500,000.00	
Osceola County	\$5,800,000.00	
Sumter County	\$838,860.00	
Suwannee County	\$3,125,000.00	
Volusia County	\$1,961,564.00	
Washington County	\$1,821,461.00	en e
Workforce Proposals		
Big Bend Technical College	\$100,000.00	
Broward College	\$3,187,500.00	
Chipola College	\$76,240.00	
Collier County Public Schools	3,019,900.00	
Eastern Florida State College	\$3,790,020.00	
Florida Gateway College	\$860,000.00	
Florida State College at Jacksonville	\$710,352.50	
Gulf Coast State College	1,923,442.32	
Manatee Technical College	\$201,500.00	
Pensacola State College	\$1,860,510.00	
St. Johns River State College	\$1,383,237.00	
St. Petersburg College	\$1,596,858.00	
Valencia College	\$2,320,000.00	
Withlacoochee Technical College	\$135,000.00	
Total Amount Awarded	\$85,000,000.00	

Table 15. Florida Job Growth Grant Fund - Awarded Proposals for Fiscal Year 2017-2018

## Rural Development Programs

The following section summarizes the activity of the rural programs managed by DEO's Division of Community Development.

### Regional Rural Development Grant Program

The Regional Rural Development Grant Program, created in 1996 by s. 288.018, Florida Statutes, provides funds to regionally-based economic development organizations representing rural counties and communities in order to build the professional capacity of the communities they represent.

The maximum grant award per fiscal year is \$50,000, or \$150,000 if located in a Rural Area of Opportunity. The grant must be matched each year by an equivalent amount of non-state resources. Up to \$750,000 from funds appropriated to the Rural Community Development Revolving Loan Fund may be used for this program each fiscal year.

### Rural Community Development Revolving Loan Fund

The Rural Community Development Revolving Loan Fund, created in 1996 by s. 288.065, Florida Statutes, provides loans to local governments or economic development organizations to finance initiatives directed toward maintaining or developing the economic base of rural communities, especially when addressing employment opportunities.

Eligible local governments or economic development organizations must be located in:

- Counties with populations of 75,000 or less;
- Counties with populations of 125,000 or less if contiguous to a county with a population of fewer than 75,000; or
- Rural Areas of Opportunity (RAO).

Appropriations from the State Economic Enhancement and Development (SEED) Trust Fund and the Economic Development Trust Fund support the Regional Rural Development Grant Program and the Rural Community Development Revolving Loan Fund.

All loan payments are returned to the loan fund and made available for loans for other applicants. Pursuant to s. 288.065(4), Florida Statutes, appropriated funds are not subject to reversion and will be available until the funds are approved. However, if the recipient is located within a RAO, repayments may be retained by the applicant if funds are used for regionally-based economic development organizations representing that area.

#### Rural Infrastructure Fund Program

The purpose of the Rural Infrastructure Fund Program, created in 2001 by s. 288.0655, Florida Statutes, is to facilitate the planning, preparing and financing of traditional economic development or nature-based tourism infrastructure projects that encourage job creation and capital investment in rural communities. DEO may award up to 40 percent of total infrastructure costs for catalyst site projects and no more than 30 percent of total infrastructure costs for catalyst site are not located on designated catalyst sites. Catalyst sites are defined by s. 288.0656, Florida Statutes.

The three types of grants available under the Rural Infrastructure Fund Program are:

- **Total Project Participation Grants**: Up to 30 percent of the total infrastructure project costs related to specific job-creating opportunities and up to 40 percent of total costs for catalyst site projects.
- Infrastructure Feasibility Grants: Funding for infrastructure feasibility studies, design and engineering, or other planning and preparation activities that will help facilitate the location or expansion of specific job-creating opportunities. Grant awards are dependent on the project location and the degree to which administrative and consultant expenses are minimized. Feasibility Grants may be used in conjunction with Total Project Participation Grants. The total of both grants may not exceed 30 percent of the total project cost.
  - \$50,000 (maximum) for projects creating at least 100 jobs
  - \$150,000 (maximum) for projects creating at least 300 jobs
  - \$300,000 (maximum) for projects in a RAO
- Preclearance Review Grants: This grant is used to help local governments access resources available pursuant to s. 403.973(18), Florida Statutes. Grants may be used for surveys, feasibility studies and other activities related to the identification and preclearance review of land use modifications. Available funding and the required match is dependent on the location of the project and the degree to which administrative and consultant expenses are minimized. If an application for funding is for a catalyst site, the requirement for local match may be waived pursuant to the process in s. 288.06561, Florida Statutes. In evaluating applications under this program, DEO will consider the extent to which the application seeks to minimize administrative and consultant expenses.
  - \$75,000 (maximum) with a 50 percent local match
  - \$300,000 (maximum) with a 33 percent local match for activities in a RAO

Program	Legislative Appropriations	Approvals	Amount Awarded
Regional Rural Development Grant Program	\$750,000 <sup>1</sup>	4	\$586,000
Rural Community Development Revolving Loan Fund	\$1,170,000.00	· 1	\$1,500,000.00 <sup>2</sup>
Rural Infrastructure Fund Program	\$1,600,000.00	ente el l'anti en estest ent <b>e</b> ut	\$1,600,000.00

## Table 16. Rural Development Programs – Fiscal Year 2017-2018

<sup>1</sup>Up to \$750,000 from the Rural Community Development Revolving Loan Fund may be used to fund Regional Rural Development Grant Program projects.

<sup>2</sup> The amount awarded exceeded the annual legislative appropriations due to the use of available deobligated funds from prior years.

## Other Tax Credit Programs

The following programs are managed by DEO and DOR. DEO is responsible for eligibility and approval of applications for tax credit programs, while DOR issues the tax credits to businesses. These tax credit programs are based on a calendar year schedule.

Program	Approvals	Jobs C	Created	Tax Credits Approved
Rural Job Tax Credit Program	4		229	\$229,000.00
Urban High-Crime Tax Credit Program	14		2,094	\$3,035,000.00

### Table 17. Rural Job and Urban High-Crime Tax Credit Programs – Calendar Year 2017

#### Rural Job Tax Credit Program

The Rural Job Tax Credit Program, created in 1999 and under by s. 212.098, Florida Statutes, offers an incentive for eligible businesses located within one of 36 designated Qualified Rural Areas to create new jobs. The tax credit ranges from \$1,000 to \$1,500 per qualified employee and can be taken against either Florida corporate income tax or Florida sales and use tax. The Rural Job Tax Credit Program receives a tax credit allocation of up to \$5 million dollars each calendar year.

#### Urban High Crime-Area Job Tax Credit Program

The Urban High-Crime Area Job Tax Credit Program, created in 1999 and governed by s. 212.097, Florida Statutes, offers an incentive for eligible businesses located within one of 13 designated urban high-crime areas to create new jobs. The tax credit ranges from \$500 to \$2,000 per qualified job and can be taken against either Florida corporate income tax or Florida sales and use tax. The Urban High-Crime Area Job Tax Credit Program receives a tax credit allocation of up to \$5 million dollars each calendar year.

# Appendix A: Executed Agreements

This table lists projects with agreements that were executed with the state during fiscal year 2017-2018. Pursuant to s. 288.075(6)(b), Florida Statutes, confidential projects cannot be disclosed. Additional considerations when reviewing the list of executed contracts include:

- All agreements require existing Florida businesses to maintain their current employment levels.
- Projects located in rural cities, rural communities or Brownfield areas are eligible to request an exemption of the local financial support requirements. These are denoted as "\$0.00" in the respective column.

Agreements
Executed
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Contracted Average Annual Wage		\$41,288.00		\$53,855.00	\$41,549.00	\$57,163.00		\$45,562.00	\$59,387.00	\$55,000.00	\$55,038.00	\$68,343.00	\$68,343.00	\$54,806.00	\$39,900.00	\$50.062.00
Required Local Financial Support		\$900,000.00	- 2018) 1	\$36,000.00	\$35,000.00	\$1,050,000.00		\$90,000.00	\$8,800.00	\$27,000.00	\$95,000.00	\$300,000.00	\$42,000.00	\$80,000.00	\$125,000.00	\$20 400 00
Maximum Eligible Award		\$4,500,000.00		\$180,000.00	\$175,000.00	\$2,800,000.00		\$450,000.00	\$44,000.00	\$135,000.00	\$475,000.00	\$1,500,000.00	\$210,000.00	\$400,000.00	\$625,000.00	\$102 000 00
Projected Capital Investment		\$25,000,000.00		\$25,225,000.00	\$87,500.00	\$139,507,890.00		\$850,000.00	\$2,053,701.00	\$2,000,000.00	\$12,000,000.00	\$12,100,000.00	\$2,100,000.00	\$1,050,000.00	\$39,362,000.00	
Contract Job Requirement		600		30	35	350		90	11	45	95	250	35	80	125	24
Industry	Qualified Target Industry	Corporate Headquarters		Other Manufacturing	Corporate Headquarters	Other Manufacturing		Other Manufacturing	Logistics/Distribution	Other Manufacturing	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters	Other Manufacturing	Financial/Professional
County	nt Bonus with (	Volusia		Volusia	St. Lucie	Hillsborough		Pinellas	Okaloosa	Miami-Dade	Broward	Duval	Miami-Dade	Miami-Dade	Volusia	ملمشنسهم
Project	Brownfield Redevelopment Bonus with Qualified Target Industry	Brown & Brown, Inc. 17- 00778	Qualified Target Industry	3D Material Technologies, LLC 17-00623	ABC Home Medical Supply, Inc. 17-00541	Advanced Airfoil Components LLC 17- 00495	Advanced Impact Technologies Inc 17-	00818	Allegiant Air LLC 18- 00221	Almod Diamonds Ltd., Tnc. 16-00641	AutoNation, Inc. 18- 00229	Availity, L.L.C. 17-00183	BDO USA, LLP 17-00493	Boats Group, LLC 17- 00221	Boston Whaler, Inc 17- 00164	CardWorks Servicing,

Contracted Average Annual Wage	\$57,163.00	\$55,130.00	\$66,000.00	\$50,109.00	\$31,091.00		\$96,000.00	\$75,987.00	\$45,530.00	\$58,520.00	\$68,343.00	\$55,000.00	\$45,000.00	\$57,163.00	\$73.685.00	
Required Local A Financial Support	\$141,000.00	\$45,000.00	\$120,000.00	\$75,000.00	\$0.00		\$168,000.00	\$18,000.00	\$40,000.00	\$1,800,000.00	\$132,000.00	\$0.00	\$500,000.00	\$104,000.00	\$40,000.00	
Maximum Eligible Award	\$705,000.00	\$225,000.00	\$600,000.00	\$375,000.00	\$312,000.00		\$840,000.00	\$90,000.00	\$200,000.00	\$5,280,000.00	\$660,000.00	\$597,600.00	\$2,500,000.00	\$520,000.00	\$200,000.00	
Projected Capital Investment	\$4,541,000.00	\$500,000.00	\$4,500,000.00	\$1,900,000.00	\$6,864,500.00		\$7,000,000.00	\$24,760,000.00	\$3,550,000.00	\$21,500,000.00	\$1,280,000.00	\$664,000,000.00	\$2,300,000.00	\$1,850,000.00	\$25,000,000.00	
Contract Job Requirement	235		150	75	65		120	15	40	600	110	83	200	104	20	
Industry	Information Technology	Financial/Professional Services	Financial/Professional Services	Other Manufacturing	Other Manufacturing	Research and	Development	Research and Development	Other Manufacturing	Information Technology	Corporate Headquarters	Other Manufacturing	Financial/Professional Services	Information Technology	Aviation/Aerospace	Corporate
County	Hillsborough	Hillsborough	Brevard	Seminole	Dixie		Leon	Palm Beach	Okaloosa	Lee	Miami-Dade	Putnam	Polk	Hillsborough	Palm Beach	(
Project	Charter Communications, Inc. 18-00208	Cognizant Technology Solutions 17-00027	Comprehensive Health Services, Inc. 16-00709	Constant Aviation, LLC 17-00390	Cross City Lumber, Inc. 17-00662	Danfoss Turbocor Compressors, Inc. 17-	00520	F1 Oncology, Inc. 17- 00639	G.S. Gelato and Desserts, Inc. 18-00122	Gartner, Inc 17-00635	Genius Plaza Inc. 17- 00813	Georgia-Pacific Consumer Operations LLC 17-00446	Government Employees Insurance Company 18- 00083	Greenway Health, LLC 17-00474	Gulfstream Product Support Corporation 17- 00191	Holiday AL Management

Contracted Average Annual Wage	\$37,359.00	\$74,561.00	\$52,500.00	\$41,288.00	\$100,000.00	\$71,789.00	\$52,396.00	\$39,154.00	\$87,064.00	\$55,720.00	\$35,000.00	\$32,900.00	\$40,600.00	\$71,789.00	\$40,560.00	\$40,518.00
Required Local Financial Support	\$40,000.00	\$120,000.00	\$15,000.00	\$17,000.00	\$35,000.00	\$120,000.00	\$61,800.00	\$13,000.00	\$700,000.00	\$50,000.00	\$100,000.00	\$0.00	\$75,000.00	\$42,000.00	\$30,000.00	\$30,000.00
Maximum Eligible Award	\$200,000.00	\$600,000.00	\$75,000.00	\$85,000.00	\$175,000.00	\$600,000.00	\$309,000.00	\$65,000.00	\$3,500,000.00	\$250,000.00	\$500,000.00	\$158,400.00	\$375,000.00	\$210,000.00	\$150,000.00	\$150,000.00
Projected Capital Investment	\$2,125,000.00	\$500,000.00	\$325,000.00	\$308,000.00	\$18,000,000.00	\$3,100,000.00	\$2,673,316.00	\$8,400,000.00	\$200,000,000.00	\$1,353,000.00	\$6,022,000.00	\$7,700,000.00	\$51,000,000.00	\$700,000.00	\$2,435,000.00	\$12,800,000.00
Contract Job Requirement	25	150	25	17	25	100	103	13	500	50	100	33	125	35	30	50
Industry	Other Manufacturing	Information Technology	Logistics/Distribution	Other Manufacturing	Corporate Headquarters	Information Technology	Financial/Professional Services	Other Manufacturing	Other Manufacturing	Financial/Professional Services	Other Manufacturing	Other Manufacturing	Logistics/Distribution	Corporate Headquarters	Other Manufacturing	Other Manufacturing
County	Gadsden	Hillsborough	Miami-Dade	Volusia	Orange	Broward	Pinellas	Polk	Orange	Duval	St. Lucie	Columbia	Marion	Broward	Charlotte	Marion
Project	Hoover Treated Wood Products, Inc. 18-00121	IT Authorities, Inc. 17- 00743	letex US Inc. 17-00473	Jet Helseth Manufacturing, Inc. f/k/a Jet Machining and Design, Inc. 17-00471	Johnson & Johnson Consumer Inc. 17-00083	KEMET Corporation 17- 00562	L'Oreal USA S/D, Inc. 18-00084	Lemon-X Corporation 17- 00353	Lockheed Martin Corporation 17-00451	Macquarie Holdings (U.S.A.), Inc. 17-00641	Maverick Boat Group, Inc. 17-00163	Mayo Fertilizer, Incorporated 18-00080	McLane Company, Inc. 18-00192	Medical Air Services Association, Inc 17-00472	Megal Corporation 18- 00364	Mestizo Foods, LLC 17- 00624

County
Financial/Professional Services
Corporate Headquarters
Other Manufacturing
Logistics/Distribution
Corporate Headquarters
Clean Technologies
Other Manufacturing
Other Manufacturing
Other Manufacturing
Other Manufacturing
Corporate Headquarters
Information Technology
Other Manufacturing
Financial/Professional Services
Manatee Logistics/Distribution

Project	County	Industry	Contract Job Requirement	Projected Capital Investment	Maximum Eligible Award	Required Local Financial Support	Contracted Average Annual Wage
TRU Simulation + Training Inc. 16-00574	Pasco	Aviation/Aerospace	100	\$29,750,000.00	\$500,000.00	\$100,000.00	\$68,770.00
TUCCI, LLC 18-00194	Miami-Dade	Other Manufacturing	40	\$3,000,000.00	\$120,000.00	\$24,000.00	\$45,562.00
USA Quartz, LLC 18- 00069	Duval	Other Manufacturing	70	\$3,600,000.00	\$210,000.00	\$42,000.00	\$49,920.00
V Cruises US, LLC 17- 00294	Broward	Corporate Headquarters	300	\$15,900,000.00	\$900,000.00	\$180,000.00	\$52,938.00
VetFed Resources, Inc. 17-00439	Escambia	Financial/Professional Services	20	\$95,000.00	\$60,000.00	\$12,000.00	\$46,005.00
Welbilt FSG U.S. Holding, LLC 16-00823	Pasco	Research and Development	80	\$13,250,000.00	\$480,000.00	\$96,000.00	\$55,000.00
Wilson Human Capital Group, Inc. 17-00455	Hillsborough	Financial/Professional Services	28	\$53,100.00	\$84,000.00	\$16,800.00	\$57,163.00
World Triathlon Corporation 17-00832	Hillsborough	Corporate Headquarters	70	\$120,000.00	\$350,000.00	\$70,000.00	\$57,163.00
Wyndham Worldwide Corporation 18-00140	Orange	Corporate Headquarters	200	\$7,460,000.00	\$1,200,000.00	\$240,000.00	\$68,195.00
Y2K Service, Inc. 18- 00136	Seminole	Information Technology	20	\$1,900,000.00	\$120,000.00	\$24,000.00	\$65,360.00
<b>Confidential Projects Pursuant to s. 288.075, Florida Statutes</b> The following projects are confidential pursuant to s.288.075, Florida be disclosed at this time.	<b>suant to s. 288.(</b> :onfidential purst	0 <b>75, Florida Statutes</b> uant to s.288.075, Florida {	Statutes, at the tim	e of report publicatic	on. Due to confident	Statutes, at the time of report publication. Due to confidentiality, the names of these businesses cannot	businesses cannot
High Impact Performance Incentive	e Incentive						
18-00068	Duval	Other Manufacturing	. 200	\$50,500,000.00	\$1,000,000.00	\$0.00	\$45,562.00

Project	County	Industry	Contract Job Requirement	Projected Capital Investment	Maximum Eligible Award	Required Local Financial Support	Contracted Average Annual Wage
Qualified Target Industry	an oran adama Zu						
18-00068	Duval	Other Manufacturing	200	\$50,500,000.00	\$1,000,000.00	\$200,000.00	\$45,562.00
18-00464	Walton	Information Technology	45	\$900,000.00	\$324,000.00	\$0.00	\$49,595.00
18-00873	Sumter	Other Manufacturing	54	\$5,250,000.00	\$270,000.00	\$54,000.00	\$48,000.00
18-00897	Broward	Corporate Headquarters	100	\$400,000.00	\$700,000.00	\$140,000.00	\$97,374.00

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## Appendix B: Payments

This table lists all businesses receiving tax refund and grant payments. Payments represent the amount paid out of the fiscal year 2017-2018 budget. Other payments may have been received by the business in previous years and/or may be payable in the future depending on business performance. Some businesses may have multiple payments in one fiscal year due to performance verification at later dates which can cause payments to be delayed to future fiscal years. Neither DEO nor EFI is aware of any federal incentives received by these projects.

The majority of these payments are for the Qualified Target Industry program and other programs that do not require confirmation of capital investment. For programs with a capital investment requirement, the confirmed investment has been noted. For those active incentive agreements in place prior to March 23, 2012, the committed average annual wage cannot be disclosed per s. 288.075(6)(a)3., Florida Statutes.

Please note that for projects under the Brownfield Redevelopment Bonus with Qualified Target Industry program, the 'Total Payment' includes the Qualified Target Industry tax refund payment amount in addition to Brownfield Bonus payment amount.

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Project								
	County	Industry	Total Payment	Jobs Due This Fiscal Year	New Jobs Confirmed This Fiscal Year	New Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
Brownfield Redevelopment Bonus with Qualified Target Industry	onus with Qu	alified Target Indus	itry					
AAR Airlift Group, Inc. 10- 00135 E	Brevard	Aviation/ Aerospace	\$136,697.16	0	, ,	236	\$89,706.20	\$0.00
EverBank FSB 11-00130	Diival	Financial/ Professional Services	\$450 375 00	100	970 1970 1970 1970 1970 1970 1970 1970 1		<b>\$7</b> 4 480 70	00.0\$
	Orange	Information Technology	\$11,646.73	0	26	39	\$64.206.83	\$0.00 \$0.00
JRL Ventures, Inc. 12-00517 N	Manatee	Other Manufacturing	\$100,000.00	0	219	R. R. Star	\$36,371.90	\$0.00
Saft Industrial Battery Group 09-00181	Duval	Clean Technologies	\$180,375.00	40	37	247	\$54,827.00	\$0.00
Saft Industrial Battery Group 09-00181	Duval	Clean Technologies	\$163,625.00	34	21	210 310 310	\$65,738.00	\$0.00
Brownfield Redevelopment Bonus Standalone	onus Standalo	ne						
Cheney Brothers, Inc. 12- 00149 C	Charlotte	Logistics/ Distribution	\$20,000.00	25	233	325	\$48,241.15	\$2,500,000.00
Florida SE, Inc. 13-00171 V	Volusia	Not in Target Sector	\$30,776.00	0	4	84	\$26,766.68	\$1,148,439.00
Florida SE, Inc. 13-00171 V	Volusia	Not in Target Sector	\$21,740.00	0	10	1. 	\$28,127.03	\$1.148.439.00
Global Response Corp 12- 00752 B	Broward	Not in Target Sector	\$100,000.00	0	215	672	\$26,870.59	\$2,885,607.92
IKEA US East, LLC 13- 00197 M	Miami-Dade	Not in Target Sector	\$120,000.00	0	<b>58</b>	260 260	\$28,027.00	\$2,000,000.00
	Miatmi-Dade	Not in Target Sector	\$120,000.00	0	-20	240	\$27,666.23	\$2,000,000.00
Northrop Grumman Systems Corporation 13-00484 B	Brevard	Aviation/ Aerospace	\$350,000.00	34	339	901 901	\$122,114.52	\$75,204,803.55

Total Confirmed Capital Investment	\$1,029,840.23	\$2,043,057.74	\$2,043,057.74	\$2,646,186.53		\$0.00	\$0.00		\$0.00	\$0.00	CC C	00.0¢	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$1,0	\$2,0	\$2,0	\$2,6										с. С			~
Confirmed Annual Average Wage	\$46,365.50	\$31,034.72	\$31,016.29	\$20,153.00		\$66,106.92	\$55,973.16		\$60,535.76	\$109,166.00		\$/1,033.02	\$72,576.01	\$47,961.42	\$47,702.00	\$73,208.48	\$49,475.53
New Jobs Confirmed Cumulative	103	138	164	73		14	32		90	59	c 2	16	43	28	26	227	326
New Jobs Confirmed This Fiscal Year	103	45	26	9-		41	32		28	59		31	12	7	-3	55	326
Jous Due Fiscal Year	100	42	18	0		10	25		25	54		25	25	0	0	35	10
Total Payment	\$62,500.00	\$81,937.50	\$97,375.00	\$34,675.00		\$9,500.00	\$18,750.00	1997 1997 1997 1997 1997 1997 1997 1997	\$30,000.00	\$40,500.00		\$37,500.00	\$61,275.00	\$14,762.52	\$35,568.00	\$277,500.00	\$7,500.00
Industry	Logistics/ Distribution	Other Manufacturing	Other Manufacturing	Other Manufacturing		Aviation/ Aerospace	Financial/ Professional Services	Financial/ Professional	Services	Corporate Headquarters	Information	Technology	Information Technology	Other Manufacturing	Other Manufacturing	Corporate Headquarters	Financial/ Professional Services
June 1	Orange	Duval	Duval	Miami-Dade		Broward	Hillsborough		Hillsborough	Miami-Dade		Hillsborough	Hillsborough	Pasco	Pasco	Duval	Orange
Provincer	Publix Super Markets, Inc. 08- 00269	The Bruss Company 12- 00045	The Bruss Company 12- 00045	Wal-Mart Stores East, LP 13- 00032	Qualified Target Industry	1st Choice Aerospace, Inc. 15-00121	Ability Network Inc 15-00080		Ability Network Inc 15-00080	Accor Business and Leisure North America, Inc 14-00709	Accusoft Corporation 15-	00588	Accusoft Corporation 15- 00588	Adams Arms, LLC 12-00515	Adams Arms, LLC 12-00515	Adecco USA, Inc. 14-00436	ADP, LLC 16-00260

Project	County	Industry	Total Payment	Jobs Due This Fiscal Year	New Jobs Confirmed This Fiscal Year	New Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
ADS Waste Holdings, Inc. 13-00084	St. Johns	Corporate Headquarters	\$148,750.00	0	18	100	\$108,357.78	\$0.00
ADS Waste Holdings, Inc. 13-00084	St. Johns	Corporate Headquarters	\$108,528.00	0	, S	82	\$110,620.05	\$0.00
ADT LLC 13-00001	Palm Beach	Corporate Headquarters	\$168,000.00	0	-14	183	\$151,824.45	\$0.00
ADT LLC 13-00001	Palm Beach	Corporate Headquarters	\$210,000.00	0	43	140	\$258,777.12	\$0.00
Advent Software, Inc. 14- 00100	Duval	Information Technology	\$66,500.00	56	121	121	\$65,829.77	\$0.00
AgileThought, Inc. 11-00449	Hillsborough	Information Technology	\$16,800.00	0	6	52	\$97,059.59	\$0.00
AgileThought, Inc. 14-00092	Orange	Information Technology	\$3,348.67	. 10	10	10	\$99,680.92	\$0.00
Akamai Technologies, Inc. 13-00597	Broward	Information Technology	\$17,313.32	38	L	77	\$95,422.64	\$0.00
Akamai Technologies, Inc. 13-00597	Broward	Information Technology	\$57,622.29	40	22	66	\$122.311.00	\$0.00
Akamai Technologies, Inc. 13-00597	Broward	Information Technology	\$22,415.44	40	18	117	\$121,835.72	\$0.00
All About Staffing, Inc. dba Parallon Workforce Solutions, LLC 12-00105	Broward	Corporate Headquarters	\$156,250.00	0	23 (12) 10) 10) 10) 10) 10) 10) 10) 10) 10) 10	168	\$55,543.00	\$0.00
All About Staffing, Inc. dba Parallon Workforce Solutions, LLC 12-00105	Broward	Corporate Headquarters	\$134,600.31	0	29	197	\$55,621.77	\$0.00
Alto Products Corporation 12-00172	Escambia	Corporate Headquarters	\$7,041.89	0	2	12	\$81,025.34	\$0.00
Alto Products Corporation 12-00172	Escambia	Corporate Headquarters	\$3,500.00	0	0	12	\$85,258.00	\$0.00
Amazon.com.dedc, LLC 13- 00601	Hillsborough	Logistics/ Distribution	\$225,000.00	375	381	381	\$47,698.00	\$0.00

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Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Confirmed Annual C Average Wage In	\$57,331.62	\$45,760.68	\$41,309.45	\$47,665.27	\$49,608.92	\$80,565.72	\$84,294.00	\$150,160.00	\$80,037.11	\$98,258.06	\$46,968.00	\$54,005.84	\$55,489.37	\$113,531.00	\$53,766.74
New Jobs Confirmed Cumulative	460	298	199	81	74	336	76	77	101	31	37	25	12	16	91
New Jobs Confirmed This Fiscal Year	79	27	118	81	18	169	25	-42	24	31	37	15	8	4	58
Jobs Due This Fiscal Year	0	0	50	20	25	0	0	0	0	24	45	15	4	0	0
Total Payment	\$281,250.00	\$186,000.00	\$75,000.00	\$37,500.00	\$37,500.00	\$12,000.00	\$55,620.67	\$89,600.00	\$20,000.00	\$42,000.00	\$43,818.75	\$26,666.00	\$25,650.00	\$13,300.00	\$19,647.31
Industry	Logistics/ Distribution	Logistics/ Distribution	Logistics/ Distribution	Logistics/ Distribution	Logistics/ Distribution	Other Manufacturing	Information Technology	Financial/ Professional Services	Financial/ Professional Services	Corporate Headquarters	Corporate Headquarters	Other Manufacturing	Life Sciences	Research and Development	Research and Development
County	Hillsborough	Polk	Polk	Polk	Miami-Dade	Escambia	Hillsborough	Broward	Broward	Hillsborough	Seminole	Okaloosa	Alachua	Orange	Broward
Project	Amazon.com.dedc, LLC 13- 00601	Amazon.com.dedc, LLC 13- 00620	Amazon.com.dedc, LLC 14- 00213	Amazon.com.dedc, LLC 14- 00213	Amazon.com.dedc, LLC 14- 00538	Ascend Performance Materials, LLC 11-00004	Ashcomm, LLC 14-00365	AutoNation, Inc. 13-00435	AutoNation, Inc. 13-00435	Avalon Health Services, LLC 16-00040	Axium Healthcare Pharmacy, Inc. 16-00215	Bay State Cable Ties, LLC 15- 00397	BioMonde 13-00209	Bogen Communications, Inc. 14-00137	Bolton Medical 12-00788

Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	00.0\$	\$0.00	\$0.00	\$0.00	\$0.00	د د ب
Confirmed Annual Average Wage	\$48,824.63	\$41,716.78	\$86,905.00	\$55,976.00	\$64,991.39	\$49,349.07	\$03 746 41	\$59,355.30	\$54,856.29	\$56,583.00	\$53,810.00	
New Jobs Confirmed Cumulative	136	244	412	28	402	232	47.6 47.6	626	202	231	143	
New Jobs Confirmed This Fiscal Year	45	LL	165	28	41	232	476	150	202	. 29	143	
Jobs Due This Fiscal Year	0	16	159	19	0	275	265	0	130	. 0	75	
Total Payment	\$12,141.76	\$34,500.00	\$492,000.00	\$14,250.00	\$11,250.00	\$74,293.55	\$188 812 50	\$188,812.50	\$92,625.00	\$92,625.00	\$53,437.50	
Industry	Research and Development	Other Manufacturing	Life Sciences	Financial/ Professional Services	Life Sciences	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional
County	Broward	Volusia	Hillsborough	Orange	Hillsborough	Orange	Broward	Broward	Hillsborough	Hillsborough	Orange	(
Project	Bolton Medical 12-00788	Boston Whaler, Inc 14-00083	Bristol-Myers Squibb Co. 13- 00590	Camber Corporation of Alabama 15-00036	CareCentrix, Inc. 11-00364	Caremark, LLC 16-00051		Centene Management Company, LLC 14-00393	Centene Management Company, LLC 14-00394	Centene Management Company, LLC 14-00394	Centene Management Company, LLC 14-00395	

Project	County	Industry	Total Payment	Jobs Due This Fiscal Year	New Jobs Confirmed This Fiscal Year	New Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
Centene Management Company, LLC 14-00396	Duval	Financial/ Professional Services	\$76,950.00	125	173	173	\$53,107.05	\$0.00
Centene Management Company, LLC 14-00396	Duval	Financial/ Professional Services	\$76,950.00	0	8	181	\$52,812.00	\$0.00
Charter Schools USA, Inc. 14- 00335	Broward	Corporate Headquarters	\$24,000.00	24	55	55	\$62,412.00	\$0.00
Charter Schools USA, Inc. 14- 00335	Broward	Corporate Headquarters	\$39,000.00	15	20	75	\$62,330.00	\$0.00
Chicos FAS, Inc. 07-00169	Lee	Corporate Headquarters	\$75,000.00	0	0	225	\$103,789.00	\$0.00
Chicos FAS, Inc. 12-00058	Lee	Corporate Headquarters	\$210,000.00	0	-1	170	\$103,789.00	\$0.00
Citigroup, Inc. 15-00401	Hillsborough	Corporate Headquarters	\$1,107,000.00	738	738	738	\$97,913.39	\$0.00
Citrix Systems, Inc. 13-00217	Broward	Information Technology	\$175,000.00	50	178	335	\$97,773.00	\$0.00
Citrix Systems, Inc. 13-00217	Broward	Information Technology	\$350,000.00	100	-37	298	\$113,495.13	\$0.00
Citrix Systems, Inc. 13-00217	Broward	Information Technology	\$350,000.00	0	06-	208	\$150,239.79	\$0.00
City Facilities Management (FL) LLC 15-00788	Duval	Corporate Headquarters	\$18,750.00	25	36	36	\$82,266.46	\$0.00
Club Trust, LLC 15-00094	Orange	Corporate Headquarters	\$20,211.19	23	23	23	\$65,717.75	\$0.00
Cognizant Technology Solutions 14-00614	Hillsborough	Information Technology	\$129,675.00	91	91	91	\$80,636.54	\$0.00
Cole Engineering Services, Inc. 12-00681	Orange	Information Technology	\$30,000.00	0	19	56	\$104,019.39	\$0.00

Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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Confirmed Annual Average Wage	\$104,742.03	\$73,828.37	\$125,138.86	\$79,372.00	\$78,717.00	\$84,695.00	\$90,893.00	\$89,408.00	\$76,616.64	\$76,565.62	\$69,704.42
New Jobs Confirmed Cumulative	109	265	260	260	175	300	1,000	1,000	27	35	55
New Jobs Confirmed This Fiscal Year	53	203	0	ų	175	125	0	0	8-	6	25
Jobs Due This Fiscal Year	0	75	o	135	50	75	0	0	0	0	10
T otal Payment	\$15,000.00	\$156,250.00	\$325,000.00	\$325,000.00	\$75,000.00	\$187,500.00	\$562,500.00	\$228,000.00	\$15,000.00	\$12,966.58	\$6,666.70
Industry	Information Technology	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Information Technology	Information Technology	Research and Development
County	Orange	Duval	Duval	Duval	Duval	Duval	Duval	Duval	Seminole	Seminole	Orange
Project	Cole Engineering Services, Inc. 12-00681	DB USA Core Corporation F.K.A. DB Services New Jersey, Inc. 12-00791	DB USA Core Corporation F.K.A. DB Services New Jersey, Inc. 12-00791	DB USA Core Corporation F.K.A. DB Services New Jersey, Inc. 12-00791	DB USA Core Corporation F.K.A. DB Services New Jersey, Inc. 13-00495	DB USA Core Corporation F.K.A. DB Services New Jersey, Inc. 13-00495	DB USA Core Corporation F.K.A. Deutsche Bank 08- 00201	DB USA Core Corporation F.K.A. Deutsche Bank 08- 00201	Design Interactive, Inc 12- 00805	Design Interactive, Inc 12- 00805	Design Interactive, Inc 14- 00357

	County	Industry	Total Payment	Jobs Due This Fiscal Year	New Jobs Confirmed This Fiscal Year	New Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
Miż	Miami-Dade	Information Technology	\$64,000.00	0	-8	40	\$130,784.00	\$0.00
Palı	Palm Beach	Financial/ Professional Services	\$26,995.83	25	25	25	\$70,667.00	\$0.00
Polk	k	Corporate Headquarters	\$25,600.00	0	œ	56	\$62,632.35	\$0.00
Polk	K	Corporate Headquarters	\$32,000.00	32	48	48	\$93,464.00	\$0.00
Pir	Pinellas	Homeland Security/Defense	\$24,649.46	25	44	44	\$100,334.35	\$0.00
Na	Nassau	Financial/ Professional Services	\$31,692.26	0	4	45	\$76,504.43	\$0.00
Bay	Å	Aviation/ Aerospace	\$20,812.37	20	21	21	\$89,001.98	\$0.00
D	Duval	Aviation/ Aerospace	\$30,000.00	0	45	120	\$60,866.00	\$0.00
۵I	Duval	Aviation/ Aerospace	\$37,500.00	0	1	121	\$61,259.93	\$0.00
B	Broward	Corporate Headquarters	\$52,711.03	0	0	49	\$139,239.30	\$0.00

Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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Confirmed Annual Average Wage	\$108,355.00	\$128,987.47	\$64,499.00	\$81,124.00	\$90,760.37	\$70,224.01	\$31,565.50	\$67,024.10	\$66,905.85	\$72.799.00	\$72,892.22
New Jobs Confirmed Cumulative	41	8	11	14	135	40	222	207	215	. 43	92
New Jobs Confirmed This Fiscal Year	1	8	11	3	30	40	222	28	8	43	49
Jobs Due This Fiscal Year	œ	10	10	3	0	12	152	50	25	20	50
Total Payment	\$44,103.96	\$13,300.00	\$12,500.00	\$16,250.00	\$4,000.00	\$21,375.00	\$228,000.00	\$196,647.15	\$228,151.60	\$57,190.00	\$152,950.00
Industry	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters	Financial/ Professional Services	Corporate Headquarters	Logistics/ Distribution	Corporate Headquarters	Corporate Headquarters	Corporate Headonarters	Corporate Headquarters
County	Broward	Broward	Palm Beach	Palm Beach	Hillsborough	Seminole	Marion	Manatee	Manatee	Manatee	Manatee
Project	Emerson Process Management, LLLP 11-00433	Emerson Process Management, LLLP 12-00771	Epoca International, Inc 16- 00416	Epoca International, Inc 16- 00416	Ernst & Young U.S. LLP 11- 00023	FARO Technologies, Inc. 15- 00348	FedEx Ground Package System, Inc. 13-00139	FELD Entertainment, Inc. 11-00072	FELD Entertainment, Inc. 11-00072	FELD Entertainment, Inc. 15-00779	FELD Entertainment, Inc. 15-00779

	County	Industry	Total Payment	Jobs Due This Fiscal Year	New Jobs Confirmed This Fiscal Year	New Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
Duval		Information Technology	\$63,703.65	· 0/	59	159	\$60,736.00	\$0.00
Duval		Information Technology	\$156,885.33	50	49	208	\$64,513.01	\$0.00
Palm Beach	ich	Corporate Headquarters	\$66,000.00	0	-15	111	\$66,002.27	\$0.00
Lee		Information Technology	\$120,000.00	0	0	200	\$88,449.47	\$0.00
Lee		Information Technology	\$84,000.00	70	106	106	\$82,568.23	\$0.00
Hillsborough	lgh	Financial/ Professional Services	\$71,250.00	50	54	163	\$54,062.82	\$0.00
Duval		Other Manufacturing	\$300,000.00	265	90	351	\$66,180.62	\$0.00
Duval		Other Manufacturing	\$5,024.34	35	261	261	\$78,343.42	\$0.00
Hillsborough	ugh	Financial/ Professional Services	\$187,500.00	250	423	423	\$47,608.62	\$0.00
Miami-Dade	ade	Corporate Headquarters	\$1,000.76	10	11	11	\$60,632.74	\$0.00

Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Confirmed Annual C Average I <sub>1</sub> Wage I <sub>1</sub>	\$43,548.04	\$51,862.88	\$45,296.32	\$95,870.10	\$39,088.06	\$36,884.88	\$36,255.70	\$111,646.38	\$44,711.82	\$50,326.32
New Jobs Confirmed Cumulative	50	20	6	50	4	15	34	28	179	14
New Jobs Confirmed This Fiscal Year	30	11	6	20		15	19	28	179	14
Jobs Due This Fiscal Year T	10	10	10	45	0	10	10	30	143	12
Total Payment	\$22,500.00	\$15,000.00	\$6,412.50	\$56,250.00	\$18,000.00	\$7,500.00	\$15,000.00	\$18,586.08	\$85,800.00	\$8,871.90
Industry	Financial/ Professional Services	Financial/ Professional Services	Financial/ Professional Services	Corporate Headquarters	Other Manufacturing	Other Manufacturing	Other Manufacturing	Life Sciences	Other Manufacturing	Logistics/ Distribution
County	Sarasota	Sarasota	Sarasota	Broward	Gilchrist	St. Johns	St. Johns	Hillsborough	Pinellas	Hillsborough
Project	Hidden Eyes, LLC 15-00102	Hidden Eyes, LLC 15-00102	Hidden Eyes, LLC 15-00102	Hotwire Communications, Ltd 16-00370	Ice River Springs Marianna, LLC 12-00155	Ideal Deals, LLC d/b/a Ideal Aluminum Products 14-00294	Ideal Deals, LLC d/b/a Ideal Aluminum Products 14-00294	Inspirata, Inc. 15-00048	Instrument Transformers, Inc. 13-00586	Integrity Express Logistics LLC 16-00005

Project	County	Industry	Total Payment	Jobs Due This Fiscal Year	New Jobs Confirmed This Fiscal Year	New Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
J. B. Nottingham & Co., Inc. 12-00570	Volusia	Corporate Headquarters	\$14,635.74	0	ور	42	\$37,224.16	\$0.00
J. B. Nottingham & Co., Inc. 12-00570	Volusia	Corporate Headquarters	\$11,357.74	14	Q	36	\$37,408.61	\$0.00
	Pasco	Other Manufacturing	\$5,230.43	0	0	11	\$40,400.15	\$0.00
	Pasco	Other Manufacturing	\$7,066.70	0	1	12	\$47,995.89	\$0.00
	Bay	Other Manufacturing	\$11,250.00	15	24	24	\$47,461.00	\$0.00
	Bay	Other Manufacturing	\$15,675.00	10	-2	22	\$70,532.15	\$0.00
	Broward	Other Manufacturing	\$18,000.00	11	64	80	\$44,842.37	\$0.00
	Suwannee	Other Manufacturing	\$420,000.00	100	140	481	\$30,168.78	\$0.00
	Orange	Other Manufacturing	\$21,000.00	28	29	29	\$44,117.00	\$0.00
	Broward	Life Sciences	\$63,175.00	10	Γ.	38	\$104,446.00	\$0.00

Project	County	Industry	Total Payment	Jobs Due This Fiscal Year	New Jobs Confirmed This Fiscal Year	New Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
Masonite Corporation 15- 00629	Hillsborough	Corporate Headquarters	\$60,000.00	30	100	100	\$97,979.85	\$0.00
Masonite Corporation 15- 00725	Hillsborough	Other Manufacturing	\$21,577.12	48	46	46	\$50,223.45	\$0.00
Medtronic Xomed, Inc. 11- 00560	Duval	Life Sciences	\$262,500.00	0	10	203	\$76,723.98	\$0.00
Merritt Island Boat Works, Inc. 15-00081	Brevard	Other Manufacturing	\$30,000.00	50	78	78	\$57,778.24	\$0.00
Merritt Island Boat Works, Inc. 15-00081	Brevard	Other Manufacturing	\$66,000.00	60	48	126	\$53,316.16	\$0.00
Mettler-Toledo, LLC 16- 00124	Pasco	Other Manufacturing	\$44,000.00	20	69	69	\$52,166.24	\$0.00
Morris and Lee, Inc. 14-00675	Nassau	Other Manufacturing	\$17,100.00	0		13	\$29,801.27	\$0.00
NeoGenomics Laboratories, Inc. 12-00689	Lee	Life Sciences	\$75,000.00	0	33	124	\$57,229.52	\$0.00
NeoGenomics Laboratories, Inc. 12-00689	Lee	Life Sciences	\$60,000.00	25	12	91	\$59,864.47	\$0.00
NeoGenomics Laboratories, Inc. 12-00689	Lee	Life Sciences	\$50,000.00	0	36	160	\$66,669.80	\$0.00

Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Confirmed Annual Average Wage	\$61,343.52	\$76,819.31	\$74,238.04	\$44,538.00	\$49,608.02	\$47,360.59	\$64,404.00	\$88,086.00	\$70,711.78	\$65,235.56
New Jobs Confirmed Cumulative	26	30	83	77	38	24	13	65	88	67
New Jobs Confirmed This Fiscal Year	3	11	18	7	38	24	13	52	23	76
Jobs Due This Fiscal Year	12	5	0	0	12	16	10	15	15	30
Total Payment	\$18,750.00	\$14,250.00	\$26,250.00	\$52,500.00	\$15,000.00	\$20,000.00	\$12,000.00	\$30,000.00	\$60,000.00	\$36,000.00
Industry	Financial/ Professional Services	Aviation/ Aerospace	Corporate Headquarters	Life Sciences	Corporate Headquarters	Information Technology	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters
County	Orange	Brevard	Orange	Pinellas	Pinellas	Seminole	Pinellas	Pinellas	Pinellas	Pinellas
Project	NeoSystems Corporate Services, Corp. 15-00119	North American Surveillance Systems USA, Inc. 14-00125	Orlando Sports Holdings, LLC 14-00047	Оѕсот, Inc. 10-00170	Paychex, Inc 15-00875	Paylocity Corporation 15- 00599	PODS Enterprises, Inc 13- 00555	PODS Enterprises, Inc 13- 00555	PODS Enterprises, Inc 13- 00555	Power Design, Inc. 14-00743

Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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Confirmed Annual Wage	\$68,143.14	\$67,776.96	\$73,521.00	\$70,017.00	\$58,041.76	\$51,339.66	\$47,265.95	\$49,572.32	\$59,432.00	\$61,048.57	\$57,310.97	\$54,212.69	\$52,493.23
New Jobs Confirmed Cumulative	09	96	932	455	367	41	59	55	17	75	78	163	162
New Jobs Confirmed This Fiscal Year	-37	96	477	237	80	4	18	38	17	ۍ.	0	67	-1
Jobs Due This Fiscal Year	30	30	0	0	25	11	10	25	17	0	0	70	60
Total Payment	\$90,000.00	\$45,000.00	\$93,750.00	\$120,000.00	\$64,500.00	\$30,000.00	\$37,500.00	\$25,200.00	\$10,200.00	\$93,750.00	\$93,750.00	\$75,000.00	\$104,000.00
Industry	Corporate Headquarters	Corporate Headquarters	Financial/ Professional Services	Financial/ Professional Services	Other Manufacturing	Logistics/ Distribution	Logistics/ Distribution	Logistics/ Distribution	Logistics/ Distribution	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters	Corporate Headquarters
County	Pinellas	Pinellas	Hillsborough	Hillsborough	Orange	Orange	Orange	Orange	Orange	Hillsborough	Hillsborough	Marion	Marion
Project	Power Design, Inc. 14-00743	Power Design, Inc. 16-00414	PricewaterhouseCoopers, LLP 11-00446	PricewaterhouseCoopers, LLP 11-00446	Prime Therapeutics, LLC 11- 00430	Publix Super Markets, Inc. 13- 00292	Publix Super Markets, Inc. 13- 00292	Publix Super Markets, Inc. 15- 00473	Publix Super Markets, Inc. 15- 00473	Quest Diagnostics Incorporated 13-00477	Quest Diagnostics Incorporated 13-00477	R&L Carriers, Inc. 11-00122	R&L Carriers, Inc. 11-00122

c	F		Jobs Due This Fiscal	New Jobs Confirmed	New Jobs Confirmed	Confirmed Annual Average	Total Confirmed Capital
Information		r'ayment	Year	l ms fiscal Year	Cumulauve	Wage	Investment
Hillsborough Technology	y	\$9,501.45	15	17	17	\$66,200.00	\$0.00
Other Manufacturing		\$52,500.00	0	06	214	\$43,669.22	\$0.00
Other Manufacturing		\$39,000.00	6	85	144	\$40,107.00	\$0.00
Other Manufacturing		\$52,500.00	5	-20	124	\$40,182.00	\$0.00
Corporate Headquarters		\$34,306.56	15	6	29	\$177,339.60	\$0.00
Corporate Headquarters		\$13,698.23	15	20	20	\$137,038.40	\$0.00
Other Manufacturing		\$14,400.00	24	50	50	\$51,075.00	\$0.00
Aviation/ Aerospace		\$24,367.50	21	18	18	\$119,078.69	\$0.00
Other Manufacturing		\$12,500.00	10	11	11	\$72,841.91	\$0.00
Financial/ Professional Services	<b>\$</b>	\$12,597.10	10	10	10	\$149,500.10	\$0.00
Financial/ Professional Services	\$	\$87,500.00	0	58	198	\$59,238.51	\$0.00
Financial/ Professional Services	<b>4</b>	\$87,500.00	0	-41	157	\$65,640.48	\$0.00

Total Confirmed Capital Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	
Confirmed Annual Average Wage	\$90,070.13	\$48,713.49	\$137,723.68	\$136,637.00	\$48,177.87	\$81,499.00	\$81,222.81		\$75,732.28	\$76,762.03		\$118,438.58	\$108,963.00	\$75,463.24	\$156,696.00	
New Jobs Confirmed Cumulative	63		26	30	47	221	348		118	162		268	310	49	551	
New Jobs Confirmed This Fiscal Year	. 27	24	4	-9	0	80	127		-13	44		45	42	-3	401	
Jobs Due This Fiscal Year	7	16	0	0	0	59	0		0	0		29	0	0	350	
Total Payment	\$75,250.00	\$11,400.00	\$7,500.00	\$22,500.00	\$22,500.00	\$105,000.00	\$131,250.00		\$112,500.00	\$90,000.00		\$446,250.00	\$446,250.00	\$5,600.00	\$428,571.20	
Industry	Clean Technologies	Other Manufacturing	Life Sciences	Life Sciences	Other Manufacturing	Corporate Headquarters	Corporate Headquarters	Information	Technology	Information Technology	Financial/	Protessional Services	Financial/ Professional Services	Aviation/ Aerospace	Corporate Headquarters	Corporate
County	Orange	Volusia	Palm Beach	Palm Beach	Polk	Palm Beach	Palm Beach		Orange	Orange		Hillsborough	Hillsborough	Orange	Lee	
Project	Siemens Energy, Inc. 12- 00503	SKYO Industries, Inc. 15- 00252	SomahLution, Inc. 12-00328	SomahLution, Inc. 12-00328	South Atlantic, LLC 11-00598	TBC Corporation 12-00672	TBC Corporation 12-00672	TGC, LLC dba Golf Channel	12-00600	TGC, LLC dba Golf Channel 12-00600	The Depository Trust &	Clearing Corporation 11- 00381	The Depository Trust & Clearing Corporation 11- 00381	The DiSTI Corporation 05- 00192	The Hertz Corporation 13- 00522	The Hertz Corporation 13-

tal tmed ital ment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Confirmed Capital Investment												
Confirmed Annual Average Wage	\$72,940.07	\$56,245.93	\$60,232.88	\$62,276.48	\$49,484.61	\$54,031.20	\$49,005.00	\$55,152.87	\$84,248.44	\$154,113.13	\$43,462.99	\$54,065.00
New Jobs Confirmed Cumulative	1,087	105	2,313	2,311	120	36	105	105	101	15	17	70
New Jobs Confirmed This Fiscal Year	158	105	1,350		12	36	0	0	29	15	17	01
Jobs Due This Fiscal Year	150	25	0	0	0	10	0	0	34	10	12	10
Total Payment	\$450,000.00	\$12,270.68	\$525,000.00	\$420,000.00	\$78,750.00	\$7,125.00	\$63,000.00	\$78,750.00	\$48,424.30	\$12,182.09	\$4,881.35	\$12,500.00
Industry	Financial/ Professional Services	Information Technology	Financial/ Professional Services	Financial/ Professional Services	Other Manufacturing	Corporate Headquarters	Other Manufacturing	Other Manufacturing	Information Technology	Corporate Headquarters	Other Manufacturing	Corporate Headquarters
County	Seminole	Pinellas	Hillsborough	Hillsborough	Escambia	Broward	Orange	Orange	Hillsborough	Pinellas	Pinellas	Broward
Project	Verizon Corporate Resources Group LLC 12-00707	Vology, Inc. 15-00123	WellCare Health Plans, Inc. 13-00387	WellCare Health Plans, Inc. 13-00387	West Fraser, Inc 13-00514	Wetherill Associates, Inc. 15- 00092	Wheeled Coach Industries, Inc. 10-00199	Wheeled Coach Industries, Inc. 10-00199	White & Case, LLP 14-00455	WTA Tour, Inc. 15-00392	Yelvington Trikes LLC 15- 00129	Zier, Inc 15-00432

Project	County	Industry	Total Payment	Payment Made To	Jobs Due This Fiscal Year	Jobs Confirmed This Fiscal Year	Jobs Confirmed Cumulative	Confirmed Annual Average Wage	Total Confirmed Capital Investment
High Impact Performance Incentive	Incentive								
Citionon Inc 15 00401	Hillehotonah	Corporate Headmatters	\$3 000 000 00	DEO to Business	000	738	738	<b>\$</b> 97 913 39	\$27 628 197 40
Iohnson & Iohnson Vision	1190010001111		→ >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	DEO to		-			- <u>с</u> - <u>- с</u> - <u>-</u> и
Care, Inc. 15-00047	Duval	Life Sciences	\$500,000.00	Business	0	0	0	N/A	\$70,859,529.95
Lockheed Martin		Aviation/		DEO to					
Corporation 14-00235	Orange	Aerospace	\$800,000.00	Business	0	147	267	\$124,178.24	\$37,093,455.39
Telemundo Media, LLC 13- 00009	Miami-Dade	Information Technology	\$2,700,658.75	DEO to Business	45	174	413	\$96,990.23	\$107,931,307.53
Univision Communications,		Information		DEO to					
Inc. 12-00685	Miami-Dade	Technology	\$2,500,000.00	Business	65	214	402	\$99,835.78	\$276,279,286.36
Quick Action Closing Fund	p								
		Financial/							
		Professional		Escrow to					
ADP, LLC 16-00260	Orange	Services	\$650,000.00	Business	250	326	326	\$49,475.53	\$11,208,858.47
Advent Software, Inc. 14-		Information		Escrow to					
00100	Duval	Technology	\$45,117.50	Business	32	32	123	\$66,100.46	\$1,168,017.58
Anheuser-Busch		Other		Escrow to					
Companies, LLC 15-00682	Duval	Manufacturing	\$1,200,000.00	Business	0	0	0	N/A	\$6,732,860.43
		Information		Escrow to	c t	ţ			<b>#</b> 00 0€1 01
Gartner, Inc 13-00609	Lee	I echnology	00.000,c/c4	business	0/	117		04-007.7/#	\$20,470,001.01
General Electric Company	•	Other		Escrow to	i V				
14-00608	Duval	Manufacturing	\$1,250,000.00	Bustness	265	90	351	\$66,180.62	\$22,038,208.13
HealthPlan Services. Inc		Financial/ Professional		Escrow to					
13-00433	Hillsborough	Services	\$176,000.00	Business	118	120	726	\$58,804.07	\$8,041,456.00
iQor Holdings, Inc. 14- 00358	Pinellas	Corporate Headquarters	\$793,625.91	Escrow to Business	50	50	50	\$104,000.32	\$2,795,666.50
	and a second								

Total Confirmed Capital Investment	\$2,402,848.94	\$14,064,275.55	\$41,025,206.39	\$5,861,519.57	\$88,159,513.07	\$10,678,249.34	\$7,676,053.60	\$4,806,060.28	\$30,340,646.26	\$10,612,254.89	\$2,711,231.11
Confirmed Annual Average Wage	\$92,456.66	\$68,065.84	\$107,172.35	\$53,316.16	\$129,852.55	\$87,542.94	\$61,158.50	\$128,674.78	\$87,891.00	\$62,369.93	\$90,110.14
Jobs Confirmed Cumulative	6	0	276	126	866	38	18	146	110	40	10
Jobs Confirmed This Fiscal J Year	9	0	276	48	459	38	18	146	09	40	10
Jobs Due This Fiscal Year	9	0	235	60	0	27	21	52	70	40	10
Payment Made To	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business	Escrow to Business
Total Payment	\$15,000.00	\$500,000.00	\$300,000.00	\$499,478.23	\$69,887.26	\$234,375.00	\$215,721.96	\$500,000.00	\$880,000.00	\$243,284.07	\$425,000.00
Industry	Life Sciences	Homeland Security/ Defense	Information Technology	Other Manufacturing	Homeland Security/ Defense	Research and Development	Aviation/ Aerospace	Research and Development	Aviation/ Aerospace	Other Manufacturing	Corporate Headquarters
County	Duval	Pinellas	Broward	Brevard	Brevard	Pinellas	Manatee	Orange	Palm Beach	Orange	Palm Beach
Project	KLS Martin Manufacturing, LLC 16-00396	Lockheed Martin Mission Systems and Training 12- 00732	Magic Leap, Inc. 16-00052	Merritt Island Boat Works, Inc. 15-00081	Northrop Grumman Corporation 12-00786	Raytheon Company 14- 00190	Safran Electrical & Power USA, LLC, fka Labinal, LLC 15-00337	Thales USA, Inc. 16-00309	United Technologies Corporation-Pratt & Whitney Division 14-00684	Voxx International Corporation 14-00681	Zimmet, Inc. 15-00638
## Appendix C: Historical Data

As noted in Table 1, some incentives require annual appropriations by the legislature and others involve foregone tax revenue. Tables 20 and 21 detail approvals by year for all programs requiring an annual appropriation. These approvals do not represent payments as payments will be made in future years. Table 22 summarizes the amount of tax credits claimed or approved to be claimed for several tax credit programs. N/A' indicates that there were no approvals that fiscal year, because the program was not yet created.

Fiscal Year	High-Impact Performance Incentive	Quick Action Closing Fund	Innovation Incentive Program	Economic Development Transportation Projects <sup>1</sup>
2017-2018	\$8,170,000.00	\$0.00	\$0.00	\$0.00
2016-2017	\$0.00	\$0.00	\$0.00	\$2,331,437.00
2015-2016	\$532,000.00	\$23,500,000.00	\$0.00	\$8,391,667.00
2014-2015	\$7,000,000.00	\$44,181,000.00	\$0.00	\$7,545,466.00
2013-2014	\$10,600,000.00	\$44,655,440.00	\$0.00	\$13,454,767.00
2012-2013	\$5,000,000.00	\$43,724,500.00	\$0.00	\$18,999,357.00
2011-2012	\$1,500,000.00	\$28,413,000.00	\$6,600,000.00	\$14,830,795.00
2010-2011	\$8,640,000.00	\$24,337,700.00	\$0.00	\$30,342,123.00
2009-2010	\$0.00	\$25,401,830.00	\$0.00	\$4,280,390.00
2008-2009	\$13,984,000.00	\$60,579,000.00	\$0.00	\$27,565,525.00
2007-2008	\$0.00	\$47,000,000.00	\$249,090,000.00	\$9,732,860.00
2006-2007	\$0.00	\$41,857,800.00	\$200,000,000.00	\$12,039,178.00
2005-2006	\$3,150,000.00	\$10,442,200.00		\$11,617,198.00
2004-2005	\$0.00	\$9,272,500.00		\$14,710,964.00
2003-2004	\$0.00	\$4,400,000.00		\$17,212,039.00
2002-2003	\$0.00	\$0.00		\$17,012,214.00
2001-2002	\$0.00	\$1,350,000.00		\$14,937,348.00
2000-2001	\$2,000,000.00	\$900,000.00	N/A	\$20,158,571.00
1999-2000	\$15,250,000.00	\$1,400,000.00		\$27,866,578.00
1998-1999	\$12,500,000.00			\$25,047,952.00
1997-1998	\$0.00	N/A		\$16,230,721.00
1996-1997	N/A	1N/A		\$8,595,618.00
1995-1996	IN/A			\$10,023,177.00

#### Table 20. Grant Approvals

<sup>1</sup>Please note that the Economic Development Transportation Projects program is managed and paid by DOT.

## Table 21. Tax Refund Approvals

		Qualified Target	Brownfield Redevelopment Bonus with Qualified Target	Brownfield Bonus
Fiscal Year	Award Type	Industry	Industry	Standalone
2017-2018	Maximum Award	\$61,455,000.00	\$1,500,000.00	\$294,000.00
	State Award	\$48,208,400.00	\$1,200,000.00	\$294,000.00
2016-2017	Maximum Award	\$62,591,200.00	\$0.00	\$300,000.00
	State Award	\$48,838,960.00	\$0.00	\$300,000.00
2015-2016	Maximum Award	\$60,788,000.00	\$0.00	\$570,000.00
	State Award	\$48,468,200.00	\$0.00	\$570,000.00
2014-2015	Maximum Award	\$58,373,900.00	\$630,000.00	\$0.00
	State Award	\$46,699,120.00	\$504,000.00	\$0.00
2013-2014	Maximum Award	\$55,324,300.00	\$875,000.00	\$2,660,000.00
	State Award	\$44,259,440.00	\$700,000.00	\$2,178,000.00
2012-2013	Maximum Award	\$60,975,040.00	\$4,022,500.00	\$5,160,000.00
	State Award	\$48,780,072.00	\$3,218,000.00	\$4,128,000.00
2011-2012	Maximum Award	\$58,063,500.00	\$7,697,500.00	\$5,982,500.00
99999999999999999999999999999999999999	State Award	\$46,450,800.00	\$6,158,000.00	\$4,786,000.00
2010-2011	Maximum Award	\$37,940,810.00	\$4,552,500.00	\$3,437,500.00
	State Award	\$30,352,648.00	\$3,642,000.00	\$2,750,000.00
2009-2010	Maximum Award	\$33,863,300.00	\$4,790,000.00	\$1,112,500.00
	State Award	\$27,090,640.00	\$3,832,000.00	\$890,000.00
2008-2009	Maximum Award	\$34,125,000.00	\$5,070,000.00	\$230,000.00
	State Award	\$27,300,000.00	\$4,056,000.00	\$184,000.00
2007-2008	Maximum Award	\$23,710,000.00	\$472,500.00	\$812,500.00
	State Award	\$18,968,000.00	\$378,000.00	\$650,000.00
2006-2007	Maximum Award	\$36,611,000.00	\$1,545,000.00	\$3,072,500.00
	State Award	\$29,288,800.00	\$1,236,000.00	\$2,458,000.00
2005-2006	Maximum Award	\$55,670,867.00	\$2,942,500.00	\$1,567,500.00
	State Award	\$44,536,694.00	\$2,354,000.00	\$1,254,000.00
2004-2005	Maximum Award	\$56,954,000.00	\$2,360,000.00	\$1,250,000.00
	State Award	\$45,563,200.00	\$1,888,000.00	\$1,000,000.00
2003-2004	Maximum Award	\$41,964,800.00	\$4,322,000.00	\$312,500.00
	State Award	\$33,571,840.00	\$3,457,600.00	\$250,000.00
2002-2003	Maximum Award	\$45,675,100.00	\$1,982,500.00	\$312,500.00
	State Award	\$36,540,080.00	\$1,586,000.00	\$250,000.00
2001-2002	Maximum Award	\$37,576,950.00	\$125,000.00	# <b></b>
2001 2002	State Award	\$30,061,560.00	\$100,000.00	
2000-2001	Maximum Award	\$50,546,800.00	\$100,000.00	
2000 2001	State Award	\$40,437,440.00	\$80,000.00	
1999-2000	Maximum Award	\$56,223,500.00	\$300,000.00	
1777-2000	State Award	\$44,978,800.00	\$240,000.00	
1998-1999	Maximum Award	\$26,607,880.00	\$845,000.00	
	State Award	\$21,286,304.00	\$676,000.00	N/A
1997-1998	Maximum Award	\$59,995,152.00	\$231,250.00	
1777-1770	State Award	\$47,996,122.00	\$185,000.00	
1996-1997	Maximum Award	\$34,298,000.00	φ10 <b>3,</b> 000.00	
1/90-1997	State Award			
1995-1996	Maximum Award	\$27,438,400.00 \$26,557,500,00	N/A	
1773-1770	State Award	\$26,557,500.00 \$21,246,000.00		

See plossarv for definitions of Maximum Award and State Award

Capital Investment Tax Credit program numbers indicate amount of tax credits actually claimed by businesses. Capital Investment Tax Credit is provided as an aggregate figure for the amount of credit claimed for years prior to 2010 in order to maintain business confidentiality per s. 213.053, Florida Statutes. This information is provided by DOR. The Rural Job Tax Credit and Urban High-Crime Job Tax Credit programs' data represent the total amount of tax credits approved to be claimed each year.

Calendar Year	Capital Investment Tax Credit	Rural Job Tax Credit	Urban High-Crime Job Tax Credit
2017	\$2,788,624.00	\$229,000.00	\$3,035,000.00
2016	\$3,195,830.00	\$0.00	\$2,424,000.00
2015	\$30,728,469.00	\$94,000.00	\$1,604,500.00
2014	\$21,505,655.00	\$46,000.00	\$2,069,500.00
2013	\$7,174,654.00	\$27,000.00	\$1,172,500.00
2012	\$9,972,724.00	\$187,000.00	\$2,460,500.00
2011	\$13,777,245.00	\$431,000.00	\$790,500.00
2010	\$14,743,581.00	\$181,000.00	\$1,259,500.00
2009		\$204,000.00	\$855,000.00
2008		\$66,000.00	\$517,500.00
2007	ente en proceso destangante della contra de la constante	\$204,000.00	\$654,000.00
2006	\$70,970,525.00	\$647,500.00	\$1,014,000.00
2005	ψ <i>1</i> 0, <i>3</i> 70,323.00	\$673,000.00	\$1,761,000.00
2004		\$50,000.00	\$1,053,500.00
2003	a suburb har and a suburb fitter. It is a sub	\$1,008,000.00	\$1,069,000.00
2002		\$584,000.00	\$2,673,500.00
2001	\$0	\$257,000.00	\$2,486,500.00
2000	\$0	\$21,000.00	\$4,999,500.00
1999		\$0.00	\$260,500.00
1998	N/A	\$0.00	\$0.00

Table 22. Tax Credits Approved to be Claimed by Businesses

## Appendix D: Glossary

#### Key Terms

#### Contract Activity

Active

The business is currently performing and in good standing.

Complete

The business has met the terms of its contract and received eligible incentive payments.

#### Inactive

The business has received one or more incentive payments after meeting a portion of its contract commitments but is ineligible for future payments.

Terminated

An incentive contract was executed, but the business has not received any payments and is ineligible for future payments.

Vacated

An incentive contract was never signed by the business and therefore no agreement was executed.

Withdrawn

An incentive contract was executed, but the business voluntarily chose not to pursue current or future payments.

#### Performance Information

Average Annual Wage

The average wage of project jobs for the latest performance period/refund period for active agreements after March 23, 2012. This report utilizes weighted average for several tables. Weighted average is the total of all wages divided by all jobs.

Base Jobs

Positions paid directly or indirectly by the business during the 12 full calendar months prior to the approval date or letter preserving inducement (LPI) date.

Capital Investment

The amount of capital expenditures a business makes at the project location on or after the approval date.

Contracted

Required per a business' executed agreement with DEO. Example: Contracted New Jobs, Contracted Average Annual Wage

Confirmed

Verified by DEO and third-party auditor. Confirmed number could be cumulative or for the latest performance/refund period.

#### Contract Job Requirement

Total contract job commitment for the life of the project, which could include base/retained jobs in addition to net new jobs.

Jobs

#### Also: Project Jobs

Full-time, salaried employees or full-time equivalent (FTE) employees, who work at least 35 paid hours per week, performing tasks that directly relate to the products/services of the project.

#### Jobs Due

Total number of new jobs businesses are contractually obligated to have in place. Jobs due could be cumulative or for the latest performance/refund period.

#### Job Performance

Number of jobs created, which could include base/retained jobs in addition to net-new jobs.

#### Net-New Jobs

New jobs resulting in a net increase in overall employment at the project location in connection with the project during the applicable performance/refund period.

New Jobs

Jobs created by the business on or after the approval date or LPI date.

Project

Indicates the creation of a new business or expansion of an existing business in Florida.

Retained Jobs

Positions paid directly or indirectly by the business prior to the approval date in the contact. These jobs are identified as being at risk if the business does not decide to remain and/or expand in Florida. Retained jobs may be the same as, or a subset of, a business's base jobs.

Financial Information

Approval Date

The date that DEO approved the project for eligibility in a particular program. In the case of the Quick Action Closing Fund, the approval date is the date the project is approved by the Governor or Legislative Budget Commission depending on the award amount.

- Maximum Eligible Award
  - Also: Maximum Award

The total maximum amount that a business could be eligible to receive for the project; this amount typically includes the state award and required local financial support. Some programs do not require local financial support.

#### Maximum State Award Also: State Award The maximum amount that a business could be eligible to receive for the project from DEO.

- Local Financial Support Also: Local Match Indicates the community's portion of the award paid per the requirements of the Florida Statutes.
- Required Local Financial Support Also: Required Local Match
   Indicates the total amount of local financial support that the community is required to commit to throughout the life of the project.

State Amount Portion of the award paid by the state.

#### Programs

Grants

Economic Development Transportation Projects (s. 339.2821, Florida Statutes)

The Economic Development Transportation Projects (EDTF) grant, established in 1980, is awarded to a local government to alleviate transportation impediments as an inducement for a specific business to remain, expand or locate in Florida. The infrastructure funded through this grant serves as permanent community improvements for the benefit of Floridians. Effective July 1, 2012, administration of the EDF was transferred from DEO to DOT.

Florida Small Business Technology Growth Program (s. 288.95155, Florida Statutes)

The Florida Small Business Technology Growth Program, established in 1998, provides financial assistance to businesses having high job growth and emerging technology potential and fewer than 100 employees. Funding comes from the Florida Technology Research Investment Fund housed within EFI. Moderate-risk and high-risk ventures that offer the greatest opportunity for compelling economic development impact are given the highest funding priority.

Florida State Small Business Credit Initiative (Established through H.R. 5297) Florida was awarded \$98.1 million from the U.S. Department of the Treasury for participation in the State Small Business Credit Initiative (SSBCI), a program created to establish access to capital for small businesses through the Small Business Jobs Act of 2010. The Legislative Budget Commission established budget authority to allow DEO to administer the SSBCI in 2011. Florida was approved to operate a Capital Access Program, a Venture Capital Program and a Small Business Loan Support Program. Through its partners, DEO continues to administer the the Venture Capital and Small Business Loan Support programs.

High-Impact Performance Incentive Grant (s. 288.108, Florida Statutes)

Enacted in 1997, the High-Impact Performance Incentive (HIPI) Grant is reserved for major facilities operating in designated portions of high-impact sectors, including clean energy, life sciences, financial services, information technology, silicon technology, transportation equipment manufacturing and a corporate headquarters facility. This performance-based grant is paid in two equal installments, one upon commencement of operations and the other upon commencement of full operations.

Innovation Incentive Program (s. 288.1089, Florida Statutes)

The Innovation Incentive Program was created in 2006 as a tool to allow the state to compete effectively for high-value research and development, innovation business and alternative and renewable energy projects. These are long-term investments made by the state in industry clusters that are critical to Florida's future of economic diversification. All innovation projects include a performance-based contract with the state, which outlines specific milestones that must be achieved for grant payment as well as compliance requirements. For additional information related to the Innovation Incentive Program, please see Florida Economic Development Program Evaluations – Year 1 by the Office of Program Policy Analysis and Government Accountability (OPPAGA) and the Return on Investment for Select State Economic Development Incentive Programs by the Office of Economic and Demographic Research (EDR).

Quick Action Closing Fund (<u>s. 288.1088</u>, Florida Statutes)

The Quick Action Closing Fund was created in 1999 as a "deal closing" tool in highly competitive negotiations for projects where Florida's traditional incentives are not enough to win the deal. This tool is critical to the state's ability to attract projects where Florida is at a significant competitive disadvantage. All Quick Action Closing Fund projects include a performance-based contract with the state, which outlines specific milestones that must be achieved.

Regional Rural Development Grant Program (s. 288.018, Florida Statutes)

The Regional Rural Development Grant Program, established in 1996, is a matching grant program that provides funding to regionally-based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations. The matching grants may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities that it serves. The maximum amount an organization may receive in any year is \$50,000, or \$150,000 in a Rural Area of Opportunity and must be matched each year by an equivalent amount of non-state resources.

Rural Community Development Revolving Loan Fund (<u>s. 288.065</u>, Florida Statutes) The Rural Community Development Revolving Loan Fund, created in 1996, provides loans to designated rural local governments to finance economic development projects which either maintain or create new jobs and strengthen the economic base of rural communities. Eligible local governments must be designated rural counties as defined in s. 288.0656, Florida Statutes.

Rural Infrastructure Fund Program (<u>s. 288.0655</u>, Florida Statutes)

The Rural Infrastructure Fund (RIF) program, established in 1999, facilitates the planning, preparing, and financing of traditional economic development or nature-based tourism infrastructure projects that encourage job creation and capital investment in rural communities. The department may award up to 40 percent of total infrastructure costs for catalyst site projects, and no more than 30 percent of total infrastructure costs for projects in rural counties that are not located on designated catalyst sites. There are three types of grants under this program: Total Project Participation Grants, Infrastructure Feasibility Grants and Preclearance Review Grants.

Florida Job Growth Grant Fund (s. 288.101, Florida Statutes)

In 2017, the Legislature created the Florida Job Growth Grant Fund and tasked DEO, along with the DOT and EFI, to review and identify public infrastructure and workforce training proposals that promote economic opportunity across the state. In its first year, the Florida Job Growth Grant Fund provided \$85 million for public infrastructure and workforce training projects that supported growth and employment in Florida's diverse industries.

#### Tax Credits

Capital Investment Tax Credit (s. 220.191, Florida Statutes)

The Capital Investment Tax Credit (CITC), established in 1998, is used to attract and grow capitalintensive industries in Florida. It is an annual credit, provided for up to 20 years, against only the corporate income tax liability or the premium tax liability generated by a qualifying project. Eligible projects are those in designated high-impact portions of the following sectors: clean energy, life sciences, financial services, information technology, semi-conductors, transportation equipment manufacturing, advanced manufacturing or a corporate headquarters facility.

Florida Space Business Incentives Act (s. 220.194, Florida Statutes)

The Florida Space Business Incentives Act, established in 2011, creates incentives to attract launch, payload, research and development and other space business to Florida. The tax credits are approved on a first-come, first-served basis. Only one application can be submitted by a business or organization each fiscal year. To qualify, the business must create 35 new jobs in Florida and invest at least \$15 million in Florida on a spaceflight project in the three previous taxable years. Once granted a tax credit, the business must file an annual report on the spaceflight project's progress. As of June 30, 2018, no applications have been received.

Rural Job Tax Credit Program (s. 212.098, Florida Statutes)

The Rural Job Tax Credit Program, established in 1997, is a tax credit provided for businesses in one of 36 designated rural areas. A new business must have at least 10 qualified employees when applying and receives a \$1,000 tax credit for each employee. The maximum amount allotted for the Rural Job Tax Credit Program is \$5 million per calendar year and a business may receive \$500,000 as a maximum tax credit.

Urban High-Crime Area Job Tax Credit Program (<u>s. 212.097</u>, Florida Statutes)

The Urban High-Crime Area Job Tax Credit Program, established in 1997, allows businesses to receive a tax credit when hiring full-time employees while operating within one of the 13 designated urban high-crime areas. A new business in a tier-one area which has at least 10 qualified employees receives a \$1,500 tax credit for each employee; a new business in a tier-two area which has at least 20 qualified employees receives a \$1,000 tax credit for each employee; and a new business in a tier-three area which has at least 30 qualified employees receives a \$500 tax credit for each employee. The maximum credit amount that may be approved during any calendar year is \$5 million.

Tax Exemptions

Semiconductor, Defense, or Space Technology Sales Tax Exemption (s. 212.08(5)(j), Florida Statutes) The Semiconductor, Defense, or Space Technology Sales Tax Exemption is for industrial machinery and equipment used in semiconductor technology facilities to manufacture, process, compound, or produce semiconductor technology products for sale or for use by these facilities; industrial machinery and equipment used in defense or space technology facilities to design, manufacture, assemble, process, compound, or produce defense technology products or space technology products for sale or for use by these facilities; and building materials purchased for use in manufacturing or expanding clean rooms in semiconductor-manufacturing facilities qualify for the tax exemption. Space Flight Activities Sales Tax Exemption (<u>s. 212.08(16)</u>, Florida Statutes)

The Space Flight Activities Sales Tax Exemption is for the sale, lease, use, storage, consumption or distribution of any orbital space facility, space propulsion system, space vehicle, satellite or station of any kind possessing space flight capacity. The sale, lease, use, storage, consumption or distribution of tangible personal property placed on or used aboard any orbital space facility, space propulsion system, space vehicle, satellite or station of any kind qualify for the tax exemption. This exemption is not affected by the failure of a launch to occur or the destruction of a launch vehicle or any components thereof.

#### Tax Refunds

Brownfield Redevelopment Bonus Tax Refund (<u>s. 288.107</u>, Florida Statutes)

The Brownfield Redevelopment Bonus Tax Refund, established in 1997, serves to improve economic opportunities within Florida's Brownfield areas. These areas have been designated as Brownfields due to the presence or perceived presence of environmental contamination. To be eligible for bonus refunds, a Brownfield area must have an executed rehabilitation agreement with the Department of Environmental Protection (DEP) or with a local government delegated by the DEP. This incentive is a partnership between the state and local communities as 20 percent of the award may be provided by the local city or county government. This tax refund is available as a standalone or as a bonus in addition to the Qualified Target Industry Tax Refund. All Brownfield Bonus projects include a performance-based contract with the state, which outlines specific milestones that must be achieved and verified by the state prior to payment of refunds.

#### Qualified Target Industry Tax Refund (<u>s. 288.106</u>, Florida Statutes)

The Qualified Target Industry (QTI) Tax Refund, established in 1994, serves to attract new highquality, high-wage jobs for Floridians. Tax refunds are made to qualifying, pre-approved businesses creating new jobs within Florida's target industries. The targeted industries include: aviation and aerospace, clean technology, defense and homeland security, financial and professional services, headquarters, information technology, life sciences, logistics and distribution, and manufacturing. All QTI projects include a performance based contract with the state, which outlines specific milestones that must be achieved and verified by the state prior to payment of refunds. This incentive is a partnership between the state and local community as 20 percent of the award comes from the local city and/or county government. Pursuant to s. 288.106(9), Florida Statutes, an applicant may not be certified as qualified after June 30, 2020.

## Appendix E: Statutes, Laws and Rules

#### Florida Statutes

<u>Chapter 212- Sales, Use, and Other Transactions</u> <u>s. 212.02</u>- Definitions <u>s. 212.08</u>- Sales, rental, use, consumption, distribution and storage tax; specified exemptions <u>s. 212.097</u>- Urban High-Crime Area Job Tax Credit Program <u>s. 212.098</u>- Rural Job Tax Credit Program <u>Chapter 213- State Revenue Laws: General Provisions</u>

s. 213.053- Confidentiality and information sharing

<u>Chapter 215- Financial Matters: General Provisions</u> <u>s. 215.97</u>- Florida Single Audit Act

#### Chapter 220- Income Tax Code

<u>Part II</u>- Tax Imposed; Apportionment <u>s. 220.1895</u>- Rural Job Tax Credit and Urban High-Crime Area Job Tax Credit <u>s. 220.191</u>- Capital investment tax credit <u>s. 220.194</u>- Corporate income tax credits for spaceflight projects

Chapter 288- Commercial Development and Capital Improvements

Part 1 - General Provisions

s. 288.018- Regional Rural Development Grants Program

s. 288.061- Economic development incentive application process

s. 288.065- Rural Community Development Revolving Loan Fund

s. 288.0655- Rural Infrastructure Fund

s. 288.0656- Rural Economic Development Initiative

s. 288.06561- Reduction or waiver of financial match requirements

s. 288.075- Confidentiality of records

s. 288.076- Return on investment reporting for economic development programs

s. 288.095- Economic Development Trust Fund

s. 288.101- Florida Job Growth Grant Fund

s. 288.106- Tax refund program for qualified target industry businesses

s. 288.107- Brownfield redevelopment bonus refunds

s. 288.108- High-impact business

s. 288.1088- Quick Action Closing Fund

s. 288.1089- Innovation Incentive Program

<u>Part VIII</u>- Enterprise Florida, Inc.

s. 288.907- Annual incentives report

<u>Part IX</u>- Technology Department

s. 288.95155- Florida Small Business Technology Growth Program

Chapter 339- Transportation Finance and Planning

s. 339.2821- Economic development transportation projects

### Chapter 403- Environmental Control

<u>Part IX</u>- Expedited Permitting <u>s. 403.973</u>- Expedited permitting; amendments to comprehensive plans

## Florida Laws

Ch. 2015-232- Section 6, at 310-311

### Federal Laws

H.R. 5297- Small Business Jobs Act of 2010



FLORIDA DEPARTMENT & ECONOMIC OPPORTUNITY

Department of Economic Opportunity Caldwell Building | 107 East Madison Street | Tallahassee, FL 32399-4120 (850) 717-8960 | www.FloridaJobs.org

# FLORIDA.

## Enterprise Florida, Inc.

800 North Magnolia Avenue, Suite 1100 | Orlando, FL 32803 (407) 956-5600 | www.EFlorida.com

The Florida Senate BILL ANALYSIS AND FISCAL IMPACT STATEMENT (This document is based on the provisions contained in the legislation as of the latest date listed below.)										
Prepared By: The Professional Staff of the Committee on Commerce and Tourism										
BILL:	SB 414									
INTRODUCER:	Senator Lee									
SUBJECT:	Sports Development									
DATE:	February 8	, 2019	REVISED:							
ANAL	YST	STAF	F DIRECTOR	REFERENCE	ACTION					
. Anderson		МсКа	У	СМ	Favorable					
2.				ATD						
3.				AP						
3				AP						

## I. Summary:

SB 236 repeals the Sports Development program created in 2014, in s. 288.11625, F.S., which thus far has not been funded by the Legislature. The bill also repeals law related to program funding and reporting requirements.

The bill takes effect July 1, 2019.

## II. Present Situation:

## **Professional Sports in Florida**

Florida is home to 10 teams currently competing in the five major professional sports leagues. The oldest major professional sports team in the state is the Miami Dolphins football franchise of the National Football League (NFL), founded in 1966 as part of the now-defunct American Football League. Orlando City Soccer Club began playing in the Major League Soccer (MLS) in 2015.<sup>1</sup> Below is a summary table of information on major professional sports franchises in Florida:

Franchise	Sport	League	Year	Facility	Facility	County
			Founded		Opened	
Miami Dolphins	Football	NFL	1966	Hard Rock Stadium (previously Sun Life Stadium)	1987	Miami-Dade

<sup>&</sup>lt;sup>1</sup> Inter Miami CF is an expansion team in MLS due to begin play in 2020. See <u>https://www.prosoccerusa.com/mls/expansion/miami/inter-miami-fort-lauderdale-stadium-training-facility-lockhart-beckham-mcdonough/</u> (last visited February 8, 2019).

Tampa Bay	Football	NFL	1976	Raymond James	1998	Hillsborough
Buccaneers				Stadium		_
Miami Heat	Basketball	NBA	1988	American	1999	Miami-Dade
				Airlines Arena		
Orlando Magic	Basketball	NBA	1989	Amway Center	2010	Orange
Tampa Bay	Hockey	NHL	1992	Amalie Arena	1996	Hillsborough
Lightening				(previously		
				Tampa Bay		
				Times Forum)		
Florida Panthers	Hockey	NHL	1993	BB&T Center	1998	Broward
Miami Marlins	Baseball	MLB	1993	Marlins Park	2012	Miami-Dade
Jacksonville	Football	NFL	1995	TIAA Field	1995	Duval
Jaguars				(previously		
				EverBank Field)		
Tampa Bay Rays	Baseball	MLB	1998	Tropicana Field	1990,	Pinellas
					occupied	
					by Rays	
					since 1998	
Orlando City	Soccer	MLS	2015	Orlando City	2017	Orange
Soccer Club				Stadium		

In addition to the 10 major professional sports teams, Florida is also home to the MLB's Spring Training Grapefruit League, with 15 teams holding preseason training and exhibition games in the state.<sup>2</sup>

### **State Incentives for Professional Sports Franchises**

#### **Professional Sports Franchise Program**

The Professional Sports Franchise program provides the procedure by which professional sports franchises in Florida may be certified to receive state sales and use tax revenue to pay for the construction or renovation of a facility for a new or retained professional sports franchise.<sup>3</sup> Local governments, non-profit, and for-profit entities may apply to the program. Approved applicants are eligible to receive annual payments totaling \$2,000,004 from the state for not more than 30 years.<sup>4</sup> The Department of Revenue (DOR) disburses the payments. The program is limited to eight certified facilities at one time.<sup>5</sup>

Currently, there are eight certified new or retained professional sports franchise facilities in Florida receiving distributions under the program. The facilities and the payment distribution for each are as follows:

<sup>&</sup>lt;sup>2</sup> For general information related to professional sports in Florida, see Florida Sports Foundation at <u>http://www.flasports.com/</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>3</sup> Section 288.1162, F.S.

<sup>&</sup>lt;sup>4</sup> Section 212.20(6)(d)6.b., F.S.

<sup>&</sup>lt;sup>5</sup> Section 288.1162(6), F.S.

Facility name	Certified entity	Franchise	First Payment	Contract Expiration	Total payments as of February 2019
Hard Rock	Dolphins	Florida	06/1994	06/2023	\$51,333,436
Stadium	Stadium/ South	(Miami)			
(previously Sun Life Stadium)	Florida Stadium	Marlins <sup>6</sup>			
TIAA Field	City of	Jacksonville	06/1994	05/2024	\$49,500,099
(previously	Jacksonville	Jaguars			
EverBank					
Field)					
Tropicana Field	City of St.	Tampa Bay	07/1995	06/2025	\$47,333,428
	Petersburg	Rays			
Amelie Arena	Tampa Bay	Tampa Bay	09/1995	08/2025	\$47,000,094
(previously	Sports	Lightning			
Tampa Bay	Authority				
Times Forum)					
BB&T Center	Broward	Florida	08/1996	07/2026	\$45,166,757
	County	Panthers			
Raymond	Hillsborough	Tampa Bay	01/1997	12/2026	\$44,333,422
James Stadium	County	Buccaneers			
American	BPL, LTD	Miami Heat	03/1998	03/2028	\$41,833,417
Airlines Arena					
Amway Center	City of Orlando	Orlando Magic	02/2008	01/2038	\$22,166,711

(Information from the Department of Revenue)<sup>7</sup>

## Sports Development Program

In 2014, the Legislature created the Sports Development program to authorize distributions of state sales and use tax revenue to fund professional sports franchise facilities, up to an annual cap of \$13 million for all certified applicants.<sup>8</sup> Applicants are evaluated and recommended by the Department of Economic Opportunity (DEO), and distributions must be approved by the Legislature. A facility cannot be a participant of this program while receiving any distributions under another state sports facility program. Distributed funds are used for the construction or improvement of a professional sports facility. The maximum annual distribution for a single facility is \$3 million, and distributions can be made for up to 30 years for a potential maximum amount of \$90 million per certified applicant. No funding has been approved by the Legislature for this program.

The professional sport franchises that can participate in the program include the National Football League, the National Hockey League, the National Basketball League, Major and Minor

<sup>&</sup>lt;sup>6</sup> The Marlins franchise relocated from Sun Life Stadium to Marlins Park for the 2012 baseball season.

<sup>&</sup>lt;sup>7</sup> Department of Revenue, *Professional Sports Franchise distributions by Fiscal Year*, (February 1, 2019) (on file with the Senate Commerce and Tourism Committee).

<sup>&</sup>lt;sup>8</sup> Sections 212.20(6)(d)6.f. and 288.11625, F.S.

League Baseball, Major League Soccer, the North American Soccer League, the Professional Rodeo Cowboys Association, and a promoter or host of a signature event administered by the Breeders' Cup Limited or the National Association of Stock Car Auto Racing (NASCAR).<sup>9</sup> In 2015 and 2016, three applicants were recommended by the DEO but distributions were not approved by the Legislature in either year.<sup>10</sup> The DEO did not receive any applications for funding during the 2018 application period.<sup>11</sup>

### Reports

Reports on both programs conducted by the Office of Program Policy Analysis and Government Accountability (OPPAGA) and the Office of Economic and Demographic Research (EDR) are required every three years, according to a timetable set forth in statute.<sup>12</sup> The Sports Development program in s. 288.11625, F.S. was scheduled for its first report on January 1, 2018, but was not evaluated in the EDR report because it has never been funded or implemented.<sup>13</sup> The OPPAGA report noted that no funds have been issued through the Sports Development Program.<sup>14</sup>

### Sales and Use Tax

Chapter 212, F.S., contains the state's statutory provisions authorizing the levy and collection of Florida's sales and use tax, as well as the exemptions and credits applicable to certain items or uses under specified circumstances. A six percent sales and use tax is levied on tangible personal property and a limited number of services. Additionally, s. 212.20, F.S., contains statutory direction for the schedule of distributions approved pursuant to ss. 288.1162 and 288.11625, F.S.

## Local Government Half-cent Sales Tax Program

The Local Government Half-cent Sales Tax Program is the largest source of state-shared revenue received by local governments. The program provides ad valorem and utility tax relief, in addition to providing eligible local governments revenues for local programs.<sup>15</sup> A local government may also pledge funds from the program for payment of principal and interest on any capital project.<sup>16</sup> Local Government Half-cent Sales Tax Program funds received by a county may be allocated for the purposes of ss. 288.1162 and 288.11625, F.S.

<sup>&</sup>lt;sup>9</sup> Section 288.11625(3)(g), F.S.

<sup>&</sup>lt;sup>10</sup> The facilities that were recommended include the Jacksonville Jaguars' EverBank Field (now known as TIAA Field), the Miami Dolphins' Hard Rock Stadium, and the Daytona International Speedway. See Law360, *3 Florida Stadiums Clear Hurdle to Renovation Tax Funds*, <u>https://www.law360.com/articles/754061/3-florida-stadiums-clear-hurdle-to-renovation-tax-funds</u>, (last visited February 8, 2019).

<sup>&</sup>lt;sup>11</sup> Letter from Ken Lawson, Executive Director, Department of Economic Opportunity, to President Galvano, President of the Florida Senate, and to Jose Oliva, Speaker of the Florida House (February 1, 2019) (on file with the Senate Committee on Commerce and Tourism).

<sup>12</sup> Section 288.0001, F.S.

<sup>&</sup>lt;sup>13</sup> See <u>http://edr.state.fl.us/content/returnoninvestment/SportsGrantsandPrograms2018.pdf</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>14</sup> Office of Program Policy Analysis and Government Accountability, *Florida Economic Development Program Evaluations* – *Year 5, Report No. 17-14, page 45,* (December 28, 2017), available at:

http://www.oppaga.state.fl.us/MonitorDocs/Reports/pdf/1713rpt.pdf (last visited February 8, 2019).

<sup>&</sup>lt;sup>15</sup> Office of Economic and Demographic Research, *2018 Local Government Financial Information Handbook*, (September 2018), available at: <u>http://edr.state.fl.us/Content/local-government/reports/lgfih18.pdf</u>, (last visited on February 8, 2019).

<sup>&</sup>lt;sup>16</sup> Section 218.64, F.S.

## III. Effect of Proposed Changes:

SB 236 repeals s. 288.11625, F.S., the Sports Development program. The bill removes the ability of a qualified applicant to receive state funding for the construction, reconstruction, renovation, or improvement of professional sports facilities under the program.

The bill also amends:

- Section 212.20(6)(d)6.f., F.S., repealing language directing the Department of Revenue to make distributions related to s. 288.11625, F.S.;
- Section 212.205, F.S., amending language to reflect the repeal of s. 212.20(6)(d)6.f., F.S.;
- Sections 218.64(2) and 218.64(3)(c), F.S., repealing language authorizing the use of local government half-cent sales tax revenue relating to s. 288.11625, F.S.; and
- Section 288.0001(2)(c), F.S., repealing language directing the OPPAGA and the EDR to provide an analysis of the program under s. 288.11625, F.S., every three years.

The bill takes effect July 1, 2019.

## IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

## V. Fiscal Impact Statement:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

Indeterminate. No state funding was authorized and no applicants were ever approved by the Legislature under the program being repealed.

## C. Government Sector Impact:

None.

#### VI. Technical Deficiencies:

None.

#### VII. Related Issues:

None.

#### VIII. Statutes Affected:

This bill substantially amends the following sections of the Florida Statutes: 212.20, 212.205, 218.64, and 288.0001.

This bill repeals section 288.11625 of the Florida Statutes.

#### IX. Additional Information:

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

None.

B. Amendments:

None.

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

By Senator Lee

	20-00387-19 2019414
1	A bill to be entitled
2	An act relating to sports development; repealing s.
3	288.11625, F.S., relating to state funding for sports
4	facility development by a unit of local government, or
5	by a certified beneficiary or other applicant, on
6	property owned by the local government; amending ss.
7	212.20, 218.64, and 288.0001, F.S.; conforming
8	provisions to changes made by the act; amending s.
9	212.205, F.S.; conforming a cross-reference; providing
10	an effective date.
11	
12	Be It Enacted by the Legislature of the State of Florida:
13	
14	Section 1. Section 288.11625, Florida Statutes, is
15	repealed.
16	Section 2. Paragraph (d) of subsection (6) of section
17	212.20, Florida Statutes, is amended to read:
18	212.20 Funds collected, disposition; additional powers of
19	department; operational expense; refund of taxes adjudicated
20	unconstitutionally collected
21	(6) Distribution of all proceeds under this chapter and ss.
22	202.18(1)(b) and (2)(b) and 203.01(1)(a)3. is as follows:
23	(d) The proceeds of all other taxes and fees imposed
24	pursuant to this chapter or remitted pursuant to s. 202.18(1)(b)
25	and (2)(b) <u>must</u> shall be distributed as follows:
26	1. In any fiscal year, the greater of \$500 million, minus
27	an amount equal to 4.6 percent of the proceeds of the taxes
28	collected pursuant to chapter 201, or 5.2 percent of all other
29	taxes and fees imposed pursuant to this chapter or remitted
	Page 1 of 7

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20-00387-19 2019414\_ 30 pursuant to s. 202.18(1)(b) and (2)(b) <u>must shall</u> be deposited 31 in monthly installments into the General Revenue Fund.

32 2. After the distribution under subparagraph 1., 8.9744 33 percent of the amount remitted by a sales tax dealer located 34 within a participating county pursuant to s. 218.61 must shall be transferred into the Local Government Half-cent Sales Tax 35 36 Clearing Trust Fund. Beginning July 1, 2003, the amount to be 37 transferred must shall be reduced by 0.1 percent, and the department shall distribute this amount to the Public Employees 38 39 Relations Commission Trust Fund less \$5,000 each month, which 40 must shall be added to the amount calculated in subparagraph 3. 41 and distributed accordingly.

3. After the distribution under subparagraphs 1. and 2.,
0.0966 percent <u>must shall</u> be transferred to the Local Government
Half-cent Sales Tax Clearing Trust Fund and distributed pursuant
to s. 218.65.

4. After the distributions under subparagraphs 1., 2., and
47 3., 2.0810 percent of the available proceeds <u>must shall</u> be
48 transferred monthly to the Revenue Sharing Trust Fund for
49 Counties pursuant to s. 218.215.

5. After the distributions under subparagraphs 1., 2., and 50 51 3., 1.3653 percent of the available proceeds must shall be 52 transferred monthly to the Revenue Sharing Trust Fund for 53 Municipalities pursuant to s. 218.215. If the total revenue to 54 be distributed pursuant to this subparagraph is at least as 55 great as the amount due from the Revenue Sharing Trust Fund for 56 Municipalities and the former Municipal Financial Assistance 57 Trust Fund in state fiscal year 1999-2000, no municipality may 58 shall receive less than the amount due from the Revenue Sharing

#### Page 2 of 7

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20-00387-19 2019414 59 Trust Fund for Municipalities and the former Municipal Financial 60 Assistance Trust Fund in state fiscal year 1999-2000. If the 61 total proceeds to be distributed are less than the amount 62 received in combination from the Revenue Sharing Trust Fund for 63 Municipalities and the former Municipal Financial Assistance Trust Fund in state fiscal year 1999-2000, each municipality 64 65 must shall receive an amount proportionate to the amount it was due in state fiscal year 1999-2000. 66

67

6. Of the remaining proceeds:

a. In each fiscal year, the sum of \$29,915,500 must shall 68 69 be divided into as many equal parts as there are counties in the 70 state, and one part must shall be distributed to each county. 71 The distribution among the several counties must begin each 72 fiscal year on or before January 5th and continue monthly for a 73 total of 4 months. If a local or special law required that any 74 moneys accruing to a county in fiscal year 1999-2000 under the 75 then-existing provisions of s. 550.135 be paid directly to the 76 district school board, special district, or a municipal 77 government, such payment must continue until the local or 78 special law is amended or repealed. The state covenants with 79 holders of bonds or other instruments of indebtedness issued by 80 local governments, special districts, or district school boards before July 1, 2000, that it is not the intent of this 81 82 subparagraph to adversely affect the rights of those holders or relieve local governments, special districts, or district school 83 boards of the duty to meet their obligations as a result of 84 85 previous pledges or assignments or trusts entered into which 86 obligated funds received from the distribution to county governments under then-existing s. 550.135. This distribution 87

#### Page 3 of 7

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SB 414

20-00387-19 2019414\_ 88 specifically is in lieu of funds distributed under s. 550.135 89 before July 1, 2000.

b. The department shall distribute \$166,667 monthly to each 90 91 applicant certified as a facility for a new or retained 92 professional sports franchise pursuant to s. 288.1162. Up to \$41,667 must shall be distributed monthly by the department to 93 94 each certified applicant as defined in s. 288.11621 for a 95 facility for a spring training franchise. However, not more than 96 \$416,670 may be distributed monthly in the aggregate to all 97 certified applicants for facilities for spring training 98 franchises. Distributions begin 60 days after such certification 99 and continue for not more than 30 years, except as otherwise 100 provided in s. 288.11621. A certified applicant identified in 101 this sub-subparagraph may not receive more in distributions than 102 expended by the applicant for the public purposes provided in s. 103 288.1162(5) or s. 288.11621(3).

104 c. Beginning 30 days after notice by the Department of 105 Economic Opportunity to the Department of Revenue that an 106 applicant has been certified as the professional golf hall of 107 fame pursuant to s. 288.1168 and is open to the public, \$166,667 108 <u>must shall</u> be distributed monthly, for up to 300 months, to the 109 applicant.

d. Beginning 30 days after notice by the Department of Economic Opportunity to the Department of Revenue that the applicant has been certified as the International Game Fish Association World Center facility pursuant to s. 288.1169, and the facility is open to the public, \$83,333 <u>must</u> shall be distributed monthly, for up to 168 months, to the applicant. This distribution is subject to reduction pursuant to s.

#### Page 4 of 7

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20-00387-19 2019414 288.1169. A lump sum payment of \$999,996 must shall be made 117 118 after certification and before July 1, 2000. 119 e. The department shall distribute up to \$83,333 monthly to 120 each certified applicant as defined in s. 288.11631 for a 121 facility used by a single spring training franchise, or up to 122 \$166,667 monthly to each certified applicant as defined in s. 123 288.11631 for a facility used by more than one spring training franchise. Monthly distributions begin 60 days after such 124 125 certification or July 1, 2016, whichever is later, and continue for not more than 20 years to each certified applicant as 126 127 defined in s. 288.11631 for a facility used by a single spring 128 training franchise or not more than 25 years to each certified 129 applicant as defined in s. 288.11631 for a facility used by more than one spring training franchise. A certified applicant 130 identified in this sub-subparagraph may not receive more in 131 132 distributions than expended by the applicant for the public purposes provided in s. 288.11631(3). 133 134 f. Beginning 45 days after notice by the Department of

135 Economic Opportunity to the Department of Revenue that an 136 applicant has been approved by the Legislature and certified by 137 the Department of Economic Opportunity under s. 288.11625 or 138 upon a date specified by the Department of Economic Opportunity 139 as provided under s. 288.11625(6)(d), the department shall 140 distribute each month an amount equal to one-twelfth of the annual distribution amount certified by the Department of 141 142 Economic Opportunity for the applicant. The department may not distribute more than \$7 million in the 2014-2015 fiscal year 143 144 more than \$13 million annually thereafter under this sub-145 subparagraph.

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	20-00387-19 2019414
146	f. <del>g.</del> Beginning December 1, 2015, and ending June 30, 2016,
147	the department shall distribute \$26,286 monthly to the State
148	Transportation Trust Fund. Beginning July 1, 2016, the
149	department shall distribute \$15,333 monthly to the State
150	Transportation Trust Fund.
151	7. All other proceeds must remain in the General Revenue
152	Fund.
153	Section 3. Subsection (2) and paragraph (c) of subsection
154	(3) of section 218.64, Florida Statutes, are amended to read:
155	218.64 Local government half-cent sales tax; uses;
156	limitations
157	(2) Municipalities shall expend their portions of the local
158	government half-cent sales tax only for municipality-wide
159	programs, for reimbursing the state as required pursuant to s.
160	<del>288.11625,</del> or for municipality-wide property tax or municipal
161	utility tax relief. All utility tax rate reductions afforded by
162	participation in the local government half-cent sales tax <u>must</u>
163	shall be applied uniformly across all types of taxed utility
164	services.
165	(3) Subject to ordinances enacted by the majority of the
166	members of the county governing authority and by the majority of
167	the members of the governing authorities of municipalities
168	representing at least 50 percent of the municipal population of
169	such county, counties may use up to \$3 million annually of the
170	local government half-cent sales tax allocated to that county
171	for any of the following purposes:
172	(c) Reimbursing the state as required under s. 288.11625.
173	Section 4. Paragraph (e) of subsection (2) of section

## 174 288.0001, Florida Statutes, is amended to read:

## Page 6 of 7

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SB 414

1	20-00387-19 2019414
175	288.0001 Economic Development Programs EvaluationThe
176	Office of Economic and Demographic Research and the Office of
177	Program Policy Analysis and Government Accountability (OPPAGA)
178	shall develop and present to the Governor, the President of the
179	Senate, the Speaker of the House of Representatives, and the
180	chairs of the legislative appropriations committees the Economic
181	Development Programs Evaluation.
182	(2) The Office of Economic and Demographic Research and
183	OPPAGA shall provide a detailed analysis of economic development
184	programs as provided in the following schedule:
185	(e) Beginning January 1, 2018, and every 3 years
186	thereafter, an analysis of the Sports Development Program
187	established under s. 288.11625.
188	Section 5. Section 212.205, Florida Statutes, is amended to
189	read:
190	212.205 Sales tax distribution reportingBy March 15 of
191	each year, each person who received a distribution pursuant to
192	<u>s. 212.20(6)(d)6.be.</u> <del>s. 212.20(6)(d)6.bf.</del> in the preceding
193	calendar year shall report to the Office of Economic and
194	Demographic Research the following information:
195	(1) An itemized accounting of all expenditures of the funds
196	distributed in the preceding calendar year, including amounts
197	spent on debt service.
198	(2) A statement indicating what portion of the distributed
199	funds have been pledged for debt service.
200	(3) The original principal amount and current debt service
201	schedule of any bonds or other borrowing for which the
202	distributed funds have been pledged for debt service.
203	Section 6. This act shall take effect July 1, 2019.
I	

## Page 7 of 7

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Ron DeSantis



Ken Lawson EXECUTIVE DIRECTOR

February 1, 2019

The Honorable Bill Galvano Senate President The Florida Senate The Capitol - Room 409 404 South Monroe Street Tallahassee, FL 32399-1100

The Honorable Jose R. Oliva Speaker of the House The Florida House of Representatives The Capitol - Room 420 402 S. Monroe Street Tallahassee, FL 32399-1300

RE: Section 288.11625, Florida Statutes, Sports Development Program

Dear President Galvano and Speaker Oliva:

As required by section 288.11625(4)(d), Florida Statutes, the Florida Department of Economic Opportunity must provide a list of ranked applicants to the Legislature by February 1 of each year. The Agency did not receive any applications for funding under the Sports development program during the 2018 application period.

Should you have any questions, please contact me at 850-245-7298.

Sincerely,

Ken Lawson **Executive Director** 

KL/km

Florida Department of Economic Opportunity | Caldwell Building | 107 E. Madison Street | Tallahassee, FL 32399 850.245.7105 | <u>www.FloridaJobs.org</u> www.twitter.com/FLDEO | www.facebook.com/FLDEO

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Facility name	Certified entity	Franchise	First Payment
Hard Rock Stadium (previously Sun Life Stadium)	Dolphins Stadium/ South Florida Stadium	Florida (Miami) Marlins[1]	Jun-94
Everbank Field	City of Jacksonville	Jacksonville Jaguars	Jun-94
Tropicana Field	City of St. Petersburg	Tampa Bay Rays	Jul-95
Amelie Arena (previously Tampa Bay Times Forum) Tampa Bay Sports Authority	Tampa Bay Sports Authority	Tampa Bay Lightning	Sep-95
BB&T Center	Broward County	Florida Panthers	Aug-96
Raymond James Stadium	Hillsborough County	Tampa Bay Buccaneers	Jan-97
American Airlines Arena	BPL, LTD	Miami Heat	Mar-98
Amway Center	City of Orlando	Orlando Magic	Feb-08

[1] The Marlins franchise relocated from Sun Life Stadium to Marlins Park for the 2012 baseball season.

 $(\mathbf{x})$ 

Total payments as of	February 2019	\$51,333,436	\$49,500,099	\$47,333,428	\$47,000,094	\$45,166,757	\$44,333,422	\$41,833,417	\$22,166,711	
	<b>Contract Expiration</b>	Jun-23	May-24	Jun-25	Aug-25	Jul-26	Dec-26	Mar-28	Jan-38	

S-001 (10/14/14)	This form is part of the public record for this meeting.
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	While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be he meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard
Lobbyist registered with Legislature:	Appearing at request of Chair: Yes VNo
Prosperity - Fluridu	Representing Amerium for Pros
Waive Speaking: In Support Against (The Chair will read this information into the record.)	Speaking: For Against Information
32302 Email pSuzermun @ ofphy.org	City State
Phone	Address 200 W. College Ave
	Job Title Pulicy Directur
	Name Phillip Suderman
Amendment Barcode (if applicable)	Topic
THE FLORIDA SENATE       Spore         APPEARANCE RECORD       Spore         (Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)       UU         Ulue       UU         Bill Number (if applicable)	THE FL         APPEARA         2/11/19         Meeting Date

# VISIT FLORIDA DELIVERING VALUE TO TAXPAYERS

**VISITFLORID** 

Dana Young President and CEO

VISIT FLORIDA

## **An Attractive State for Visitors**



## VISITFLORIDA

# **Record-breaking Success**



## **Transparency and Accountability**

- Complete and total transparency throughout the organization in everything we do.
- VISIT FLORIDA posts an abundance of information online for the public to view, including contracts, expenditure information, salaries and other information to ensure that VISIT FLORIDA is operating transparently.



# Why Market?

- Facing intense competition, Florida must be top-of-mind as a vacation destination, or less visitors will come to our state.
  - Travelers don't necessarily have a destination selected when they decided to take a vacation.
  - Florida must be one of the initial destinations a potential visitors considers in those "I-want-to-get-away" moments.
  - According to a 10-year research project by McKinsey, "getting into the initial consideration set of brands early on in the decision-making process is critical. Nearly 70 percent of brand choices are made at this point—the beginning of the journey—when a consumer is first triggered to shop."





E SECTIONS C HOME Q SEARCH





The New York Times

### VISIT**FLORIDA**.

Make moments that shine with a Florida family vacation. They'll never outgrow these memories.

GET INSPIRED









VISIT**FLORIDA**.

# **Crisis Response**

- VISIT FLORIDA works before and during crisis events to ensure our visitors and our partners are safe and have the best available information. This includes providing up-to-date lodging information for evacuees and first responders.
- After a crisis event, VISIT FLORIDA immediately works to correct misperceptions in the market as to which areas of the state are open for business.
- Finally, VISIT FLORIDA assists in the recovery of affected areas through tourism marketing support when the time is right.




# VISIT**FLORIDA**.



VISITFLORIDA.

# **Partnership**

- VISIT FLORIDA has more than 12,000 small, medium and large business partners throughout the state.
- Partnerships are most important to small and medium businesses that often do not have marketing budgets.
- VISIT FLORIDA provides turnkey marketing opportunities in domestic and international markets. This enables small businesses in Florida to reach potential customers they could not otherwise reach.
- VISIT FLORIDA also partners with several state agencies to benefit veterans and promote visitation to the state parks system.





# Campaigns

- VISIT FLORIDA has identified five key domestic consumer segments that have the potential to drive the greatest visitation to Florida:
  - Winter travelers
  - Families
  - Adventure travelers
  - Experience travelers
  - Weekend getaway travelers
- International efforts focus on Florida's foundation markets Canada, the U.K., Brazil and Germany, as well as other select international markets.
- Data drives VISIT FLORIDA's marketing efforts so potential travelers experience Florida content when they are most receptive to it.

VISIT**FLORID** 



# How We Can Work Together

- VISIT FLORIDA Reauthorization
  - Passage of SB 178 by Senator Joe Gruters and companion legislation filed by Representative Mel Ponder
- Full Funding
  - Support Governor DeSantis' VISIT FLORIDA budget recommendation on \$76 million.
  - "Although our state has much to offer, we cannot rest on our laurels and hope that our tourism success will continue without a strong state-level marketing program."
    - Governor Ron DeSantis' FY 2019-20 Budget Recommendations





## The Florida Senate BILL ANALYSIS AND FISCAL IMPACT STATEMENT

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

	Prepared By	: The Prof	essional Staff o	f the Committee on	Commerce and T	Tourism
BILL:	SB 178					
INTRODUCER:	Senator Gru	iters				
SUBJECT:	Florida Tou	rism Mar	keting			
DATE:	February 8,	2019	REVISED:	2/11/19		
ANAL	YST	STAFF	DIRECTOR	REFERENCE		ACTION
. Anderson		McKay	y	СМ	Favorable	
•				ATD		
				AP		

#### I. Summary:

SB 178 removes the scheduled repeal date for the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, and the scheduled repeal date for Division of Tourism Marketing within Enterprise Florida, Inc.

The bill does not affect state revenues or expenditures.

The bill takes effect July 1, 2019.

#### II. Present Situation:

#### Enterprise Florida, Inc. and the Division of Tourism Marketing

Enterprise Florida, Inc. (EFI) is a corporate entity organized and operated within Florida law governing non-profit corporations and is not a unit or entity of state government.<sup>1</sup> EFI acts as the economic development organization for Florida, using expertise from both the private and public sectors.<sup>2</sup> Initially created in 1992, EFI had only two responsibilities: to assist in the state's economic development efforts and to develop a strategic plan to improve the state's economic development. In 1996, the Legislature created the Office of Tourism, Trade, and Economic Development, which recognized EFI as the lead economic development entity (broadening its responsibilities) and required an incremental increase in private funding of EFI operations.<sup>3</sup> Currently, EFI serves as the state's economic development strategist, business recruiter, and facilitator of public-private investment for business ventures.<sup>4</sup>

<sup>&</sup>lt;sup>1</sup> Section 288.901(1), F.S.

<sup>&</sup>lt;sup>2</sup> Section 288.901(2), F.S.

<sup>&</sup>lt;sup>3</sup> Chapter 96-320, Laws of Fla.

<sup>&</sup>lt;sup>4</sup> See <u>https://www.enterpriseflorida.com/about-efi/</u> (last visited February 8, 2019).

Pursuant to s. 288.92, F.S.; EFI is statutorily required to maintain at least five divisions related to the following areas:

- International Trade and Business Development;
- Business Retention and Recruitment;
- Tourism Marketing;
- Minority Business Development; and
- Sports Industry Development.<sup>5</sup>

EFI's Division of Tourism Marketing is the mechanism created in statute through which EFI interacts and contracts with its direct support organization, VISIT FLORIDA. VISIT FLORIDA largely acts as EFI's Tourism Marketing Division. Statutory requirements, such as the annual development and implementation of a 4 year marketing plan, are duplicative between VISIT FLORIDA and the Division of Tourism Marketing.<sup>6</sup> The Division must be staffed by VISIT FLORIDA, but that staff is not considered to be employed by EFI.<sup>7</sup>

Pursuant to s. 288.923, F.S.; the Division of Tourism Marketing is statutorily required to:

- Maintain and implement the contract with VISIT FLORIDA;<sup>8</sup>
- Advise the Department of Economic Opportunity (DEO) and EFI on the development of domestic and international tourism marketing plans;<sup>9</sup>
- Develop a 4 year marketing plan;<sup>10</sup> and
- Submit an annual report pursuant to s. 288.92, F.S.<sup>11</sup>

The Division of Tourism Marketing will sunset on October 1, 2019, unless s. 288.923(6), F.S., is repealed or amended. This is consistent with VISIT FLORIDA's sunset date in s. 288.1226(14), F.S.

## VISIT FLORIDA

The Florida Tourism Industry Marketing Corporation, known as VISIT FLORIDA, serves as Florida's statewide destination marketing organization, and represents the state's entire tourism industry.<sup>12</sup> VISIT FLORIDA is a 501(c)(6) not-for-profit corporation and a direct support organization of Enterprise Florida, Inc.<sup>13</sup> VISIT FLORIDA's primary responsibilities include:

- Administering domestic and international advertising campaigns;
- Conducting research on tourism and travel trends;
- Conducting domestic and international marketing activities; and
- Managing the state's five welcome centers.

<sup>12</sup> Section 288.1226, F.S.

<sup>&</sup>lt;sup>5</sup> Section 288.92, F.S.

<sup>&</sup>lt;sup>6</sup> Sections 288.923(3) and 288.1226(5)(a), F.S.

<sup>&</sup>lt;sup>7</sup> Section 288.923(5), F.S.

<sup>&</sup>lt;sup>8</sup> Section 288.923(4)(a), F.S.

<sup>&</sup>lt;sup>9</sup> Section 288.923(4)(b), F.S.

<sup>&</sup>lt;sup>10</sup> Section 288.923(4)(c), F.S.

<sup>&</sup>lt;sup>11</sup> Section 288.923(4)(d), F.S.

<sup>&</sup>lt;sup>13</sup> Section 288.923, F.S.

VISIT FLORIDA also administers a number of small grant programs that provide organizations and state agencies funding for certain tourism-related activities. Grant funds total less than \$2 million per year.<sup>14</sup>

VISIT FLORIDA operates the state's five official welcome centers under contract with EFI.<sup>15</sup> Four welcome centers are located along the main travel corridors leading into the state and the fifth welcome center operates in the Capitol Complex in Tallahassee. The Department of Transportation owns the buildings that house the four highway welcome centers, but the centers are staffed and managed by VISIT FLORIDA.<sup>16</sup>

EFI, in conjunction with the DEO, appoints VISIT FLORIDA's 31-member board of directors.<sup>17</sup> The board provides guidance, input and insight into the evolution and development of VISIT FLORIDA programs, processes, and messages; acts as a steering council for various committees; and works directly with VISIT FLORIDA executive staff to guide strategy. VISIT FLORIDA's board of directors is composed of 16 regional members, with at least two representing each of the six statutorily designated geographic areas of the state, and 15 additional tourism industry related members, including:

- One from the statewide rental car industry;
- Seven from tourist-related statewide associations;
- Three from county destination marketing organizations;
- One from the cruise industry;
- One from an automobile and travel services membership organization;
- One from the airline industry; and
- One from the space tourism industry.<sup>18</sup>

VISIT FLORIDA will sunset on October 1, 2019, unless s. 288.1226(14), F.S., is repealed or amended. This is consistent with Division of Tourism Marketing's sunset date in s. 288.923(6), F.S.

#### Compliance with s. 20.058, F.S. - CSO/DSO Transparency and Reporting Requirements

Section 20.058, F.S., establishes a comprehensive set of transparency and reporting requirements for each citizen support organization (CSO) and direct support organization (DSO).

## **Reporting Requirements**

Section 20.058(1), F.S., requires each CSO and DSO to annually submit, by August 1, the following information to the agency it supports:

• The CSO or DSO's name, mailing address, telephone number, and website address;

<sup>&</sup>lt;sup>14</sup> Office of Program Policy Analysis and Government Accountability, *Florida Economic Development Program Evaluations Year 5 Report 17-13*, December 1, 2017. Available at: <u>http://www.oppaga.state.fl.us/Summary.aspx?reportNum=17-13</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>15</sup> Section 288.12265, F.S.

<sup>&</sup>lt;sup>16</sup> See <u>https://www.visitflorida.com/en-us/visitor-services/florida-welcome-centers.html</u> (last visited February 8, 2019)

<sup>&</sup>lt;sup>17</sup> See <u>http://www.visitflorida.org/about-us/who-we-are/board-of-directors/</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>18</sup> Section 288.1226(4), F.S.

- The statutory authority or executive order that created the CSO or DSO;
- A brief description of the mission and results obtained by the CSO or DSO;
- A brief description of the CSO or DSO's plans for the next three fiscal years;
- A copy of the CSO or DSO's code of ethics; and
- A copy of the CSO or DSO's most recent Internal Revenue Service (IRS) Form 990.<sup>19</sup>

The DEO, on behalf of EFI, has submitted this information annually with regards to VISIT FLORIDA.<sup>20</sup>

### Transparency of Reported CSO or DSO Information

Section 20.058(2), F.S., provides that each agency receiving information from a CSO or DSO pursuant to s. 20.058(1), F.S., shall make such information available to the public through the agency's website. If the organization maintains a website, the agency's website must provide a link to the organization's website.

The DEO, Enterprise Florida, Inc., and VISIT FLORIDA each have links on their websites to the other entities.<sup>21</sup> VISIT FLORIDA provides online access to their public records and information required in s. 20.058(1), F.S. to the public.<sup>22</sup>

Section 20.058(3), F.S., provides that, by August 15 of each year, each agency shall report to the Governor, the President of the Senate, the Speaker of the House of Representatives, and the Office of Program Policy Analysis and Government Accountability the information provided by each CSO and DSO. The report must also include a recommendation by the agency, with supporting rationale, to continue, terminate, or modify the agency's association with each organization.

The DEO submitted its report by August 15, 2018, on behalf of EFI, in which the DEO recommends the continued collaboration and association between the DEO, EFI, and VISIT FLORIDA.<sup>23</sup>

#### Contract Requirements

Section 20.058(4), F.S., provides that any contract between an agency and a CSO or DSO must be contingent upon the CSO or DSO submitting and posting information pursuant to s. 20.058(1) and (2), F.S. The contract must also include a provision for the orderly cessation of operations and reversion to the state of state funds held in trust by the organization within 30 days after its

<sup>23</sup> Department of Economic Opportunity, 2018 DSO Report, available at

<sup>&</sup>lt;sup>19</sup> The IRS Form 990 is the an annual information return required to be filed with the IRS by most organizations exempt from federal income tax under 26 U.S.C. s. 501. The most recent Form 990 provided by VISIT FLORIDA is from 2016 and *available here: <u>https://www.visitflorida.org/media/52357/annual-tax-return-2017.pdf</u> (<i>last visited February 8, 2019*). <sup>20</sup>Department of Economic Opportunity, *2018 DSO Report*, available at

<sup>&</sup>lt;u>http://floridafiscalportal.state.fl.us/Document.aspx?ID=18027&DocType=PDF</u> (February 8, 2019); See also <u>https://www.visitflorida.org/about-us/media/public-records/</u> and <u>https://www.visitflorida.org/about-us/what-we-do/</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>21</sup> See <u>http://www.floridajobs.org/</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>22</sup> See <u>https://www.visitflorida.org/about-us/media/public-records/</u> (last visited February 8, 2019).

http://floridafiscalportal.state.fl.us/Document.aspx?ID=18027&DocType=PDF (February 8, 2019).

authorizing statute is repealed, the contract is terminated, or the organization is dissolved. If an organization fails to submit the required information for two consecutive years, the agency head shall terminate any contract between the agency and the organization.

Though the Operating Agreement for Direct – Support Activities between Enterprise Florida, Inc. and VISIT FLORIDA does not appear to reference the 20.058(1) and (2), F.S. posting requirements, the DEO provided the required information in its 2018 DSO report. The contract between the DEO and VISIT FLORIDA does provide that VISIT FLORIDA assets revert to the state in the event of dissolution of VISIT FLORIDA.<sup>24</sup>

#### Compliance with s. 215.981, F.S. - CSO/DSO Audit Requirements

Section 215.981(1), F.S., requires each CSO and DSO created or authorized pursuant to law with annual expenditures in excess of \$100,000 to provide for an annual financial audit of its accounts and records.

VISIT FLORIDA submitted its most recent annual financial audit in compliance with ss. 288.1226(7) and 215.981(1), F.S. to OPAGGA, the Florida Auditor General, and DEO on September 17, 2018.<sup>25</sup>

### Compliance with s. 112.3251, F.S. - CSO/DSO Ethics Code Requirement

Section 112.3251, F.S., requires a CSO or DSO created or authorized pursuant to law to adopt its own ethics code. The ethics code must contain the specified standards of conduct and disclosures provided in ss. 112.313 and 112.3143(2), F.S.<sup>26</sup> A CSO or DSO may adopt additional or more stringent standards of conduct and disclosure requirements and must conspicuously post its code of ethics on its website.<sup>27</sup>

VISIT FLORIDA has their code of ethics posted online and it is in compliance with sections 112.313 and 112.3143 of the Florida Statutes.<sup>28</sup>

#### **Compliance with Specific Administrative Requirements**

Sections 288.1226 and 288.923, F.S. specify administrative requirements for VISIT FLORIDA and the EFI Division of Tourism Marketing. As part of the DSO sunset review legislative staff have reviewed their compliance with these requirements, and with the resources available, have found that the following requirements are met:

- Board of directors based on region and industry;<sup>29</sup>
- Contracts with EFI;<sup>30</sup>

<sup>&</sup>lt;sup>24</sup> VISIT FLORIDA, *SB18-003 Visit Florida – DEO Agreement Executed FY2017-18*, (February 8, 2019) (on file with the Senate Commerce and Tourism Committee).

<sup>&</sup>lt;sup>25</sup> See <u>https://www.visitflorida.org/about-us/media-and-public-records/audits/</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>26</sup> Some of the standards of conduct and disclosures in ss. 112.313 and 112.3143(2), F.S., include misuse of public position, solicitation or acceptance of gifts, unauthorized compensation, and voting conflicts.

<sup>&</sup>lt;sup>27</sup> Section 112.3251, F.S.

<sup>&</sup>lt;sup>28</sup> See <u>https://www.visitflorida.org/about-us/media/public-records/miscellaneous/</u> (last visited February 8, 2019).

<sup>&</sup>lt;sup>29</sup> Id.

<sup>&</sup>lt;sup>30</sup> Section 288.923(3), F.S.

- VISIT FLORIDA maintains a standing contract with EFI and an annual contract is adopted with DEO.
- Annually updates their 4 year marketing plan;<sup>31</sup>
- Annually completes financial and compliance audits;<sup>32</sup>
- Operates in the Sunshine per ss. 119 and 286, F.S.; and <sup>33</sup>
- Submits a quarterly report to EFI.<sup>34</sup>

For the 2018-19 Fiscal Year, VISIT FLORIDA received a legislative appropriation of \$76 million.<sup>35</sup> VISIT FLORIDA receives its state fund appropriations from DEO and not EFI. As a result, VISIT FLORIDA has an annual contract for funding with DEO, and an operating agreement with EFI.<sup>36</sup>

#### III. Effect of Proposed Changes:

SB 178 removes that scheduled repeal dates for the Florida Tourism Industry Marketing Corporation, known as VISIT FLORIDA, and the Division of Tourism Marketing within Enterprise Florida, Inc.

#### IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

<sup>&</sup>lt;sup>31</sup> Section 288.923(4)(c), F.S.

<sup>&</sup>lt;sup>32</sup> Sections 288.923(4)(d)(4) and 288.1226(7), F.S.

<sup>&</sup>lt;sup>33</sup> Sections 288.1226(9) through 288.1226(13), F.S.

<sup>&</sup>lt;sup>34</sup> Section 288.1226(8), F.S.

<sup>&</sup>lt;sup>35</sup> Chapter 2018-9, Laws of Fla.

<sup>&</sup>lt;sup>36</sup> VISIT FLORIDA, *SB18-003 Visit Florida – DEO Agreement Executed FY2017-18*, (February 8, 2019) (on file with the Senate Commerce and Tourism Committee).

#### V. Fiscal Impact Statement:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

None.

#### VI. Technical Deficiencies:

None.

#### VII. Related Issues:

None.

#### VIII. Statutes Affected:

This bill repeals sections 288.1226(14) and 288.923(6) of the Florida Statutes.

#### IX. Additional Information:

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

None.

B. Amendments:

None.

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

By Senator Gruters

	23-01087-19 2019178
1	A bill to be entitled
2	An act relating to Florida tourism marketing; amending
3	s. 288.1226 and s. 288.923, F.S., relating to the
4	Florida Tourism Industry Marketing Corporation direct-
5	support organization and the Division of Tourism
6	Marketing of Enterprise Florida, Inc., respectively;
7	abrogating the scheduled repeal of provisions related
8	to the corporation and the division, respectively;
9	providing an effective date.
10	
11	Be It Enacted by the Legislature of the State of Florida:
12	
13	Section 1. Subsection (14) of section 288.1226, Florida
14	Statutes, is amended to read:
15	288.1226 Florida Tourism Industry Marketing Corporation;
16	use of property; board of directors; duties; audit
17	(14) REPEALThis section is repealed October 1, 2019,
18	unless reviewed and saved from repeal by the Legislature.
19	Section 2. Subsection (6) of section 288.923, Florida
20	Statutes, is amended to read:
21	288.923 Division of Tourism Marketing; definitions;
22	responsibilities
23	(6) This section is repealed October 1, 2019, unless
24	reviewed and saved from repeal by the Legislature.
25	Section 3. This act shall take effect July 1, 2019.

# Page 1 of 1

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

Rick Scott





The Honorable Rick Scott, Governor State of Florida The Capitol 400 South Monroe Street Tallahassee, FL 32399-0001

Dear Governor Scott:

Pursuant to section 20.058, Florida Statutes, the Department of Economic Opportunity is providing this report on its direct-support organization, The Florida Concrete Masonry Education Council, Inc. (Council). The Council was created by section 446.53, Florida Statutes, as a Florida nonprofit corporation.

Information provided in compliance with section 20.058(1), Florida Statutes, is as follows:

- a) Name, mailing address, telephone number, and website address: The Florida Concrete Masonry Education Council, Inc.
   6353 Lee Vista Boulevard, Orlando, FL, 32833 (407) 988-6414
   www.floridamasonrycouncil.org.
- b) Statutory Authority: Section 446.53, Florida Statutes
- c) Mission description and results: Coordinate a statewide program to inform and educate the public about the sustainability and economic benefits of concrete masonry products and train individuals in the field of concrete masonry.
- d) Description of the Council's plans for the next three fiscal years: See attached.
- e) Copy of the Council's Code of Ethics: See attached.
- f) Copy of the Council's most recent federal Internal Revenue Service Return: See attached.

It is DEO's recommendation to continue the agency's association with the Council as a direct support organization. The Council plays a key role in educating and training concrete masonry professionals, which contributes to Florida's growing economy.

If you have any questions regarding this recommendation, please feel free to contact me.

Sincerely **Cissy Proctor Executive Director** 

cc: Jim Painter, Executive Director, Florida Concrete Masonry Education Council

Florida Department of Economic Opportunity | Caldwell Building | 107 E. Madison Street | Tallahassee, FL 32399 850.245.7105 | www.floridajobs.org www.twitter.com/FLDEO | www.facebook.com/FLDEO

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#### August 1, 2018

Ms. Trina Travis, PMP<sup>®</sup> Senior Manager, Partnerships and Strategic Initiatives Florida Department of Economic Opportunity 107 E. Madison Street Tallahassee, FL 32399-4135

Ms. Merideth Middleton, *M.A.T.S.* Florida Department of Economic Opportunity Contract Manager, Workforce Services, Contracts and Grants 107 E. Madison Street Tallahassee, FL 32399-4135

Submitted via email to: Trina.Travis@deo.myflorida.com Merideth.Middleton@deo.myflorida.com

Re: August 1, 2018 Report - Florida Concrete Masonry Education Council, Inc.

Dear Ms. Travis and Ms. Middleton,

As required by section 6.3 of the <u>Memorandum of Agreement</u> ("MOA") between the Florida Department of Economic Opportunity ("DEO") and the Florida Concrete Masonry Education Council, Inc. (the "Council"), the following information is provided with reference to the pertinent subsections of the MOA:

6.3.1 – Florida Concrete Masonry Education Council, Inc.

P.O. Box 12018 Gainesville, FL 32604

407.988.6414

www.floridamasonrycouncil.org

6.3.2 - The Council was created by Florida Statute 446.53.

6.3.3 - The mission of the Council is to coordinate a statewide program to inform and educate the public about the sustainability and economic benefits of concrete masonry products and train individuals in the field of concrete masonry. To accomplish this mission the Council has:

Contracted with the Florida Masonry Apprentice and Educational Foundation (MAEF) to maintain and add apprenticeship programs throughout Florida using the National Center for Construction Education and Research (NCCER) curriculum, retain and add apprentices, retain and add contractors for the apprenticeship program, implement a masonry 'Quick Start' program, maintain preapprenticeship programs in schools throughout Florida, and develop an educational campaign to increase awareness of masonry pre-apprenticeship and apprenticeship programs. The campaign is presented at middle school career

#### **Board of Directors**

Monica Manolas *CEMEX* Chair

Robert Carlton Capital Concrete & Masonry Solutions Vice Chair & Treasurer

Darryl Fales Preferred Materials Concrete Secretary

Justin Lord Central Broward Construction Immediate Past Chair

Jim Painter FL Concrete Masonry Education Council Executive Director

Trina Travis FL Dept. of Economic Opportunity Liaison

Dr. Michael Armbruster Orange County Public Schools

Randy Dunlap Titan Florida

Adam Freeman A-1 Block

Troy Maschmeyer Maschmeyer Concrete Company

Antonio R. Obregon Formrite Construction

Jay Snyder MASONPRO, Inc.

Preston Sparkman Quality Precast

Address: P.O. Box 12018 Gainesville, FL 32604

Email: Jim@floridamasonrycouncil.org Ms. Trina Travis Ms. Merideth Middleton August 1, 2018 Page 2

exploration classes, high school career fairs, parent nights, and other opportunities to promote the masonry profession.

- Continued its efforts to expand opportunities to work with the Florida Department of Corrections on its infacility training programs that are located throughout the state. The continuing goals are to provide inmates with masonry pre-apprenticeship training and improve the referral process for ex-offenders to their local CareerSource offices for subsequent referral to masonry employers.
- Continued outreach efforts to Local Workforce Development Boards to encourage the use of Workforce Innovation and Opportunity Act (WIOA) training dollars to support the training of masons for the construction industry.
- Contracted with the Masonry Association of Florida (MAF). MAF has authored white papers for publication in the American Institute of Architects (AIA) magazine, created and distributed a quarterly Newsletter to over 2,600 industry professionals, presented webinars relating to industry relevant changes to the Florida Building Code, and provided Continuing Education to the industry.
- Through its contract with MAF, continued to provide a Help Desk for engineers, architects, contractors, and code inspectors.
- Through its Executive Director, the Council participated with the Construction Industry Workforce Consortium. Consortium members meet to address the workforce issues challenging the construction industry.
- Contracted with the Florida Concrete & Products Association (FC&PA) to continue informing and educating the public about the benefits of masonry construction. The website has been enhanced with additional vignettes, e.g., interviewing a homeowner, builder, and architect asking, "Why Block?", and produced a 30-second television spot that pays homage to masons. Across social media platforms, the following has been achieved:
  - Facebook: 1,987 followers
  - Website visits from Facebook: 2,419
  - Impressions on Facebook: 110,310
  - YouTube: summer spot (masons) 38,460 views
  - YouTube: We Rely on Block (architect, builder, homeowner interviews) 1,084 views
- FC&PA has produced and distributed digital media campaigns. The "Here We Go Again" hurricane digital ad campaign has brought large numbers of visitors to the website.
- Contracted with the Rinker School of Construction Management at the University of Florida to provide a residential market analysis report. The report identified areas and types of opportunity within Florida for masonry construction and increased masonry construction market share.
- Applied for and received a grant from the National Concrete Masonry Association (NCMA) to partially fund the migration of the print version of NCCER masonry training to an online learning environment. Provided additional industry financial support can be obtained, the migration will be completed. If completed, this will significantly increase the ability to deliver certified masonry training to many more Florida citizens.

Ms. Trina Travis Ms. Merideth Middleton August 1, 2018 Page 3

6.3.4 – The Council's plan for 2018 - 2021 is provided as an attachment to the email conveying this report.

6.3.5 - The Council's current Code of Ethics is provided as an attachment to the email conveying this report.

6.3.6 - The Council's 2017 federal Internal Revenue Service (IRS) Return of Organization Exempt from Income Tax (Form 990) is provided as an attachment to the email conveying this report. Also attached is the Council's initial 2019 Budget, which was approved at the Council's June 14, 2018 Annual Meeting.

6.3.7 – This report and its referenced attachments are in portable document format (PDF) to facilitate publication on the DEO website. The link to the Council's website is: <u>http://www.floridamasonrycouncil.org</u>.

Together we are building a sustainable Florida with Florida resources and Florida manpower one block at a time. If you have any questions, please contact me at: <u>jim@floridamasonrycouncil.org</u> or 352.494.8960.

Sincerely,

Jim Painter

Jim Painter Executive Director Florida Concrete Masonry Education Council, Inc.

cc: Anita Richardson, DEO (via email: Anita.Richardson@deo.myflorida.com)

Attachments to the email conveying this report:

- Strategic Plan: 2018-2021
- Code of Ethics
- IRS Form 990 2017
- Initial 2019 Budget

### Draft Strategic Plan: July 2018 – June 2021

The Florida Concrete Masonry Education Council has identified the following as its Strategic Plan for the period specified above.

#### Goals:

- Make masonry a top 10 preferred career option for Florida's technical and vocational students and others looking for high skill, high wage careers,
- Identify and leverage additional funding sources for industry training,
- Make masonry the top choice for building single and multi-family homes throughout Florida,
- Maintain the industry's 'materials of choice' standing for commercial and industrial buildings,
- Create living (and higher) wage jobs for Florida residents,
- Retain the masonry workforce through economic ebbs,
- Pursue masonry as a skilled trade that requires state licensing,
- Create masonry industry career paths, and
- Create safe and efficient homes for Floridians, thereby saving lives and reducing property loss.

#### Challenges:

- Age and eminent retirement of many of its current employees; predominantly masons, laborers, and supervisory personnel,
- Difficulty attracting and training a sufficient number of the next generation of industry employees,
- Insufficient number of contractors. If our contractors don't participate, we won't have jobs for the apprentices,
- Inconsistent attendance in apprenticeship programs,
- Difficulty attracting and compensating qualified instructors,
- Lack of reliable transportation to/from home/office/work sites/education campus,
- Lack of documentation by those interested in masonry industry careers, and
- Lack of documentation, housing, transportation, and/or restricted or prohibited access by exoffenders to certain job sites.

#### Strategies for Overcoming Challenges and Achieving Goals:

- Develop a single Statewide Masonry Apprenticeship Program. Each chapter within this system would have a subcommittee to run the local apprenticeship program. One representative from each chapter would make up the State Executive Committee,
- Promote a masonry program to all high schools that offer a construction trades curriculum,
- Implement a platform ("hall") to connect masonry contractors and individual service providers,
- Explore the possibly of starting Trade Schools within public school districts/community colleges. Encourage these institutions to provide buildings and instructors with oversight by an all industry board,
- Develop a 'train-the-trainers' methodology for employer worksites and correctional institutions,
- Digitize training text books and implement a learning management system to enable and encourage flexible and independent learning and validation of acquired knowledge,

- Work with the State of Florida to develop and implement incentive programs for contractors that employ apprentices. The incentive programs would be integrated with the CareerSource Florida system,
- Encourage industry members to sit on/participate with Local Workforce Development Boards,
- Facilitate the hiring of fully certified and industry experienced professionals to deliver 'hands-on' learning to each contractor's yard,
- Facilitate alternative means of and transportation services, e.g., an industry supported 'UBER/Lyftlike' programs, coordination with automotive services training programs to repair vehicles and make the vehicles available for students use,
- Promote and offer a plan reading course to third year students or any mason interested in becoming a foreman, and
- Develop and implement incentive programs to attract and retain masonry industry interest, employment, continuing education, and advancement. Incentives could include:
  - Student stipends (pay for attendance/performance),
  - Providing meals for weekend class/workshop attendance,
  - Awarding tools to recognize advancement throughout training programs,
  - Cash awards for completing training, graduation, class standing, etc., and
  - Providing on-going transportation assistance, low cost vehicle purchase/finance programs.
- Promote purpose, i.e. being an artisan, being responsible for the safety and security of homebuyers, opportunities to earn and learn, working outside, multiple career paths to attract individuals to masonry careers,
- Identify and publicize high technology and advanced manufacturing careers available within the masonry industry,
- Expand the supply chain of workers via social media,
- Continue to develop and maintain a strong and effective social media presence,
- Provide masonry construction life cycle costs and value engineering for builders,
- Provide value propositions to multiple industry constituencies and consumers,
- Develop alternative training programs and training delivery systems,
- Continue to inform the public about the benefits of masonry construction, and
- Acquire data and analysis to support and measure initiatives.

#### Measurements of Progress:

- Increase in number of training/apprenticeship programs throughout the State,
- Increase in the number of participating educational institutions,
- Increase in the number of participating contractors,
- Increase in the number of students,
- Increase in the number of program graduates,
- Increase in wages,
- Meeting the employment and training needs of contractors, and
- Increase in the construction of residential and commercial concrete structures as verified by third party market analysis reports.

# Florida Concrete Masonry Education Council, Inc. CODE OF ETHICS/CONFLICT OF INTEREST POLICY<sup>1</sup>

### **PREAMBLE**

- (1) It is essential to the proper conduct and operation of the Florida Masonry Education Council, Inc. (herein "Council"), a direct support organization ("DSO"), that its board members, officers, and employees remain independent and impartial and that their position is not used for private gain. Therefore, the Florida Legislature, pursuant to sections 112.3251, 112.313, and 112.3143(2), Florida Statutes (2014), requires the Council, operating as a DSO, to establish a Code of Ethics that protects against conflicts of interest and establishes standards of conduct for DSO board members, officers and employees in situations where conflicts may arise.
- (2) It is the policy of the state that no DSO board member, officer, or employee shall have any interest, financial or otherwise, direct or indirect, or shall incur any obligation of any nature which is in substantial conflict with the proper discharge of his or her duties for the DSO. To implement this policy and strengthen the faith and confidence of the people in DSOs, there is enacted a Code of Ethics/Conflict of Interest Policy setting forth standards of conduct required of Council board members, officers and employees in the performance of their official duties.

### **STANDARDS**

The following standards of conduct are enumerated in Chapter 112, Florida Statutes (2014), and are required by section 112.3251, Florida Statutes, to be observed by DSO board members, officers and employees and shall apply to board members, officers, or employees of the Council:

#### 1. Prohibition of Solicitation or Acceptance of Gifts

A DSO board member, officer, or employee shall not solicit or accept anything of value to the recipient, including a gift, loan, and reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the DSO board member, officer or employee would be influenced thereby.

## 2. Prohibition of Accepting Compensation Given to Influence a Vote

A DSO board member, officer, or employee shall not accept any compensation, payment, or thing of value when the person knows, or, with reasonable care, should know that it was given to influence a vote or other action in which the DSO board member, officer, or employee was expected to participate in his or her official capacity.

#### **3.** Salary and Expenses

<sup>&</sup>lt;sup>1</sup> Previously reviewed and approved by the Florida Department of Economic Opportunity and adopted by the Florida Concrete Masonry Education Council as the Code of Ethics to protect against conflicts of interest and establish standards of conduct for board members, officers and employees.

A DSO board member or officer shall not be prohibited from voting on a matter affecting one's salary, expenses, or other compensation as a DSO board member or officer, as provided by law.

## 4. Misuse of Public Position

A DSO board member, officer or employee shall not corruptly use or attempt to use one's official position or any property or resource of the Council which may be within one's trust, or perform one's official duties to secure a special privilege, benefit, or exemption.

# 5. Prohibition of Misuse of Privileged Information

A DSO board member, officer or employee shall not disclose or use information not available to members of the general public and gained by reason of one's official position for one's personal gain or benefit or for the personal gain or benefit of any other person or business entity.

# 6. Post-Office/Employment Restrictions

A person who has been elected to any DSO board or office or who is employed by a DSO may not personally represent another person or entity for compensation before the governing body of the DSO of which he or she was a board member, officer, or employee for a period of two years after he or she vacates that office or employment position.

# 7. Prohibition of Employees Holding Office

A person may not be both a DSO employee and a DSO board member at the same time.

# 8. Requirements to Abstain From Voting

A DSO board member or officer shall not vote in official capacity upon any measure which would affect his or her special private gain or loss, or which he or she knows would affect the special gain or any principal by whom the board member or officer is retained. When abstaining, the DSO board member or officer, prior to the vote being taken, shall make every reasonable effort to disclose the nature of his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes. If it is not possible for the DSO board member or officer to file a memorandum before the vote, the memorandum must be filed with the person responsible for recording no later than 15 days after the vote.

## 9. Failure to Observe DSO Code of Ethics/Conflict of Interest Policy

Failure of a DSO board member, officer, or employee to comply with the Code of Ethics/Conflict of Interest Policy may result in the removal of that person from their position. Further, failure of the DSO to observe the Code of Ethics/Conflict of Interest Policy may result in the Florida Department of Economic Opportunity terminating its Agreement with the DSO.



			Jan - Dec 2019
ncome			Approved by Board June 2018
	2019 Contribu	itions	2,052,000.0
	Projected Car	ry Forward Cash	317,000.0
	5% Reserve		-150,000.0
	Carry Forwar	d of 5% Reserve Cash	0.0
Fotal Inco	me		2,219,000.0
			2,219,000.0
Expense	Marketing and	Advortising	750.0
			750.0
	Operating Ex		
		ank Service Charges	250.0
		ostage/Mailings	200.0
		office Supplies	200.0
	1	elephone/Computer Expense	1,500.0
		loard Meetings & Board Travel	1,500.0
		nsurance- Liability-D&O	2,500.0
		leeting Expense (other)	2,000.0
	1	xec Director Travel Expense	28,000.0
	Total Operation		36,900.0
	Employee Ex		
	1	ayroll Admin Fees	2,050.0
		ayroll Taxes	10,000.0
		Vorkers Comp lenefits	1,000.0
		alary	107,625.0
	1	onus if earned	0.0
	Total Employe		135,675.0
	Professional	Fees	
	F	iling Fees	1,600.0
	1	uditing and Taxes	10,000.0
		egal Fees	5,000.0
		lanagement Fee	150,000.0
	Total Profess		166,600.0
	Contracted Se	arvices	
	UF Market Stu		51,612.0
	MAEF Trainin	· ·	403,700.0
		the Public Contracts	403,700.0
		IAF Education of Engineers and Architects/ Codes and Standards)	255,000.0
	1	C & PA (Education - Public Information & Education)	1,004,000.0
	1	lasonry Codes and Standards	0.0
	Total Other E		1,714,312.0
	Unobligated S		165,513.0
Fotal Expe	neo		2,219,000.0

#### Notes

<sup>1</sup> Based on 2018 current forecast with actuals

<sup>2</sup> New budget item for ACH payments

<sup>3</sup> Reduction in planned expenditures due to switching to ACH payments

<sup>4</sup> Increases in prices since 2017; expected to increase in 2019

Verdeja, De Armas & Trujillo, LLP 255 Alhambra Cir Ste 560 Coral Gables, FL 33134-7417

THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC POST OFFICE BOX 12018 GAINESVILLE, FL 32604

# Verdeja, De Armas & Trujillo, LLP 255 Alhambra Cir Ste 560 Coral Gables, FL 33134-7417 305-446-3177

July 24, 2018

#### CONFIDENTIAL

THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC POST OFFICE BOX 12018 GAINESVILLE, FL 32604

Dear :

We have prepared the following returns from information provided by you without verification or audit.

Return of Organization Exempt From Income Tax (Form 990)

We suggest that you examine these returns carefully to fully acquaint yourself with all items contained therein to ensure that there are no omissions or misstatements. Attached are instructions for signing and filing each return. Please follow those instructions carefully.

Enclosed is any material you furnished for use in preparing the returns. If the returns are examined, requests may be made for supporting documentation. Therefore, we recommend that you retain all pertinent records for at least seven years.

In order that we may properly advise you of tax considerations, please keep us informed of any significant changes in your financial affairs or of any correspondence received from taxing authorities.

If you have any questions, or if we can be of assistance in any way, please call.

Sincerely,

Verdeja, De Armas & Trujillo, LLP

Department of the Treasury Internal Revenue Service

# **Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations) Do not enter social security numbers on this form as it may be made public. Go to www.irc.gov/Form000 for instructions and the latest information

OMB No. 1545-0047 2017

2017
Open to Public
Inspection

A	For the 2017	calendar year, or tax year beginning , and ending			hispeetteri				
в	Check if applicable:	C Name of organization THE FLORIDA CONCRETE MASONRY		D Employer	identification number				
$\square$	Address change	EDUCATION COUNCIL INC							
Ē	Name change	Doing business as			255713				
H	Initial return	Number and street (or P.O. box if mail is not delivered to street address) <b>POST OFFICE BOX 12018</b>	Room/suite	E Telephone number 407-895-9333					
님	Final return/	City or town, state or province, country, and ZIP or foreign postal code		107-0	55555				
닏	terminated	GAINESVILLE FL 32604		<b>G</b> Gross rece	eipts \$ 1,748,926				
	Amended return	F Name and address of principal officer:							
	Application pending	JUSTIN LORD	H(a) Is this a gr	oup return for s	ubordinates? Yes X No				
			H(b) Are all sub	oordinates inclu	uded? Yes No				
			lf "No,	" attach a list.	(see instructions)				
I	Tax-exempt status	X 501(c)(3) 501(c) ( ) (insert no.) 4947(a)(1) or 527							
J	Website:	TWW.FLORIDAMASONRYCOUNCIL.ORG	H(c) Group exe						
	Form of organization	Corporation Trust Association Other L	Year of formation: 2	014	M State of legal domicile: FL				
F		immary							
		escribe the organization's mission or most significant activities:							
8	SEE	SCHEDULE O							
าลท									
Governance									
Ĝ	2 Check t		% of its net asse	1 1					
~		of voting members of the governing body (Part VI, line 1a)			14				
Activities	4 Number	of independent voting members of the governing body (Part VI, line 1b)		4	14				
tivit		nber of individuals employed in calendar year 2017 (Part V, line 2a)			1				
Ac		nber of volunteers (estimate if necessary)			0				
		elated business revenue from Part VIII, column (C), line 12			0				
	<b>b</b> Net unr	lated business taxable income from Form 990-T, line 34	Prior Ye		O Current Year				
	8 Contribu	ions and grants (Part VIII, line 1h)		5,542	1,748,926				
Jue	9 Program	service revenue (Part VIII, line 2g)			0				
Revenue	10 Investm	nt income (Part VIII, column (A), lines 3, 4, and 7d)			0				
å	11 Other re	venue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)			0				
		enue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,70	5,542	1,748,926				
		nd similar amounts paid (Part IX, column (A), lines 1–3)			0				
		paid to or for members (Part IX, column (A), line 4)			0				
G	15 Salarias	other compensation, employee benefits (Part IX, column (A), lines 5-10)	12	3,787	131,796				
penses	16a Profess	nal fundraising fees (Part IX, column (A), line 11e)			0				
	<b>b</b> Total fu	draising expenses (Part IX, column (D), line 25) 0							
ш		penses (Part IX, column (A), lines 11a–11d, 11f–24e)	1,40	2,993	2,025,021				
	18 Total ex	enses. Add lines 13–17 (must equal Part IX, column (A), line 25)		6,780	2,156,817				
	19 Revenu	less expenses. Subtract line 18 from line 12		8,762	-407,891				
s or			Beginning of Cu		End of Year				
sset	20 Total as	ets (Part X, line 16)		3,256	730,258				
Net Assets or	21 Total lia	ilities (Part X, line 26)		5,107 8 140	720.250				
		ts or fund balances. Subtract line 21 from line 20	1,13	8,149	730,258				
		gnature Block							
		perjury, I declare that I have examined this return, including accompanying schedules and statemer omplete. Declaration of preparer (other than officer) is based on all information of which preparer h	,	,	vieage and belief, it is				

Sign Signature of officer Date EXECUTIVE DIRECTOR Here JIM PAINTER Type or print name and title PTIN Print/Type preparer's name Preparer's signature Date Check if Paid MANUEL ALVAREZ 07/24/18 self-employed P01404480 Preparer DE ARMAS & TRUJILLO, 20-4989621 VERDEJA, LLP Firm's EIN Firm's name Use Only 255 ALHAMBRA CIR STE 560 305-446-3177 CORAL GABLES, FL 33134-7417 Phone no. Firm's address May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Form	990 (2017) THE FLORIDA CONCRE	TE MASONRY	47-1255713	Page <b>2</b>
Pa	art III Statement of Program Servic	-		<b>1</b> 27
	Check if Schedule O contains a	response or note to any lin	e in this Part III	X
	Briefly describe the organization's mission:			
2	SEE SCHEDULE O			
	••••••			
2	Did the organization undertake any significant pro	gram services during the year which	ch were not listed on the	
	prior Form 990 or 990-EZ?			Yes X No
	If "Yes," describe these new services on Schedule			
3	Did the organization cease conducting, or make s	significant changes in how it condu	cts, any program	
	services?			Yes X No
	If "Yes," describe these changes on Schedule O.			
4	Describe the organization's program service acco			-
	expenses. Section 501(c)(3) and 501(c)(4) organize the total expenses, and revenue, if any, for each		amount of grants and allocations to c	iners,
	the total expenses, and revenue, if any, for each	program service reported.		
I S A T F	(Code: )(Expenses \$ 2,150 IN ACCORDANCE WITH SECTION TATEWIDE PROGRAM TO INFO IND ECONOMIC BENEFITS OF THE FIELD OF CONCRETE MAS S., THE FCMEC WILL ESTAN PURPOSE OF FORMULATING AN	N 446.531, F.S., RM AND EDUCATE TH CONCRETE MASONRY ONRY. FURTHER, AS BLISH BASELINE DA	E PUBLIC ABOUT THE PRODUCTS AND TRAIN DIRECTED IN SECTI TA OF PRIORITY TAR	ORDINATE A E SUSTAINABILITY I INDIVIDUALS IN ION 1011.80(4),
	•••••••••••••••••••••••••••••••••••••••			
41-		is shading a support of O		···· •
40	(Code:) (Expenses \$		) (Reven	ue \$)
	•••••••••••••••••••••••••••••••••••••••			
	•••••••••••••••••••••••••••••••••••••••			
	••••••			
	•••••••••••••••••••••••••••••••••••••••			
4c	(Code: ) (Expenses \$	including grants of \$	) (Reven	ue \$ )
			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	····,
	•••••••••••••••••••••••••••••••••••••••			
4d	Other program services (Describe in Schedule O.	)		
	(Expenses \$ includi	ng grants of \$	) (Revenue \$	)
4e	Total program service expenses 2	2,156,817		

Form 990 (2017) THE FLORIDA CONCRETE MASONRY
Part IV Checklist of Required Schedules

			Vaa	No
4	In the experimetion described in section $E(1/a)(2)$ or $1047/a)(4)$ (other then a private foundation)? If "Vec."		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes,"	4	x	
•	complete Schedule A	1		
2	Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)?	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to			v
	candidates for public office? If "Yes," complete Schedule C, Part I	3		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h)			
_	election in effect during the tax year? If "Yes," complete Schedule C, Part II	4		X
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues,			
	assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C,	_		
•	Part III	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors			
	have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If			77
_	"Yes," complete Schedule D, Part I	6		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,	_		
_	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes,"			
	complete Schedule D, Part III	8		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a			
	custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or			
	debt negotiation services? If "Yes," complete Schedule D, Part IV	9		X
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted			
	endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V	10		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI,			
	VII, VIII, IX, or X as applicable.			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes,"			
	complete Schedule D, Part VI	11a		X
b	Did the organization report an amount for investments-other securities in Part X, line 12 that is 5% or more			
	of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		X
С				
	of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets			
	reported in Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		X
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e		X
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete			
	Schedule D, Parts XI and XII	12a	X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? If			-
	"Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking,			
	fundraising, business, investment, and program service activities outside the United States, or aggregate			
	foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or			
	for any foreign organization? If "Yes," complete Schedule F, Parts II and IV	15		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other			
	assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV	16		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on			
	Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)	17		X
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on			
	Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18		X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a?			
	If "Yes." complete Schedule G. Part III	19		X

Form **990** (2017)

 Form 990 (2017)
 THE
 FLORIDA
 CONCRETE
 MASONRY

 Part IV
 Checklist of Required Schedules (continued)

47-1255713

Page 4

_			Yes	No
0a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or			
	domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		X
	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on			
	Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		X
	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the			
	organization's current and former officers, directors, trustees, key employees, and highest compensated			
	employees? If "Yes," complete Schedule J	23		X
a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than			
	\$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b			
	through 24d and complete Schedule K. If "No," go to line 25a	24a		X
C	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
C	Did the organization maintain an escrow account other than a refunding escrow at any time during the year			
	to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
ł	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit			
	transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		X
5	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior			
	year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ?			
	If "Yes," complete Schedule L, Part I	25b		х
	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any			
	current or former officers, directors, trustees, key employees, highest compensated employees, or			
	disqualified persons? If "Yes," complete Schedule L, Part II	26		х
	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee,	20		
	substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled			
		27		x
	entity or family member of any of these persons? If "Yes," complete Schedule L, Part III	21		А
	Was the organization a party to a business transaction with one of the following parties (see Schedule L,			
	Part IV instructions for applicable filing thresholds, conditions, and exceptions):			77
1	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		X
)	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete			
	Schedule L, Part IV	28b		X
;	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof)			
	was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		X
	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		X
	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified			
	conservation contributions? If "Yes," complete Schedule M	30		X
	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N,			
	Part I	31		X
	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes,"			
	complete Schedule N, Part II	32		Х
	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			
	and and a set and and a set and the set of t	33		X
	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III,			
	or IV, and Part V, line 1	34		x
		34 35a		X
a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	558		
)	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a			
	controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b		
	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable			
	related organization? If "Yes," complete Schedule R, Part V, line 2	36		X
	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R,			
	Part VI	37		X
	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and			
	19? Note. All Form 990 filers are required to complete Schedule O.	38	Х	

Form	1 990 (2017) THE FLORIDA CONCRETE MASONRY 47–1255713		Р	age <b>5</b>
Pa	art V Statements Regarding Other IRS Filings and Tax Compliance			
	Check if Schedule O contains a response or note to any line in this Part V			
			Yes	No
1a				
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable 1b 0			
С	Did the organization comply with backup withholding rules for reportable payments to vendors and			
	reportable gaming (gambling) winnings to prize winners?	1c	X	
2a				
	Statements, filed for the calendar year ending with or within the year covered by this return 2a 1			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	
-	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to <i>e-file</i> (see instructions)			77
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	<u>3a</u>		X
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	<u>3b</u>		<u> </u>
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority			
	over, a financial account in a foreign country (such as a bank account, securities account, or other financial	10		x
h	account)? If "Yes," enter the name of the foreign country:	4a		
b	See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts			
	(FBAR).			
59	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		x
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5a 5b		X
c	If "Vee" to line Fe or Fh. did the experimentary file Form 2006 T2	Fo		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the			
•••	organization solicit any contributions that were not tax deductible as charitable contributions?	6a		x
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or			
	gifts were not tax deductible?	6b		
7	Organizations that may receive deductible contributions under section 170(c).			
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods			
	and services provided to the payor?	7a		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?			
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was			
	required to file Form 8282?	7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year 7d			
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the			
	sponsoring organization have excess business holdings at any time during the year?	8		
9	Sponsoring organizations maintaining donor advised funds.			
a	Did the sponsoring organization make any taxable distributions under section 4966?			
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10	Section 501(c)(7) organizations. Enter:			
a L	Initiation fees and capital contributions included on Part VIII, line 12     10a       Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities     10b			
ь 11				
	Section 501(c)(12) organizations. Enter: Gross income from members or shareholders			
a b	Gross income from members or shareholders       11a         Gross income from other sources (Do not net amounts due or paid to other sources       1			
D.	against amounts due or received from them.)			
12a	Castion 4047(a)(1) non exempt charitable tructe is the organization filing Form 000 in liqu of Form 10412	12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.			
a	Is the organization licensed to issue qualified health plans in more than one state?	13a		
	<b>Note.</b> See the instructions for additional information the organization must report on Schedule O.			
b	Enter the amount of reserves the organization is required to maintain by the states in which			
	the organization is licensed to issue qualified health plans			
с	Enter the amount of reserves on hand			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O			

#### Form 990 (2017) THE FLORIDA CONCRETE MASONRY

Part VI	Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No"	
	response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.	
	Check if Schedule O contains a response or note to any line in this Part VI	X
Section A	A Governing Body and Management	

					Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a	14			
	If there are material differences in voting rights among members of the governing body, or					
	if the governing body delegated broad authority to an executive committee or similar					
	committee, explain in Schedule O.					
b	Enter the number of voting members included in line 1a, above, who are independent	1b	14			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with					
	any other officer, director, trustee, or key employee?			2		X
3	Did the organization delegate control over management duties customarily performed by or under the direct					
	supervision of officers, directors, or trustees, or key employees to a management company or other person?			3		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?			4		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?			5		X
6	Did the organization have members or stockholders?			6		X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint					
	one or more members of the governing body?			7a		X
b	Are any governance decisions of the organization reserved to (or subject to approval by) members,					
	stockholders, or persons other than the governing body?			7b		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year	by the	e following:			
а	The governing body?			8a	X	
b	Each committee with authority to act on behalf of the governing body?			8b	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at					
	the organization's mailing address? If "Yes," provide the names and addresses in Schedule O			9		X
Sec	tion B. Policies (This Section B requests information about policies not required by the Inter	rnal F	Revenue Co	ode.)		
					Yes	No
40-	Did the envertication have been been been as a fillenter 0			10-		4

10a	Did the organization have local chapters, branches, or affiliates?	10a		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters,			
	affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	Х	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	Х	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b		X
С	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes,"			
	describe in Schedule O how this was done	12c	Х	
13	Did the organization have a written whistleblower policy?	13		X
14	Did the organization have a written document retention and destruction policy?	14		X
15	Did the process for determining compensation of the following persons include a review and approval by			
	independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
а	The organization's CEO, Executive Director, or top management official	15a		X
b	Other officers or key employees of the organization	15b		X
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement			
	with a taxable entity during the year?	16a		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its			
	participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the			
	organization's exempt status with respect to such arrangements?	16b		
Sec	tion C. Disclosure			
17	List the states with which a convert this Form 000 is required to be filed <b>PI</b>			

 List the states with which a copy of this form 350 is required to be nied	

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only)

available for public inspection. Indicate how you made these available. Check all that apply.

Own website Another's website X Upon request Other (explain in Schedule O)

19	Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and
	financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records:

#### FOCUSED MANAGEMENT SOLUTIONS 2153 SE HAWTHORNE ROAD SUITE 201 GAINESVILLE FL 32601

352-872-5901

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0.00

Part VII	Compensation of Omcers, Directors, Trustees, Key Employees, Hignest Compensated Employees, and
	Independent Contractors
	Check if Schedule O contains a response or note to any line in this Part VII
Section A.	Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
<b>1a</b> Complete organization's	this table for all persons required to be listed. Report compensation for the calendar year ending with or within the tax year.
	of the organization's <b>current</b> officers, directors, trustees (whether individuals or organizations), regardless of amount of . Enter -0- in columns (D), (E), and (F) if no compensation was paid.

17

• List all of the organization's current key employees, if any. See instructions for definition of "key employee."

**D**:

• List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee)

who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

• List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

• List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest

compensated employees; and former such persons.

David V/II

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week	(d	o not (	Pos check	<b>C)</b> ition more	than on	ne	(D) Reportable compensation from	(E) Reportable compensation from related	(F) Estimated amount of other
	(list any hours for related		icer a		directo	or/trustee		organization (W-2/1099-MISC)	organizations (W-2/1099-MISC)	compensation from the organization
	organizations below dotted line)	dual trustee ector	Institutional trustee	9r	Key employee	Highest compensated employee	er			and related organizations
(1) PRESTON SPARKMAN										
	3.00	x						0	0	0
BOARD MEMBER (2) ANTONIO R. OBREG	0.00							0	0	0
(2) ANTONIO R. OBREG	3.00									
BOARD MEMBER	0.00	X						0	0	0
(3) JAMES FINCH	3.00									
BOARD MEMBER	0.00	x						0	0	0
(4) ADAM FREEMAN	0.00							<b>v</b>		<b>U</b>
(+)	3.00									
BOARD MEMBER	0.00	x						0	0	0
(5) BERNANDO DIAS		<u> </u>								
	3.00									
BOARD MEMBER	0.00	x						0	0	0
(6) KELLY CURTIS										
	3.00									
BOARD MEMBER	0.00	X						0	0	0
(7) RANDY DUNLAP										
	3.00									
BOARD MEMBER	0.00	X						0	0	0
(8) TROY MASCHMEYER										
	3.00								_	
CHAIRMAN	0.00	X						0	0	0
(9) JUSTIN LORD										
	3.00									
VICE CHAIRMAN	0.00	X						0	0	0
(10) MONICA MANOLAS	3.00									
SECRETARY	0.00	x						0	0	0
(11) RICK EDWARDS	3.00									
TREASURER	0.00	x						0	0	0
DAA	0.00	<b>A</b>	I					0	U	Form <b>990</b> (2017)

Form 990 (2017) THE FLORI	DA CONCE	RET	Έ	MA	<b>SO</b>	NRY	•	47-125	5713			Page <b>8</b>
Part VII Section A. Officers	, Directors, Tru	stee	s, K	ey E	mpl	oyee	s, a	nd Highest Compensated	d Employees (continued)			
(A) Name and title	(B) Average hours per week (list any	bo	x, unle	ess pe	ition more rson	than o is both pr/truste	an	(D) Reportable compensation from the organization	(E) Reportable compensation from related organizations (W-2/1099-MISC)	c	(F) Estimated amount of other ompensation from the	
	hours for related organizations below dotted line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(W-2/1099-MISC)	(W-2 1055-WIGC)		and related rganizations	
(12) ROBERT CARLTO	N 3.00											
BOARD MEMBER	0.00	x						0	0	<u> </u>		0
(13) DARRYL FALES	2 00											
BOARD MEMBER	3.00	x						о	о			0
(14) JAY SNYDER								Ŭ		<u> </u>		
· · · · ·	3.00											
BOARD MEMBER	0.00	X						0	0			0
(15) JIM PAINTER	40.00											
EXECUTIVE DIRECTOR	0.00			x				107,500	0			0
1b Sub-total								107,500				
c Total from continuation shee	,							107,500		<u> </u>		
<ul> <li>d Total (add lines 1b and 1c)</li> <li>2 Total number of individuals (individual)</li> </ul>							ove		1	<u> </u>		
reportable compensation from			1					,			Yes	No
3 Did the organization list any fo										ſ		x
<ul><li>employee on line 1a? <i>If "Yes,"</i></li><li>For any individual listed on line</li></ul>											3	
organization and related organ	izations greater	than	\$15	0,00	)? <i>l</i> i	f "Yes	," Co	omplete Schedule J for suc				x
<ul><li><i>individual</i></li><li>5 Did any person listed on line 1</li></ul>	a receive or acc	rue (	comp	ensa	ation	from	an	y unrelated organization or	individual		4	
for services rendered to the or		es,"	com	olete	Sch	edule	) J f	for such person			5	X
Section B. Independent Contractor 1 Complete this table for your five		nea	od ir	adon	and	ont co	ntro	actors that received more th	222 \$100 000 of			
compensation from the organiz	ation. Report co							ar year ending with or within	n the organization's tax yea	ar.		
Name and	(A) business address							Descript	(B) tion of services		(C) Compens	ation
										+		
2 Total number of independent of	contractors (includ	dina	but r	not lii	mite	d to t	hos	e listed above) who				
received more than \$100,000	of compensation	fron	1 the	orga	aniza	ation			0			

Pa	rt V		nent of Reve if Schedule (		tains a	response c	or note to any line	in this Part VIII		<u></u>
							(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
Contributions, Gifts, Grants and Other Similar Amounts	b c d	Federated car Membership d Fundraising ev Related organ Government grants	lues vents izations	1a 1b 1c 1d 1e						
d Other S		All other contribution and similar amounts Noncash contribution		<b>1f</b>	•	748,926				
ue Co	h	Total. Add line	es 1a-1f			Busn. Code	1,748,926			
Program Service Revenue	2a b c d e									
Pro			am service rever							
	3 4 5	and other simi Income from ir	come (including of lar amounts)	-exemp	ot bond pr	roceeds				
	6a b c	Gross rents Less: rental exps. Rental inc. or (loss)	(i) Real		(ii) F	Personal				
	_	Net rental inco Gross amount from sales of assets other than inventory Less: cost or other basis & sales exps.	(i) Securities			Other				
Ð	d		ss) m fundraising ever		l					
ther Revenu	b	See Part IV, line	eported on line 1c). 18 kpenses	a						
Other Revenue		Gross income fro	(loss) from fund om gaming activities 19	6.	events .					
	С	Less: direct ex Net income or	kpenses (loss) from gam f inventory, less	b	ivities					
	b	returns and all Less: cost of g	lowances joods sold (loss) from sales	b	ventory					
	11-		cellaneous Revenue			Busn. Code				
	11a b c	••••••								
			nue es 11a-11d			L				
			e. See instruction				1,748,926	0	0	0

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Part IX

THE FLORIDA CONCRETE MASONRY

Check if Schedule O contains a response or note to any line in this Part IX

Statement of Functional Expenses

X

	tot include amounts reported on lines 6b, Bb, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations				
	and domestic governments. See Part IV, line 21				
2	Grants and other assistance to domestic				
	individuals. See Part IV, line 22				
3	Grants and other assistance to foreign				
	organizations, foreign governments, and foreign				
	individuals. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors,				
	trustees, and key employees	107,500	107,500		
6	Compensation not included above, to disqualified				
	persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)				
7	Other salaries and wages				
8	Pension plan accruals and contributions (include				
	section 401(k) and 403(b) employer contributions)				
9	Other employee benefits	15,842	15,842		
10	Payroll taxes	8,454	8,454		
11	Fees for services (non-employees):				
а	Management	145,003	145,003		
	Legal	4,442	4,442		
С	Accounting	8,000	8,000		
d	Lobbying				
е	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other. (If line 11g amount exceeds 10% of line 25, column				
	(A) amount, list line 11g expenses on Schedule O.)	1,840,238	1,840,238		
12	Advertising and promotion				
13	Office expenses	665	665		
14	Information technology	1,146	1,146		
15	Royalties				
16	Occupancy				
17	Travel	22,283	22,283		
18	Payments of travel or entertainment expenses				
	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	933	933		
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization				
23	Insurance	2,291	2,291		
24	Other expenses. Itemize expenses not covered				
	above (List miscellaneous expenses in line 24e. If				
	line 24e amount exceeds 10% of line 25, column				
	(A) amount, list line 24e expenses on Schedule O.)				
а	BANK CHARGES	20	20		
b	······				
С	······				
d	· · · · · · · · · · · · · · · · · · ·				
е	All other expenses	0 156 015	0 156 015		
25	Total functional expenses. Add lines 1 through 24e	2,156,817	2,156,817	0	0
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs				
	from a combined educational campaign and				
	fundraising solicitation. Check here if				
	following SOP 98-2 (ASC 958-720)				- 000 (oour
#### THE FLORIDA CONCRETE MASONRY Form 990 (2017) Part X

**Balance Sheet** 

<u>Part</u>					
	Check if Schedule O contains a response or no	te to any line in this Part X	<b>(A)</b> Beginning of year	<u></u>	(B) End of year
1	Cash—non-interest bearing		696,277	1	308,187
2			•	2	•
3			456,979	3	422,071
4				4	
5		officers directors			
	trustees, key employees, and highest compensated	<i>'</i>			
	Or available Down III of Order deday I			5	
6		persons (as defined under section			
ľ	4958(f)(1)), persons described in section 4958(c)(3)(I				
	sponsoring organizations of section 501(c)(9) volunta				
	organizations (see instructions). Complete Part II of S			6	
7			7		
0				8	
9	······································			9	
10	a Land, buildings, and equipment: cost or				
	other basis. Complete Part VI of Schedule D				
	b Less: accumulated depreciation			10c	
11				11	
12				12	
13				13	
14	• • • • • • • • • • • • • • • • • • • •		14		
15	······································		1 1 - 0 - 1	15	
16			1,153,256	16	730,25
17			15,107	17	
18	• • • • • • • • • • • • • • • • • • • •			18	
19	Deferred revenue			19	
20	Tax-exempt bond liabilities			20	
21		V of Schedule D		21	
22	Loans and other payables to current and former offic	ers, directors,			
	trustees, key employees, highest compensated employees	oyees, and			
	disqualified persons. Complete Part II of Schedule L			22	
23	00 1,	hird parties		23	
24	Unsecured notes and loans payable to unrelated thin	d parties		24	
25					
	parties, and other liabilities not included on lines 17-2	24). Complete Part X			
	of Schedule D			25	
26	Total liabilities. Add lines 17 through 25		15,107	26	
	Organizations that follow SFAS 117 (ASC 958), cl	heck here X and			
	complete lines 27 through 29, and lines 33 and 3	4.			
27	Unrestricted net assets		1,138,149	27	730,258
27 28			28		
29				29	
!	Organizations that do not follow SFAS 117 (ASC	958), check here and			
;	complete lines 30 through 34.				
30	Conital stack or trust principal or surrent funda			30	
30 31				31	
32				32	
33			1,138,149	33	730,258
			1,153,256		730,258

Form **990** (2017)

Form	1 990 (2017) THE FLORIDA CONCRETE MASONRY 47-1255713			Pa	ge <b>12</b>
Pa	Int XI Reconciliation of Net Assets				
	Check if Schedule O contains a response or note to any line in this Part XI				
1	Total revenue (must equal Part VIII, column (A), line 12)	1	1,7		
2	Total expenses (must equal Part IX, column (A), line 25)	2	2,1		
3	Revenue less expenses. Subtract line 2 from line 1	3		07,8	
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	1,1	38,:	149
5	Net unrealized gains (losses) on investments	5			
6	Donated services and use of facilities	6			
7	Investment expenses	7			
8	Prior period adjustments	8			
9	Other changes in net assets or fund balances (explain in Schedule O)	9			
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line				
	33, column (B))	10	7	30,3	258
Pa	Int XII Financial Statements and Reporting				
	Check if Schedule O contains a response or note to any line in this Part XII				
				Yes	No
1	Accounting method used to prepare the Form 990: Cash X Accrual Other				
	If the organization changed its method of accounting from a prior year or checked "Other," explain in				
	Schedule O.				
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		2a		X
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or				
	reviewed on a separate basis, consolidated basis, or both:				
	Separate basis Consolidated basis Both consolidated and separate basis				
b	Were the organization's financial statements audited by an independent accountant?		2b	X	
	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a				
	separate basis, consolidated basis, or both:				
	X Separate basis Consolidated basis Both consolidated and separate basis				
С	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight				
	of the audit, review, or compilation of its financial statements and selection of an independent accountant?		2c	X	
	If the organization changed either its oversight process or selection process during the tax year, explain in				
	Schedule O.				
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in				
	the Single Audit Act and OMB Circular A-133?		3a		X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the				
	required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.		3b		

Form **990** (2017)

SCHEDULE A				Pub		OMB No. 1545-0047					
(Form 990 or 990-EZ) Complete if the o			Complete if the o	rganization is a section 501(c)(3) organi	zation or a s	ection 4947	a)(1) nonexempt charitable trust.		2017		
Department of the Treasury					Attach to Form 9	Attach to Form 990 or Form 990-EZ.					
Internal Revenue Service Go to www.irs.gov/Form990 for instructions and the latest information.							Open to Public Inspection				
Name	of th	e organization	I	HE FLORIDA	CONCRETE MASONR	Y		Employer	identificat	ion number	
				DUCATION CO					L2557	13	
P	art I	Reaso	on f	or Public Charity	Status (All organizations	must co	omplete	this part.) See instru	ictions.		
	orga		•		e it is: (For lines 1 through 12, c		,				
1	Н				ciation of churches described i		• • •	)(A)(i).			
2					A)(ii). (Attach Schedule E (Form						
3	Н				e organization described in se				ha haanii	tolla nome	
4		city, and state		r organization operated	in conjunction with a hospital of		II Section		ne nospi	lais name,	
5		•		erated for the benefit o	f a college or university owned	or operate	d by a go	vernmental unit described	in		
Ŭ		-		(A)(iv). (Complete Part		or operate	a by a ge				
6	$\square$				overnmental unit described in s	ection 17	0(b)(1)(A)	(v).			
7	X	•		at normally receives a s on 170(b)(1)(A)(vi). (Co	substantial part of its support fro complete Part II.)	m a gover	mmental u	unit or from the general pu	ublic		
8	$\square$	A community	trust	described in section 1	70(b)(1)(A)(vi). (Complete Part	II.)					
9		An agricultura	al res	earch organization deso	cribed in section 170(b)(1)(A)(i	i <b>x)</b> operate	ed in conj	unction with a land-grant o	college		
		or university o	oran	on-land grant college o	f agriculture (see instructions). E	Enter the r	ame, city	, and state of the college	or		
10		-		•	) more than 33 1/3% of its supp			•	-		
		•			ot functions—subject to certain of unrelated business taxable in	•			its		
		••	•		), 1975. See section 509(a)(2).			,			
11	$\square$				exclusively to test for public safe	· ·					
12					xclusively for the benefit of, to p						
					ations described in section 50					_	
	_			•	at describes the type of suppor					].	
	а				rated, supervised, or controlled er to regularly appoint or elect a	• •	•	• • • • •	giving		
				• • • •	omplete Part IV, Sections A a						
	b	Type II. A	A sup	porting organization sup	pervised or controlled in connect	tion with i	ts suppor	ted organization(s), by have	ving		
				• • • •	ing organization vested in the s	ame perso	ons that c	ontrol or manage the supp	oorted		
	•		• • •	•	Part IV, Sections A and C.	l in conno	otion with	and functionally integrate	d with		
	С				supporting organization operated tructions). You must complete				ea with,		
	d	Type III	non-f	unctionally integrated	I. A supporting organization ope	erated in c	onnection	with its supported organi	zation(s)		
				, ,	organization generally must sa			•	veness		
		<u> </u>	`	,	nust complete Part IV, Section		·				
	е				eived a written determination from n-functionally integrated support			а турет, туреті, туреті			
	f			of supported organization		0 0					
	g	Provide the fo	ollowi	ng information about th	e supported organization(s).						
(		e of supported		(ii) EIN	(iii) Type of organization	1.,	organization	(v) Amount of monetary		(vi) Amount of	
	O	ganization			(described on lines 1–10 above (see instructions))	docur	ur governing ment?	support (see instructions)		other support (see instructions)	
						Yes	No				
(A)											
(B)											
(C)	(0)					+					
(D)											
(E)											

Total For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Sec	tion A. Public Support						
Caler	ndar year (or fiscal year beginning in)	<b>(a)</b> 2013	<b>(b)</b> 2014	(c) 2015	(d) 2016	<b>(e)</b> 2017	(f) Total
1	Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")		85,000	1,223,248	1,705,542	1,748,926	4,762,716
2	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3	The value of services or facilities furnished by a governmental unit to the organization without charge						
4	Total. Add lines 1 through 3		85,000	1,223,248	1,705,542	1,748,926	4,762,716
5	The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount						
~	shown on line 11, column (f)						1,022,412
$\frac{6}{800}$	Public support. Subtract line 5 from line 4. tion B. Total Support						3,740,304
	ndar year (or fiscal year beginning in)	(a) 2013	<b>(b)</b> 2014	(c) 2015	(d) 2016	(e) 2017	(f) Total
7	Amounts from line 4	(a) 2013	85,000	1,223,248	1,705,542	1,748,926	4,762,716
8	Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources		85,000	1,223,248	1,705,542	1,748,920	4,762,716
9	Net income from unrelated business activities, whether or not the business is regularly carried on						
10	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11	Total support. Add lines 7 through 10						4,762,716
12	Gross receipts from related activities, etc.	(see instructions)					
13	First five years. If the Form 990 is for the	organization's first	, second, third, fourth	n, or fifth tax year	as a section 501(c	)(3)	_
	organization, check this box and stop here						🕨 📘
Sec	tion C. Computation of Public Su						
14	Public support percentage for 2017 (line 6,	column (f) divided	by line 11, column	(f))		14	78.53%
15	Public support percentage from 2016 Sche	dule A, Part II, line	. 14			15	%
16a					1/3% or more, che	eck this	
	box and <b>stop here.</b> The organization quali						► X
b	33 1/3% support test-2016. If the organ						
	this box and <b>stop here.</b> The organization of						
1/a	10%-facts-and-circumstances test-201	-					
	10% or more, and if the organization meet				-		
	Part VI how the organization meets the "fa		0	•	. ,		
h	organization						·····
b	<b>10%-facts-and-circumstances</b> test—201	•					
	15 is 10% or more, and if the organization				-	ichy	
	Explain in Part VI how the organization me supported organization			-		-	
18	Private foundation. If the organization did		on line 13, 16a, 16b				······ ► 🛛
10	instructions						
							····· 🔽 🗖

THE FLORIDA CONCRETE MASONRY

Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under

Schedule A (Form 990 or 990-EZ) 2017

Part II

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Page 2

	fees received. (Do not include any "unusual grants.")						
2	Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3	Gross receipts from activities that are not an unrelated trade or business under section 513						
4	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5	The value of services or facilities furnished by a governmental unit to the organization without charge						
6	Total. Add lines 1 through 5						
7a	Amounts included on lines 1, 2, and 3 received from disqualified persons						
b	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
С	Add lines 7a and 7b						
8	Public support. (Subtract line 7c from line 6.)						
_	tion B. Total Support				1	1	
Calen	ndar year (or fiscal year beginning in)	<b>(a)</b> 2013	<b>(b)</b> 2014	(c) 2015	(d) 2016	(e) 2017	(f) Total
9	Amounts from line 6						
10a	Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
b	Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
с	Add lines 10a and 10b						
11	Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13	Total support. (Add lines 9, 10c, 11, and 12.)						
14	First five years. If the Form 990 is for the organization, check this box and stop here	<u>د</u>	t, second, third, fou			c)(3)	

Public support percentage for 2017 (line 8, column (f) divided by line 13, column (f))

Investment income percentage for 2017 (line 10c, column (f) divided by line 13, column (f))

Investment income percentage from 2016 Schedule A, Part III, line 17

33 1/3% support tests - 2017. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line

33 1/3% support tests - 2016. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and

17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization .....

Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

(a) 2013

Support Schedule for Organizations Described in Section 509(a)(2)

If the organization fails to qualify under the tests listed below, please complete Part II.)

(b) 2014

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II.

(c) 2015

(e) 2017

(d) 2016

(f) Total

Schedule A (Form 990 or 990-EZ) 2017

15

16

17

18

%

%

%

%

DAA

20

15

16

17

18

19a

b

Part III

1

Section A. Public Support Calendar year (or fiscal year beginning in)

Gifts, grants, contributions, and membership

Section C. Computation of Public Support Percentage

Public support percentage from 2016 Schedule A, Part III, line 15

Section D. Computation of Investment Income Percentage

Schedu	Ile A (Form 990 or 990-EZ) 2017 THE FLORIDA CONCRETE MASONRY	47-1255713	Page 4
	t IV Supporting Organizations		rugo r
1 41	(Complete only if you checked a box in line 12 on Part I. If you checked 12a of Pa	art I. complete Sections	· ^
			A
	and B. If you checked 12b of Part I, complete Sections A and C. If you checked 1		
	Sections A, D, and E. If you checked 12d of Part I, complete Sections A and D, a	nd complete Part V.)	
Sect	on A. All Supporting Organizations		
		<u>بر ا</u>	Yes No
1	Are all of the organization's supported organizations listed by name in the organization's governing		
	documents? If "No," describe in Part VI how the supported organizations are designated. If designated by		
	class or purpose, describe the designation. If historic and continuing relationship, explain.	1	
2	Did the organization have any supported organization that does not have an IRS determination of status		
	under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported	,	
	organization was described in section 509(a)(1) or (2).	2	
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer		
Ja			
	(b) and (c) below.	3a	
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and		
	satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the		
	organization made the determination.	3b	
С	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B	)	
	purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.	3c	
4a	Was any supported organization not organized in the United States ("foreign supported organization")? If		
	"Yes," and if you checked 12a or 12b in Part I, answer (b) and (c) below.	4a	
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign		
	supported organization? If "Yes," describe in Part VI how the organization had such control and discretion		
	despite being controlled or supervised by or in connection with its supported organizations.	4b	
с	Did the organization support any foreign supported organization that does not have an IRS determination		
Ŭ	under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used		
	to ensure that all support to the foreign supported organization was used exclusively for section $170(c)(2)(B)$		
_	purposes.	4c	_
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes,"		
	answer (b) and (c) below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN		
	numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action;		
	(iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action	1	
	was accomplished (such as by amendment to the organizing document).	5a	
b	Type I or Type II only. Was any added or substituted supported organization part of a class already		
	designated in the organization's organizing document?	5b	
с	Substitutions only. Was the substitution the result of an event beyond the organization's control?	5c	
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to		
	anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited		
	by one or more of its supported organizations, or (iii) other supporting organizations that also support or		
	benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI.	6	
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor		
'			
	(defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with		
-	regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).	7	
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7?		
	If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).	8	
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more		
	disqualified persons as defined in section 4946 (other than foundation managers and organizations described		
	in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI.	9a	
b	Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which		
	the supporting organization had an interest? If "Yes," provide detail in Part VI.	9b	
с	Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit		
-	from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI.	9c	
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section		
.04	4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated		
		100	
Ŀ	supporting organizations)? If "Yes," answer 10b below.	10a	
b	Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to	4.01-	
	determine whether the organization had excess business holdings.)	10b	1

Schedule A (Form 990 or 990-EZ) 2017

Schedule A (Fo	orm 990 or 990-EZ) 2017	THE	FLORIDA	CONCRETE	MASONRY
Part IV	Supporting Organ	nization	s (continued)		

Page 5

No

Yes

			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?			
а	A person who directly or indirectly controls, either alone or together with persons described in (b) and (c)			
	below, the governing body of a supported organization?	11a		
b	A family member of a person described in (a) above?	11b		
С	A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI.	11c		
ecti	ion B. Type I Supporting Organizations			
			Yes	No
1	Did the directors, trustees, or membership of one or more supported organizations have the power to			
	regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the			
	tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or			
	controlled the organization's activities. If the organization had more than one supported organization,			
	describe how the powers to appoint and/or remove directors or trustees were allocated among the supported			
	organizations and what conditions or restrictions, if any, applied to such powers during the tax year.	1		
2	Did the organization operate for the benefit of any supported organization other than the supported			
	organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part			
	VI how providing such benefit carried out the purposes of the supported organization(s) that operated,			
	supervised, or controlled the supporting organization.	2		
ect	ion C. Type II Supporting Organizations			
	<u></u>		Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors			
•	or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control			
	or management of the supporting organization was vested in the same persons that controlled or managed			
	the supported organization(s).	1		
ecti	ion D. All Type III Supporting Organizations			
COL			Yes	No
4	Did the experimetion provide to each of its supported experimetions, by the last day of the fifth month of the		res	
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the			
	organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax			
	year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the			
•	organization's governing documents in effect on the date of notification, to the extent not previously provided?	1		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported			
	organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how			
	the organization maintained a close and continuous working relationship with the supported organization(s).	2		
3	By reason of the relationship described in (2), did the organization's supported organizations have a			
	significant voice in the organization's investment policies and in directing the use of the organization's			
	income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's			
	supported organizations played in this regard.	3		
ect	ion E. Type III Functionally-Integrated Supporting Organizations			
1	Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instruct)	ions).		
а	The organization satisfied the Activities Test. Complete line 2 below.			
b	The organization is the parent of each of its supported organizations. <i>Complete line 3 below</i> .			
С	The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see in	nstructions).		
		ſ		
2	Activities Test. Answer (a) and (b) below.		Yes	No
а	Did substantially all of the organization's activities during the tax year directly further the exempt purposes of			
	the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify			
	those supported organizations and explain how these activities directly furthered their exempt purposes,			
	how the organization was responsive to those supported organizations, and how the organization determined			
		2a		
	that these activities constituted substantially all of its activities.			
b	that these activities constituted substantially all of its activities. Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more			
b				
b	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more			
b	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the	2b		
	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these			
	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.			
3	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i> Parent of Supported Organizations. <i>Answer (a) and (b) below.</i>			
3	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the</i> <i>reasons for the organization's position that its supported organization(s) would have engaged in these</i> <i>activities but for the organization's involvement.</i> Parent of Supported Organizations. <i>Answer (a) and (b) below.</i> Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or	2b		

ONRY	47-1255	713 Pag
		e
		(B) Current Year
	(i) The Teal	(optional)
1		
2		
3		
4		
5		
6		
7		
8		
	(A) Prior Year	(B) Current Year (optional)
1a		
1b		
1c		
1d		
2		
3		
4		
5		
6		
7		
8		
		Current Year
1		
2		
3		
4		
5		
6		
	Organization         on Nov. 20, 19         s must completed         1         2         3         4         5         6         7         6         7         8         11         2         3         4         5         6         7         8         11         12         3         4         5         6         7         8         11         2         3         4         5         6         7         8         1         2         3         4         5         1         2         3         4         5	Organizations         In Nov. 20, 1970 (explain in Part VI). Sets         s must complete Sections A through E.         (A) Prior Year         1         2         3         4         5         6         7         8         (A) Prior Year         6         7         8         (A) Prior Year         1         1         1         1         1         6         7         8         (A) Prior Year         11         12         13         14         15         11         2         3         4         5         6         7         8         7         8         1         2         3         4         5         3         4         5         3         4         5

7 Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).

Schedule A (Form 990 or 990-EZ) 2017

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#### THE FLORIDA CONCRETE MASONRY

47-1255713

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Schedu Par	t V Type III Non-Functionally Integrated 509(a)		47 - 1255	<b>/13</b> Page
	ion D - Distributions	3) Supporting Organiza		Current Year
1	Amounts paid to supported organizations to accomplish exempt pu	Irposes		
2	Amounts paid to perform activity that directly furthers exempt purpo			
	organizations, in excess of income from activity			
3	Administrative expenses paid to accomplish exempt purposes of su			
4	Amounts paid to acquire exempt-use assets			
5	Qualified set-aside amounts (prior IRS approval required)			
6	Other distributions (describe in <b>Part VI</b> ). See instructions.			
7	Total annual distributions. Add lines 1 through 6.			
8	Distributions to attentive supported organizations to which the orga	nization is responsive		
Ū	(provide details in <b>Part VI</b> ). See instructions.			
9	Distributable amount for 2017 from Section C, line 6			
10	Line 8 amount divided by line 9 amount			
10		(i)	(ii)	(iii)
	Section E - Distribution Allocations (see instructions)	Excess Distributions	Underdistributions Pre-2017	Distributable Amount for 2017
1	Distributable amount for 2017 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2017			
	(reasonable cause required-explain in Part VI). See			
	instructions.			
3	Excess distributions carryover, if any, to 2017:			
а				
b	From 2013			
	From 2014			
d	From 2015			
е	From 2016			
f	Total of lines 3a through e			
g	Applied to underdistributions of prior years			
h	Applied to 2017 distributable amount			
i	Carryover from 2012 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from 3f.			
4	Distributions for 2017 from			
	Section D, line 7: \$			
а	Applied to underdistributions of prior years			
b	Applied to 2017 distributable amount			
	Remainder. Subtract lines 4a and 4b from 4.			
5	Remaining underdistributions for years prior to 2017, if			
-	any. Subtract lines 3g and 4a from line 2. For result			
	greater than zero, explain in <b>Part VI</b> . See instructions.			
6	Remaining underdistributions for 2017. Subtract lines 3h			
Ŭ	and 4b from line 1. For result greater than zero, explain in			
	Part VI. See instructions.			
7				
'	Excess distributions carryover to 2018. Add lines 3j and 4c.			
0				
8	Breakdown of line 7:			
	Excess from 2013			
	Excess from 2014			
	Excess from 2015			
	Excess from 2016			
e	Excess from 2017			(Form 990 or 990-EZ) 2

Schedule A (Form 990 or 990-EZ) 2017

Schedule A (For	rm 990 or 990-EZ) 2017			CONCRET			47-1255713	
Part VI	Supplemental III, line 12; Part B, lines 1 and 2	Information. t IV, Section A, 2; Part IV, Sect t V, line 1; Part	lines 1, 2, ion C, line V, Section	3b, 3c, 4b, 4 1; Part IV, S B, line 1e; F	lc, 5a, 6, 9a, ection D, line Part V, Sectio	9b, 9c, 11a, 1 s 2 and 3; Pa on D, lines 5, 6	0; Part II, line 17a 1b, and 11c; Part rt IV, Section E, lin 5, and 8; and Part structions.)	IV, Section les 1c, 2a, 2b,
	· · ·		•	•				
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SCH	IEDULE D	Supplemental Fi	nancial Statements		OMB No. 1545-0047
(For	rm 990)	Complete if the organizati	on answered "Yes" on Form 990,		2017
Depart	ment of the Treasury		11b, 11c, 11d, 11e, 11f, 12a, or 12b. to Form 990.		Open to Public
Interna	I Revenue Service		instructions and the latest informat	ion.	Inspection
	of the organization			Employer identification	on number
	HE FLORIDA C DUCATION COU	ONCRETE MASONRY		47 19667	12
		ions Maintaining Donor Advised Fund	o or Other Similar Funda or	47-125571	15
Pa		if the organization answered "Yes" on Fo		Accounts.	
			(a) Donor advised funds	(b) Funds an	nd other accounts
1	Total number at end of	year			
2	Aggregate value of cor	htributions to (during year)			
3		• · · · · · · · · · · · · · · · · · · ·			
4		l of year			
5		form all donors and donor advisors in writing that the	e assets held in donor advised		
	funds are the organiza	tion's property, subject to the organization's exclusiv	/e legal control?		. Yes No
6	Did the organization in	orm all grantees, donors, and donor advisors in writ	ing that grant funds can be used		
	only for charitable purp	oses and not for the benefit of the donor or donor a	dvisor, or for any other purpose		
	conferring impermissib	•		<u></u>	. Yes No
Pa		tion Easements.	rm 000 Bart IV/ line 7		
	•	if the organization answered "Yes" on Fo			
1		tion easements held by the organization (check all d for public use (e.g., recreation or education)	Preservation of a historically impo	ortant land area	
	Protection of natur		Preservation of a certified historic		
	Preservation of op				
2		ugh 2d if the organization held a qualified conserval	ion contribution in the form of a conser	rvation	
-	easement on the last d				he End of the Tax Year
а	Total number of conse				
b		by conservation easements			
с	Number of conservatio	n easements on a certified historic structure include	d in (a)	2c	
d		n easements included in (c) acquired after 7/25/06,			
	historic structure listed	in the National Register		2d	
3	Number of conservatio	n easements modified, transferred, released, exting			
	tax year				
4	Number of states when	e property subject to conservation easement is loca	ted		
5	-	have a written policy regarding the periodic monitor			
	violations, and enforce	ment of the conservation easements it holds?			Yes No
6	Staff and volunteer ho	ars devoted to monitoring, inspecting, handling of vi	plations, and enforcing conservation ea	sements during the	e year
7	Amount of expenses in	curred in monitoring, inspecting, handling of violatic	ons, and enforcing conservation easem	ents during the ves	ar
'	\$			shis during the yea	
8	Does each conservation	n easement reported on line 2(d) above satisfy the	requirements of section 170(h)(4)(B)(i)		
•		B)(ii)?			Yes No
9		ow the organization reports conservation easements			
		ude, if applicable, the text of the footnote to the org	-		
		ng for conservation easements.			
Pa		ions Maintaining Collections of Art, Hi if the organization answered "Yes" on Fo		Similar Assets	5.
Ia	-	ted, as permitted under SFAS 116 (ASC 958), not to treasures, or other similar assets held for public exh			
		in Part XIII, the text of the footnote to its financial s			
b		ed, as permitted under SFAS 116 (ASC 958), to re		ice sheet	
	-	treasures, or other similar assets held for public exh	-		
		the following amounts relating to these items:			
		on Form 990, Part VIII, line 1		\$	
	(ii) Assets included in			ŕ	
2	If the organization rece	ived or held works of art, historical treasures, or oth			
		ired to be reported under SFAS 116 (ASC 958) rela	-		
а	Revenue included on F	orm 990, Part VIII, line 1		\$	
<u>b</u>	Assets included in Forr	n 990. Part X	<u></u>	\$	
For I	Paperwork Reduction	Act Notice, see the Instructions for Form 990.		Sche	dule D (Form 990) 2017

For Paperwork	Reduction	Act	Notice,	see	the	Instructions	for	Form	99
DAA									

<u>Sch</u> e	dule D (Form 990) 2017 THE FLOP	RIDA	CONCRET	E MASONRY		47-12557	/13		P	age <b>2</b>
Pa	art III Organizations Maintainir	ng Coll	ections of	Art, Historical	Treasures,	or Other Sim	ilar Assets	(contin	ued)	
3	Using the organization's acquisition, access collection items (check all that apply):	sion, and	other records,	, check any of the	following that are	e a significant use	of its			
а	Public exhibition		d 🗌	Loan or exchange	programs					
b	Scholarly research			Other						
с	Preservation for future generations									
4	Provide a description of the organization's	collectior	ns and explain	how they further th	he organization's	s exempt purpose	in Part			
	XIII.									
5	During the year, did the organization solicit	or recei	ve donations c	of art, historical trea	asures, or other s	similar				_
	assets to be sold to raise funds rather than	to be m	aintained as p	art of the organization	tion's collection?		<u></u>	Ye	es 🗌	No
Pa	art IV Escrow and Custodial A	•								
	Complete if the organization 990, Part X, line 21.	on ansv	wered "Yes"	' on Form 990,	Part IV, line	9, or reported	an amount c	on Forn	ſ	
1a	Is the organization an agent, trustee, custo	dian or c	other intermedi	ary for contribution	s or other assets	s not				_
	included on Form 990, Part X?							Ye	es	] No
b	If "Yes," explain the arrangement in Part X	II and co	omplete the foll	lowing table:						
								Amoun	t	
С	Beginning balance						1c			
d	Additions during the year						1d			
е	Distributions during the year						1e			
f	Ending balance						lf			
	Did the organization include an amount on							Ye		No
	If "Yes," explain the arrangement in Part XI	II. Check	there if the ex	planation has been	n provided on Pa	art XIII	<u></u>			
Ра	art V Endowment Funds.				Deat N/ Kee	10				
	Complete if the organization									
		(a) (	Current year	(b) Prior year	(c) Two ye	ears back (d) T	Three years back	(e) Fou	r years	back
	Beginning of year balance									
	Contributions									
С	Net investment earnings, gains, and									
اہ	losses									
	Grants or scholarships									
e	Other expenditures for facilities and									
f	Administrativo expenses									
	Administrative expenses End of year balance									
	Provide the estimated percentage of the cu		ar and balance	l /lino 1a, column (r						
	Board designated or guasi-endowment	inent yea			a)) field as.					
	Bormanant andowmant	·····								
	Tomporarily, restricted and umant	•	%							
	The percentages on lines 2a, 2b, and 2c s									
3a	Are there endowment funds not in the post			tion that are held a	and administered	for the				
	organization by:		<b>J</b>						Yes	No
	(i) unrelated organizations							3a(i)		
	(ii) related organizations							3a(ii)		
b	If "Yes" on line 3a(ii), are the related organ	izations I	listed as requir	ed on Schedule R	?			3b		
	Describe in Part XIII the intended uses of t									
Pa	art VI Land, Buildings, and Ec	luipme	nt.							
	Complete if the organization	on ansv	wered "Yes"	on Form 990,	Part IV, line	11a. See Forn	<u>n 990, Part X</u>	K, line 1	0.	
	Description of property		(a) Cost or other b	basis (b) Cos	st or other basis	(c) Accumula	ited	<b>(d)</b> Book	value	
			(investment)		(other)	depreciation	n			
1a	Land	L								
b	Buildings	🖵				ļ				
С	Leasehold improvements	L				ļ				
	Equipment					ļ				
е	Other									
Tota	I. Add lines 1a through 1e. (Column (d) mus	t equal F	Form 990, Part	X, column (B), line	e 10c.)		1			

Schedule D (Form 990) 2017

Schedule D (F	Form 990) 2017 THE FLORIDA CONCRETE	MASONRY	47-1255713	Page 3
Part VII	Investments-Other Securities.			
	Complete if the organization answered "Yes" on	Form 990, Part IV	, line 11b. See Form 990, Part X, lir	ie 12.
	(a) Description of security or category	(b) Book value	(c) Method of valuation:	
	(including name of security)		Cost or end-of-year market valu	e
(1) Financial				
	eld equity interests			
(3) Other				
(A)				
(B)				
(C)				
(D)				
(E)				
(F)				
(G)				
(H)				
	n (b) must equal Form 990, Part X, col. (B) line 12.)			
Part VIII	Investments—Program Related.		line 11a One Farm 000 Bart V lin	- 10
	Complete if the organization answered "Yes" on			e 13.
	(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market valu	9
				e
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)	n (b) must equal Form 990, Part X, col. (B) line 13.)			
Part IX	Other Assets.			
Fartix	Complete if the organization answered "Yes" on	Form 990 Part IV	line 11d See Form 990 Part X lin	e 15
	(a) Description			Book value
(1)	(6) 2000,000			
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
	n (b) must equal Form 990, Part X, col. (B) line 15.)			
Part X	Other Liabilities.		·	
	Complete if the organization answered "Yes" on line 25.	Form 990, Part IV	, line 11e or 11f. See Form 990, Pa	rt X,
1.	(a) Description of liability	(b) Book value		
	income taxes			
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				

(9) Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.)

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII....

X

(8)

Schedule D (Form 990) 2017 THE FLORIDA CONCRETE MASONRY	47-12557	13	Page 4
Part XI Reconciliation of Revenue per Audited Financial Stateme	ents With Revenue per	Return.	
Complete if the organization answered "Yes" on Form 990, P	art IV, line 12a.		
1 Total revenue, gains, and other support per audited financial statements		. 1	1,748,926
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a Net unrealized gains (losses) on investments	2a		
b Donated services and use of facilities	2b		
c Recoveries of prior year grants	2c		
d Other (Describe in Part XIII.)	2d		
e Add lines 2a through 2d		. 2e	
3 Subtract line 2e from line 1		. 3	1,748,926
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a Investment expenses not included on Form 990, Part VIII, line 7b			
<b>b</b> Other (Describe in Part XIII.)	4b		
c Add lines 4a and 4b		4c	1 = 10 000
5 Total revenue. Add lines 3 and 4c. ( <i>This must equal Form 990, Part I, line 12.</i> )			1,748,926
Part XII Reconciliation of Expenses per Audited Financial Statem	• •	er Return.	
Complete if the organization answered "Yes" on Form 990, P			0 1 5 6 01 5
1 Total expenses and losses per audited financial statements		. 1	2,156,817
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:	1 1		
a Donated services and use of facilities	2a		
<b>b</b> Prior year adjustments	2b		
c Other losses		_	
d Other (Describe in Part XIII.)			
e Add lines 2a through 2d			2 156 017
3 Subtract line 2e from line 1	·r····	. 3	2,156,817
4 Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a Investment expenses not included on Form 990, Part VIII, line 7b	4a	_	
<b>b</b> Other (Describe in Part XIII.)	4b		
c Add lines 4a and 4b			2 156 017
5 Total expenses. Add lines 3 and 4c. ( <i>This must equal Form 990, Part I, line 18.</i> )		. 5	2,156,817
Part XIII Supplemental Information.			
Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b; Also complete this part to provide a		Part X, line	
2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide a <b>PART X – FIN 48 FOOTNOTE</b>	ny additional information.		
PARI A - FIN 46 FOUINULE			
THE ADGANTZATION TO EVENDE FROM INCOME TAY II		1(C) (	
THE ORGANIZATION IS EXEMPT FROM INCOME TAX U	NDER SECTION JU	<u> (C) (</u>	) OF THE
INTERNAL REVENUE CODE AND THEREFORE, HAS MAD	F NO PROVISION	FOR FF	NFRAT.
INTERNAL REVENCE CODE AND THEREFORE, HAS MAD	E NO PROVISION	FUR FE	DERAL
INCOME TAXES IN THE ACCOMPANYING FINANCIAL S	ΦΑΦΕΜΕΝΦΟ ΤΝ	דיידתת	א יישר
INCOME TRAED IN THE ACCOMPANIING FINANCIAL			
ORGANIZATION QUALIFIES FOR THE CHARITABLE CO	NTRIBUTION DEDU	CTTON	UNDER
SECTION 170 (B) (1) (A) AND HAS BEEN CLASSIF	IED AS AN ORGAN	TZATIO	N OTHER
THAN A PRIVATE FOUNDATION UNDER SECTION 509	(A) $(2)$ .		
	· · · · · · · · · · · · · · · · · ·</td <td></td> <td></td>		
•			
THERE ARE NO RESERVES HELD FOR UNCERTAIN TAX	POSITIONS AT 1	2/31/2	017. THE
•			
ORGANIZATION IS NO LONGER SUBJECT TO U.S. FE	DERAL, STATE AN	D LOCA	L INCOME
•	·····		
TAX EXAMINATIONS BY TAX AUTHORITIES FOR YEAR	S BEFORE 2014.		
• • • • • • • • • • • • • • • • • • • •			

Page 5

Part XIII Supplemental Information (continued)	
· · · · · · · · · · · · · · · · · · ·	
•••••••••••••••••••••••••••••••••••••••	

OMB No. 1545-0047 SCHEDULE O Supplemental Information to Form 990 or 990-EZ (Form 990 or 990-EZ) Complete to provide information for responses to specific questions on 2017 Form 990 or 990-EZ or to provide any additional information. Attach to Form 990 or 990-EZ. **Open to Public** Department of the Treasury Internal Revenue Service Inspection Go to www.irs.gov/Form990 for the latest information. Employer identification number Name of the organization THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC 47-1255713 FORM 990 - ORGANIZATION'S MISSION IN ACCORDANCE WITH SECTION 446.531, F.S., THE FCMEC WILL COORDINATE A STATEWIDE PROGRAM TO INFORM AND EDUCATE THE PUBLIC ABOUT THE SUSTAINABILITY AND ECONOMIC BENEFITS OF CONCRETE MASONRY PRODUCTS AND TRAIN INDIVIDUALS IN THE FIELD OF CONCRETE MASONRY. FURTHER, AS DIRECTED IN SECTION 1011.80(4), F.S., THE FCMEC WILL ESTABLISH BASELINE DATA OF PRIORITY TARGETS FOR THE PURPOSE OF FORMULATING ANNUAL OUTCOME MEASUREMENTS. FORM 990, PART VI, LINE 11B - ORGANIZATION'S PROCESS TO REVIEW FORM 990 FORM 990 IS CIRCULATED AMONG MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS FOR REVIEW, COMMENTS AND APPROVAL PRIOR TO SUBMISSION FORM 990, PART VI, LINE 12C - ENFORCEMENT OF CONFLICTS POLICY EVERY MEETING AGENDA OF THE COUNCIL (BOARD OF DIRECTORS AND COMMITTEES) CONTAINS TEXT INFORMING COUNCIL MEMBERS OF THEIR RESPONSIBILITY TO DECLARE A CONFLICT OF INTEREST AS IT RELATES TO ITEMS BEFORE THE COUNCIL FOR ACTION. THE TEXT INCLUDES A LINK TO THE COUNCIL'S CONFLICT OF INTEREST MEMORANDUM THAT A MEMBER WOULD COMPLETE. ADDITIONALLY, EVERY MEETING AGENDA PROACTIVELY ASKS THE MEMBERS IN ATTENDANCE IF ANY HAVE A CONFLICT OF IF A CONFLICT OF INTEREST IS NOT DECLARED AT A MEETING BUT A INTEREST. MEMORANDUM INDICATING A CONFLICT OF INTEREST IS RECEIVED AFTER A MEETING, THE MEMORANDUM IS READ INTO THE MINUTES AT THE NEXT MEETING OF THE BOARD OF DIRECTORS. FORM 990, PART VI, LINE 19 - GOVERNING DOCUMENTS DISCLOSURE EXPLANATION

Schedule O (Form 990 or 990	D-EZ) (2017)	)				Page 2				
Name of the organization THE FLORIDA C	ONCRET	E MASONRY			Employer identifica					
GOVERNING DOCI	UMENTS	ARE MADE A	VAILABE TO T	HE PUBLIC UPON	REQUEST.					
	FORM 000 DARE IN III OFFICE FOR SERVICES									
FORM 990, PART IX, LINE 11G - OTHER FEES FOR SERVICES										
DESCRIPTION										
P	ROGRAM	SERVICE	MGT &	GENERAL	FUNDRA	ISING				
OTHER FEES EX	PENSES									
	\$1,	840,238	\$	0	\$	0				
	······································		••••••		· · · · · · · · · · · · · · · · · · ·					

PAGE	1	OF	1	
Schedule	0 (F	orm 9	90 or	990-EZ) (2017)

Rick Scott



Cissy Proctor EXECUTIVE DIRECTOR

August 15, 2018

The Honorable Rick Scott, Governor State of Florida The Capitol 400 South Monroe Street Tallahassee, FL 32399-0001

Dear Governor Scott:

Pursuant to section 20.058, Florida Statutes, the Department of Economic Opportunity is providing this report on behalf of Enterprise Florida, Inc. for the Florida Tourism Industry Marketing Corporation, Inc. (d.b.a. VISIT FLORIDA). VISIT FLORIDA was created by section 288.1226, Florida Statutes as a Florida not-for-profit corporation.

Information provided in compliance with section 20.058(1), Florida Statutes, is as follows:

- (a) Name, mailing address, telephone number and website:
   Florida Tourism Industry Marketing Corporation D.B.A. VISIT FLORIDA
   2450 W. Executive Center Circle, Suite 200
   Tallahassee, FL 32301
   (850) 488-5607
   <u>VISITFLORIDA.com</u> consumer website, <u>VISITFLORIDA.org</u> business to business website
- (b) Statutory Authority: Section 288.1226, Florida Statutes
- (c) Mission description and results: See attachment VISIT FLORIDA MARKETING PLAN.
- (d) A description of plans of the organization for the next three fiscal years: See attachment VISIT FLORIDA 2018-2020 Strategic Plan.
- (e) A copy of VISIT FLORIDA's code of ethics: See attachment VISIT FLORIDA CODE OF ETHICS.
- (f) A copy of the most recent federal Internal Revenue Service Return: See attachment IRS Form 990.

It is DEO's recommendation on behalf of Enterprise Florida, Inc. to continue the agency's association with VISIT FLORIDA as a direct support organization. VISIT FLORIDA plays a key role in the marketing and tourism efforts for the state and has been an invaluable partner to DEO and Enterprise Florida, Inc.

If you have any questions please feel free to contact me at any time.

Sincerely Cissy Proctor **Executive Director** 

Florida Department of Economic Opportunity | Caldwell Building | 107 E. Madison Street | Tallahassee, FL 32399 850.245.7105 | www.floridajobs.org www.twitter.com/FLDEO | www.facebook.com/FLDEO

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# 2018-19 MARKETING PLAN







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MARKETING PLANNING PROCESS	7
TRENDS WE ARE WATCHING	7



# ABOUT VISIT FLORIDA

VISIT FLORIDA, the state's official tourism marketing corporation, serves as Florida's source for travel planning to visitors across the globe. VISIT FLORIDA is a not-for-profit corporation created as a public/private partnership by the Florida Legislature in 1996.

As the Sunshine State's No. 1 industry, tourism was responsible for welcoming a record 116.5 million visitors in 2017. Based on the latest economic impact study, Florida visitors spent \$112 billion and supported 1.4 million Florida jobs. According to the Florida Office of Economic and Demographic Research, for every \$1 the state invests in VISIT FLORIDA, \$2.15 in tax revenue is generated.

Each year, the Florida Legislature appropriates public funding to be allocated for tourism marketing. VISIT FLORIDA is required to match this public investment dollar for dollar, by partnering with the state's tourism industry through cooperative advertising campaigns, promotional programs and many other innovative ventures. Through this partnership, VISIT FLORIDA serves more than 12,000 tourism industry businesses, including Busch Gardens Tampa, Disney Destinations, The Hertz Corporation, LEGOLAND Florida Resort, SeaWorld Parks & Resorts Orlando, Simon Shopping Destinations and Universal Orlando Resort.

VISIT FLORIDA facilitates tourism industry participation in domestic and international travel trade and consumer shows, as well as media missions to the top global visitor markets. VISIT FLORIDA also works closely with travel agents, tour operators, meeting and event planners, and is responsible for operating Florida's Official Welcome Centers.

#### **2020 STRATEGIC PLAN**

In order to keep Florida ahead of the competition, VISIT FLORIDA and its Board of Directors have implemented a strategic plan that will carry the Florida tourism industry through 2020.

PURPOSE......Brighten the lives of all.

- VISION Establish Florida as the No. 1 travel destination in the world.
- MISSION.....Strengthen Florida's share of the global travel market.
- GOAL ...... Maximize the economic impact of travel and tourism to Florida.

**OBJECTIVE** ..... \$100 billion in tourism-related spend by 2020.

STRATEGY 01: DRIVE DEMAND STRATEGY 02: INCREASE YIELD STRATEGY 03: BRAND ENGAGEMENT STRATEGY 04: INDUSTRY ALIGNMENT

# NO. 1 TRAVEL DESTINATION IN THE WORLD

VISIT FLORIDA's vision – to establish Florida as the No. 1 travel destination in the world – is ambitious but achievable. To succeed, VISIT FLORIDA must build a strategic marketing platform that aligns the collective interests of the Florida tourism industry and provides integrated marketing opportunities for the industry to leverage. VISIT FLORIDA must prioritize its resources to focus only on programs that maximize impact and create and add value for travelers and industry Partners. That means following a set of principles that guide all marketing decisions.

## MARKETING PRINCIPLES

# CREATE VALUE & ADD VALUE

Every VISIT FLORIDA program or initiative must create and add value for travelers and for industry Partners. If the industry can produce a program at the same cost and with the same impact, there is no reason for VISIT FLORIDA to invest resources in the program. VISIT FLORIDA programs must provide the Florida tourism industry a strategic advantage and must inspire consumers with valuable information or a valuable service.

#### SOMETHING FOR EVERYONE, BUT NOT EVERYTHING FOR EVERYONE

There is a tendency in membership organizations to stick to the "Fairness Doctrine" – build programs to the lowest common denominator and provide the same benefits to all members in all cases. The result is often a marketing structure that tends toward mediocrity.

VISIT FLORIDA represents an industry that is remarkable in its breadth and diversity and a "one-size-fits all" approach simply will not work. VISIT FLORIDA has made a strategic decision to prioritize efforts on valuable programs that are good for Florida. We strive to provide programs that work for all Partners, but we recognize that not all programs will be a good fit for every Partner.

### IF IT'S WORTH DOING, IT'S WORTH DOING RIGHT

While wise financial stewardship is critical in all that we do, VISIT FLORIDA will not sacrifice quality to save money; nor will we initiate a new program or continue with an existing program without dedicating the resources necessary to make the program a success. VISIT FLORIDA will protect our brand promise and will commit to do it right or not do it at all.

# QUALITY VS. QUANTITY

Scale matters, but impact matters more. The impact of a promotion on consumer behavior is more important than the number of people that the promotion reaches. VISIT FLORIDA is committed to delivering high-quality innovative programs that give Florida a competitive advantage. These programs will be thoroughly vetted, measured and optimized to ensure they maximize the impact of every dollar spent.

### DIGITAL FIRST

Constant technological advancement has left the world of marketing in a state of permanent transformation. In order to ensure that VISIT FLORIDA thrives in the future, it must be a marketing company that thinks digital first. We will invest in platforms, partners and people who understand how technology will evolve and can provide VISIT FLORIDA a competitive advantage as a destination marketer.

### TRAVELER-CENTRIC

The goal of all VISIT FLORIDA efforts is to deliver visitors to the state. Our ability to be successful requires a comprehensive understanding of Florida's visitors and potential travelers. Prioritizing the traveler helps VISIT FLORIDA deliver greater results for our Partners and ultimately the residents of Florida.

## DATA-DRIVEN

In order for VISIT FLORIDA to compete in a hypercompetitive landscape, every decision must be datadriven. Priority will be placed on programs that can be measured and optimized and can provide data that continuously improve our ability to attract potential visitors.

# MARKETING PLANNING PROCESS

The record success that Florida has experienced during the past seven years is a direct result of the collaborative effort by the entire tourism industry.

Working with critical Florida stakeholders and Industry Partners, VISIT FLORIDA kicked off the Marketing Planning process in December 2017 at the Florida Tourism Leadership Summit. This event was designed to open conversations with industry stakeholders and develop a list of priorities for the coming year. As a result, VISIT FLORIDA developed short-term and long-term plans to make Florida the No. 1 travel destination in the world.

Many of the initiatives and strategies in this Marketing Plan and in VISIT FLORIDA's marketing approach are directly connected to the feedback and workshops from the Florida Tourism Leadership Summit.

# TRENDS WE ARE WATCHING

Marketing and travel are some of the fastest-changing industries. To stay current, we follow the compelling developments and story lines across those industries. Here are some with near-term importance.

# TIME OFF

The battle to persuade Americans to take their earned vacations continues. What feels like progress can look like we're running in place. Yes, vacation day usage is up two years running, but the fact remains that more than half of Americans are still leaving vacation time on the table. The reasons are familiar: an always-on work culture, the "work martyr" mentality, and anxiety around perceived commitment to career. What's worse, many of the largest generation of workers are showing these telltale behaviors. Millennial women, who according to the data say they appreciate vacation time, are taking less time off. They report feeling guilty, they worry about a workload that never stops growing, they fear of being replaced. Reinforcing the physical, spiritual and career benefits of a vacation with this trend-setting demographic will be more important than ever.

#### PERMANXIETY OR STATE OF FEAR

Travelers today face an endless barrage of worries about personal security, terrorism, extreme weather events, racial tensions, and other geopolitical crises. In 2017, Skift coined the term permanxiety to describe a "near-constant state of anxiety that exists around the world" and pervades every part of our lives through continuous news updates and often inflammatory social media. Added to that, in some parts of the world there are growing fears of "the other" – different cultures, different religious beliefs, and different political views. One of the travel industry's greatest achievements over the past 100 years has been creating a shared experience that unites strangers. Will our industry be able to address this new anxiety of travelers? How do we as marketers rise above the noise and say, "Welcome to Florida"?

### 

The gift of digital technology has been the ability to deliver personalized campaigns to individual consumers. But in the past two years we've come to realize that the 21st-century information highway was missing guardrails. The large tech companies have been outed for being careless with our personal information and for leaving the gates wide open to malicious agents. Consumers and Congress are asking hard questions and digital marketers suddenly have arrived at a crossroads. Citizens want their data and privacy protected and they negatively view brands that enter their personal space uninvited. Emerging technologies such as "blockchain" allow consumers to insulate themselves from advertising and protect and potentially monetize their online data. Questions remain around the role of regulation, selfmonitoring, and what data is acceptable for businesses to monitor, collect, and share? As new privacy measures are sorted out, we will continue to protect data and partner with brands that do the same.

### 

This year, the oldest members of Generation Z will be graduating from college and entering the workforce. The research suggests that Gen Z is very different from Millennials and marketers should not assume that the same strategies will work across generations. When it comes to travel, Gen Z is incredibly influential. They are already buying their own trips and affecting family travel decisions. They want to experience the world like a local and change it for the better. They watch twice as many videos on mobile than any other generation and are won over by videos that tell a story. Building strategies to connect with this next generation of travelers will be a priority in the coming years.

# PERFORMANCE SNAPSHOT



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# SEVEN YEARS OF RECORD VOLUME

If there is one proof of the popularity of the Florida vacation brand, one confirmation that marketing matters, look at how far and fast we have come. From 2011 to 2017 - one record year after another - the number of visitors to Florida has increased by 33.4 percent, or 29.2 million additional vacationers. The newest benchmark is 2017's 116.5 million visitors. A critical part of maintaining this trend line is identifying opportunities for improvement. Here's one: International visitor volume is down from its 2013 apex by 8 percent. Canadian visitation rebounded in 2017, but we have work to do in Europe and South America. The potential is there for growth. These are good challenges to have.

#### TOTAL VISITOR VOLUME

(in millions)



Source: VISIT FLORIDA



#### DOMESTIC VISITOR VOLUME

(in millions)

This chart shows the volume of domestic visitors to Florida over the past 10 years.



(in millions)

This chart shows the volume of international visitors to Florida over the past 10 years.





\*estimate is preliminary and subject to change

### MARKET SHARE LARGEST SHARE OF VACATION TRAVELERS OF ALL U.S. STATES

For more than a decade now, the Sunshine State has been the uncontested leader among American vacation destinations.

Florida's share of U.S. tourists has hovered around 16 percent and remains at least four points better than the closest competitor.

That good news is offset by cautionary research data: Interest in traveling to Florida within the next two years experienced a 2-point year-over-year decrease and travel intent for some of Florida's top competitive destinations had a significant increase.

To maintain our market dominance, keeping Florida top of mind among likely travelers is more important than ever.



#### FLORIDA'S MARKET SHARE This chart tracks Florida's share of the domestic vacation travel market.

Source: D.K. Shifflet & Associates

#### INTERESTED IN VISITING OVER TIME



This chart shows the top states that travelers are interested in visiting over the next two years..

Source: MMGY Global, Portrait of American Travelers 2017-2018 Respondents could select more than one state. The states shown generated the most responses.

# HOTEL OCCUPANCY AND REVENUE

### FLORIDA EXPERIENCED RECORDS FOR OCCUPANCY, ADR AND REVPAR

Top-line hotel numbers confirm that 2017 was another outstanding year for the Florida hotel industry. Occupancy, Average Daily Rate (ADR) and Revenue per Available Room (RevPar) all rose to historic benchmarks.

In 2017, nearly 9,000 additional rooms were added to Florida's hotel inventory, but demand was greater. Average monthly occupancy was 73.9 percent – a year-over-year increase of 3.2 percent. More growth is expected: 46,000 rooms will be added by 2020.

The ADR grew by 2.6 percent and remained above \$110 even during the slower months. Room rate peaked in March, with 11 million rooms sold at a daily average of \$168. September was lowest at \$115.

Florida also shines brightest in regional and national comparisons, outpacing the South Atlantic and greater United States for Occupancy, RevPAR and Rooms Sold.

In the past five years, Florida's hotel occupancy has averaged 3.6 percent annual growth; the ADR on average has risen 4 percent annually.

#### HOTEL OCCUPANCY AND ADR

This chart compares Florida's hotel industry against the values from the South Atlantic region and the U.S. in 2017.







#### **OCCUPANCY RATES**

This chart shows the five-year trend of Florida occupancy rates compared to U.S. rates.



#### AVERAGE DAILY ROOM RATE

This chart shows the five-year trend of Florida average daily room rates compared to U.S. rates.



#### **REVENUE PER AVAILABLE ROOM** This chart shows the five-year trend of Florida revenue per available room



### QUICK FACTS

- 67 new hotels opened in 2017, adding nearly 9,000 additional rooms.
- 46,000 new hotel rooms are set to be completed by 2020.

# TOURISM'S POWERFUL ECONOMIC IMPACT

### OUT-OF-STATE VISITOR SPENDING CONTINUES TO HIT RECORD HIGHS

More than ever, out-of-state vacationers remain vital contributors to the Florida economy. One of six Florida jobs is supported by visitor spending. Tourism sales account for nearly 10 percent of the state economy. And since 2010, Florida tourism has been on a roll: six consecutive years of growth, with annual spending up 43 percent in that stretch to almost \$112 billion (see chart).

#### Here are some other highlights:

- $\cdot$  78 visitors support one Florida job.
- Nearly 80 percent of lodging employment, 53 percent of recreational employment, and 41 percent of jobs in the food and beverage industry are directly supported by out-of-state visitor spend.
- Spending on food and beverage in 2016 was up 4.2 percent.
- Visitor spending in Florida increased by 3.1 percent in 2016; in the United States, the increase was 1.9 percent. (source: U.S. Travel Association).

High consumer confidence, low gas prices, employment and wage growth, as well as the attractiveness of Florida as a destination for both domestic and international travelers, are contributing factors to visitor spending.

(source: U.S. Travel Association)

All sectors of the Florida economy benefit directly from tourism or through:

**Indirect impacts** such as increased sales for local businesses who supply the tourism industry (e.g. supplier to the hotel who delivers goods and services and employs workers to meet the demand); and **Induced impacts** such as increased sales for local businesses through resident spending of income earned in tourism and supporting sectors (e.g. employees of the hotel supplier purchase goods and services at a household level such as food, child care, and home insurance).



QUICK FACTS

- Out-of-state visitor spending supported 1.4 million Florida jobs in 2016, with an associated income of \$53 billion.
- Out-of-state tourism generated \$11.6 billion in state and local taxes and \$13.6 billion in federal taxes in 2016.

#### **OUT-OF-STATE VISITOR SPENDING**

(in billions)

This chart shows the total amount of out-of-state visitor spending per year.



Source: Tourism Economics and VISIT FLORIDA

#### TOTAL TOURISM EMPLOYMENT COMPARED TO VISITOR VOLUME

(in millions)

This chart shows the number of Floridians employed by the Tourism industry compared to total visitor volume. As visitors increased, so did Florida jobs.



Source: Tourism Economics and VISIT FLORIDA

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# FLORIDA VISITORS



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### **DOMESTIC MARKET** THE GREAT MAJORITY OF FLORIDA'S VISITORS LIVE IN THE U.S.

Where do Florida's vacationers originate? How are they getting here? What are their favorite Florida activities and destinations? Combine this attention to data with valuable input from tourism industry leadership and the result is a record 116.5 million visitors in 2017 — with 102.3 million, or 88 percent, of those visitors from the United States.

Florida attracts vacationers from all 50 states, but nearly three-quarters (73 percent) of those visitors come from 15 states, all but two of them east of the Mississippi River. In 2016, Florida experienced the largest increase in share from Georgia, Kentucky, North Carolina, and Tennessee. Visitors west of the Mississippi also have played a significant role in Florida's record run. From 2012 to 2016, their share of domestic visitor volume has increased from 19.7 to 21.8 percent.

Examining mode of travel, the data shows more drive vacationers coming to Florida (an increase of 2.5 million from 2016 to 2017) and a willingness to cover greater distances to get here. The typical round-trip distance is more than 2,000 miles. There were 1.9 million more air visitors from 2016 to 2017, and it's gratifying to see the demand rising to the supply. Available flights from the United States into Florida have increased by 22 percent since 2013.



#### FLORIDA'S VISITORS FROM TOP 15 STATES

## FLORIDA'S SUPER SIX MARKETS

Among metropolitan areas, New York City, Atlanta, Chicago, Philadelphia, Washington, D.C., and Boston are the greatest contributors to Florida's visitor numbers. These Super Six DMAs (Designated Market Areas) account for nearly one-third of Florida's domestic volume. Nine secondary markets, including three metros

	SUPER SIX		Florida's c Visitors	PP* change	Vol
DMAs		2016	2015	'15/'16	Shift
1.	New York, NY	11.1%	11.6%	-0.5%	▼
2.	Atlanta, GA	6.7%	6.1%	0.6%	
3.	Chicago, IL	3.8%	3.6%	0.1%	
4.	Philadelphia, PA	3.2%	3.2%	0.0%	_
5.	Washington, D.C.	2.9%	3.0%	-0.1%	▼
6.	Boston, MA	2.8%	2.9%	-0.1%	▼

west of the Mississippi River, contribute 15 percent of Florida's visitors. The year-over-year increase of nearly a point in share meant an additional 824,000 visitors. Together, these 15 DMAs account for almost half of Florida's 102.3 million domestic visitors.

SECONDARY DMAs		Share of Florida's Domestic Visitors		PP* change	Vol
		2016	2015	′15/′16	Shift
7.	Detroit, MI	2.1%	2.0%	0.1%	
8.	Dallas-Fort Worth, TX	1.8%	2.0%	-0.2%	
9.	Los Angeles, CA	1.7%	1.7%	0.0%	
10.	Birmingham, AL	1.7%	1.4%	0.3%	
11.	Cleveland-Akron, OH	1.6%	1.7%	-0.1%	
12.	Nashville, TN	1.6%	1.0%	0.6%	
13.	Houston, TX	1.6%	1.5%	0.0%	_
14.	Raleigh-Durham, NC	1.5%	1.6%	-0.1%	
15.	Indianapolis, IN	1.4%	1.3%	0.2%	

# SUPER SIX MARKET SNAPSHOT

#### **New York City**

- New York City remained Florida's top DMA in 2016 despite experiencing a 4.1 percent decrease in volume and a share decrease of 0.5 percentage points to 11.1 percent.
- New York City ranks as the No. 1 DMA for VISIT FLORIDA's Family, Winter and Weekend Getaway audience segments.
- Nearly a third of Florida's visitors from New York City come in the spring and their top activity is visiting friends and relatives.
- Of the Super Six markets, the New York metropolitan area has the largest population at 13.4 million.

#### Atlanta

- Atlanta is the second-most popular origin DMA and the top drive market.
- Visitors from Atlanta have the shortest average length of stay compared to the other Super Six DMAs.
- Atlanta has the largest share of family travel among the Super Six DMAs. Nearly 25 percent of all travel parties are traveling with children.

#### Chicago

- Chicago is Florida's third-most popular origin market, accounting for nearly 4 percent of Florida's domestic visitors. Chicago is the second-most popular air market, representing nearly 6 percent of Florida's domestic air visitors.
- The majority of Florida's visitors from Chicago come in spring and summer.
- Nearly half of Chicago's visitors arrive to Florida by air and the seat capacity from Chicago to Florida has increased by 8 percent in the last year.

#### Philadelphia

- Philadelphia is Florida's fourth-most popular origin market for Florida's domestic visitors.
- Almost half of the visitors from Philadelphia are Baby Boomers – the largest share of Boomers among the Super Six DMAs.
- The top activities for visitors from Philadelphia are going to the beach, visiting friends and relatives, and culinary experiences.

#### Washington, D.C.

- Visitors to Florida from Washington, D.C., have the highest average household income (\$140,500) among the Super Six DMAs.
- One in three of Florida's visitors from Washington, D.C. are Millennials – the greatest share compared to the other top six markets.
- The majority of visitors from Washington, D.C. are traveling alone.

#### Boston

- Boston is Florida's sixth-most popular origin market for domestic visitors and the third-most popular market for domestic air visitors.
- The majority of Florida's visitors from Boston come in the spring and winter.
- 60 percent of Boston's visitors fly to Florida.
- Among the top six markets, Boston has the longest average length of stay at 4.9 nights.

#### **Florida's Secondary Markets**

- Detroit, Dallas, Los Angeles, Birmingham, Cleveland, Nashville, Houston, Raleigh and Indianapolis represent an additional 15 percent of Florida's domestic market.
- These secondary markets experienced an increase in share of nearly 1 percent from last year.
- Nashville had the largest share increase at 0.6 percentage points and a corresponding volume increase of more than 50 percent.
- Dallas-Fort Worth-Arlington had the largest population growth in the U.S. last year. The metropolitan area increased by 146,000.

# DEMOGRAPHICS

LIFESTAGE SEGMENTS

Florida's domestic visitors represent a diverse portfolio of generational cohorts, income levels, family composition, and ethnicities. Florida tracks visitor volume, spending, and other patterns by lifestage segmentation. Lifestage categories combine three variables (age, household income, and the presence of children in the household) to create seven segments that are most likely to differentiate visitors.

More affluent travelers (household income of \$100.000 and higher) are coming to Florida. The Sunshine State also attracts a greater share of the mature audience (55 and older) than all other U.S. destinations combined. But while families still constitute nearly one-third of Florida's visitor volume, their number declined from 2015 to 2016. Young families (households with children led by parents 18-34 years old) represent an opportunity for growing this vital audience segment.

The most recent data around lifestage segments shows highlights and challenges.



#### LIFESTAGE SEGMENT COMPOSITION

This chart shows the share of domestic visitors to Florida by lifestage.

### Lifestage Defintions

Young & Free (18-34; any income; no kids) Young Family (18-34; any income; kids in HH) Maturing & Free (35-54; any income; no kids) Moderate Family (35-54; <\$75K; kids in HH) Affluent Family (35-54; \$75K+; kids in HH) Moderate Mature (55 or older; <\$100K; no kids) Affluent Mature (55 or older; \$100K+; no kids)

#### **COMPARISON OF U.S. AND FLORIDA TRAVELERS**

This chart shows the share of U.S. travelers by lifestage compared to the share of Florida's visitors by lifestage.



Florida U.S.

# AGE AND FAMILY COMPOSITION

### FOCUS ON FAMILIES

Florida is recognized globally as a family vacation destination. Almost one-third of Florida's domestic visitors have children in the household – a share better than all other states. The U.S. Travel Association's 2017 Domestic Travel Market report confirms that family tourism is increasing, so competition for these travelers will remain fierce and marketing campaigns that target them will be critically important.

The United States received a greater share of Millennials, America's largest generation. But Florida, which closed some of that gap a year earlier, kept pace in 2016. Visitors 35-54 years old still represent the largest share (39 percent) of Florida's domestic audience. The 55+ segment is close behind at 37 percent and in 2016 showed the largest year-over-year growth.

While 2016 was a boom year overall for visitor volume, the number of family travelers declined by 8 percent.

The average age of a Florida visitor is **4<u>8.5 years</u>** 

There was no trend line to anticipate this performance and 2017 was another record year. But rather than wait for answers, VISIT FLORIDA saturated the marketplace in spring 2018 with a new family campaign and a fresh creative approach.

#### DOMESTIC VISITORS BY AGE AND FAMILY COMPOSITION

This chart shows that in 2016, Non-Family Lifestages (those with no children in the household) made up 68 percent of Florida's domestic visitors. This chart also shows that in 2016, the Mature Lifestages (55 and older) accounted for more than a third of Florida's domestic visitors.



### BABY BOOMERS ON THE RISE

QUICK FACT

Florida's visitors span the generations. Boomers and Generation X represent the largest share – nearly 70 percent. Given 2016's substantial rise in visitor volume, Florida gained visitors from each generation, except for Silent/G.I. The most notable increase came from Baby Boomers – up 3 percentage points and prompting share shifts elsewhere. For example, Millennial and Gen X generations declined in share, but they came to Florida in greater numbers year over year. Looking ahead, as Millennials age and start families, volume is expected to rise as more and more travel parties include children.

#### DOMESTIC VISITOR VOLUME BY GENERATION



#### GENERATION OF U.S. TRAVELERS VS. FLORIDA TRAVELERS This chart shows the breakout by generation of U.S. travelers



Source: D.K Shifflet & Associates
#### SEASONALITY - CLOSE THE GAP

#### KEEPING FLORIDA TOURISM BUSINESSES OPEN ALL YEAR LONG

In 2017, occupancy in the busiest month (March) reached a record 84.1 percent. Florida's high season of spring is growing, but more importantly we have seen an increase in the fall, Florida's shoulder season.

During the past seven years, occupancy, average daily room rate, and the number of rooms sold have steadily risen, along with a growth in inventory. In 2013, the occupancy gap between the high and low seasons was 28 percentage points. Each year since, that gap has shrunk. Last year, the difference between the seasons was 18 points. From 2013 to 2017, March increased by two percentage points and the historically low month, September, increased by 12 points.

Growing the slow season is a critical strategy in sustaining Florida's record visitor volume. More importantly, reducing seasonality gaps would help maintain year-round employment and increase cost efficiencies for local businesses.

#### 🕗 QUICK FACT

LOWEST OCCUPANCY SEPTEMBER..... 66.4%



#### STATE-WIDE OCCUPANCY GAP This chart shows the seasonal gap between the peak month (March) and the slowest month (September).

#### THE IMPACT OF HURRICANE IRMA

According to a Tourism Economics report on the impact of Hurricane Irma, 1.8 million fewer visitors came to Florida after Hurricane Irma than were expected based on pre-hurricane trends. Lost out-of-state visitor spending in the final months of 2017 was estimated at \$1.5 billion.

Since September is historically the lowest occupied month for Florida, Irma's impact on visitor statistics was less severe compared to a comparable event in March.

While visitor volume and spending were depressed, the hotel industry experienced an increase in room demand from displaced Florida residents and emergency responders.

#### SEASONALITY OF FLORIDA'S EIGHT VACATION REGIONS

This map shows the seasonal highs and lows for occupancy in each of Florida's vacation regions.

	HIGH	LOW
Northwest	Summer	Winter
North Central	Fall	Winter
Northeast	Spring	Winter
Central	Spring	Fall
Central West	Spring	Fall
Central East	Spring	Fall
Southwest	Spring	Fall
Southeast	Spring	Fall

# FLORIDA VISITORS

#### **INTERNATIONAL MARKET** VISITORS WHO STAY LONGER AND SPEND MORE

International visitors are vital to Florida tourism revenue. On average, they stay longer and spend almost twice as much per person than domestic visitors.

In 2017, 14.2 million international visitors accounted for 12.2 percent of Florida tourism volume. The most recent data shows that international visitors spent \$24.7 billion in the state which accounts for 22.1 percent of total tourism revenue.

Since 2013, the strong dollar and volatile global politics have depressed international visitation and United States vacation destinations have struggled as a whole. In Florida, the numbers are off by 8 percent from their apex. But in 2017, one of the most important international markets – Canada – was up.

Perspective is valuable. During these past seven years of record volume, international and domestic visitors have taken turns leading the way.



#### HERE IS THE CURRENT OUTLOOK FOR SEVERAL KEY INTERNATIONAL MARKETS:

Canada remains Florida's No. 1 international market, but competition from other vacation destinations has increased. While the exchange rate has stabilized, the lower value of the Canadian dollar will continue to affect auto trips. Marketing efforts must address the currency exchange reality and counter the possibility of Florida fatigue.

British outbound travel is more sensitive to economic and political circumstances than Florida's other European feeder markets. British visitation has weakened since Brexit and the subsequent decline in the value of the pound compared to the U.S. dollar. The higher cost of visiting Florida, such as rising hotel and attractions rates, will be a challenge. Competitors also are spending more in the U.K. travel market. If Florida is to maintain its market share, in-country efforts must combat the rising cost of travel here and maintain awareness of the Florida travel product. Florida's top South American markets have great potential as long as they remain politically stable and economic growth continues as predicted. At their peak, the number of Brazilian outbound trips represented less than 5 percent of the population. For comparison, consider the U.K., where the number of trips and the population were virtually equal. As the conditions in Argentina, Brazil and Colombia continue to improve, the travel potential of these markets is too large to ignore and Florida visitation appears to be rebounding.

German outbound travel tends to be resilient to economic swings, making it a reliable source market. The Euro's value versus the dollar is expected to remain stable through 2019 and growth in wages is forecast to outpace prices, leaving Germans more disposable income for travel.

International travel to the U.S. is expected to be slow in the coming years, but Germans prioritize vacation travel and enjoy 25-30 paid vacation days a year. Florida still could realize growth.

China is the world's largest outbound travel market and getting larger. Trips are more frequent and long-haul travel is no longer a once-in-a lifetime occasion. Independent travelers, who plan their own vacations without the help of a tour operator, accounted for almost all of the increases in Chinese travel overseas. That growing segment now represents 40 percent of China's outbound market.

China is forecast to be the fastest-growing overseas source market for U.S. tourism in the coming years.

Florida's opportunity lies with those independent travelers who are seeking new destinations and experiences beyond the traditional gateways in California and New York.

The forecast for Indian travel to the United States is good: 5 percent growth is expected over the next five years. Indian travelers are active visitors and often travel to multiple Florida destinations during their trip. Those visiting friends or relatives (VFR) are a rich opportunity for marketing efforts and destination exploration.

#### INTERNATIONAL MARKET SNAPSHOT



#### Canada

- The average trip value of a Canadian travel party is \$2,298 while the average trip value among Canadian Families is \$2,579 and Matures \$2,621.
- Matures represent 43 percent of Canadian visitors to the state.



#### **United Kingdom**

- The average trip value for a UK travel party is \$2,228.
- Florida's British visitors stay in Florida an average of 12.4 nights.



#### Brazil

- Brazilian travel parties, on average, have a trip value of \$3,185.
- Brazilian travelers stay in Florida an average of 10.3 nights.



#### Germany

- The average trip value for a German travel party is \$2,260.
- German travelers stay in Florida an average of 12.7 nights and travel widely throughout the state.



#### Secondary Latin America

- The average trip value of an Argentinian travel party is \$3,585, while the average for a Colombian travel party is \$1,523, and Mexican air travel party is \$1,602.
- The average length of stay in Florida among Argentinians is 11.2 nights, Colombians 11.0 nights, and Mexican air visitors 7.6 nights.



#### China

- The average trip value for a Chinese travel party is \$3,687.
- While visiting the U.S., Chinese travelers stay in Florida an average of 14.9 nights.

#### FLORIDA'S CANADIAN CORE

Canada is Florida's most significant international market - 3.5 million visitors strong.

At the beginning of Florida's seven-year run in 2011, Canada, Brazil and the United Kingdom were leading the charge. When the United States economy and dollar rebounded, Canadian visitation suffered — almost three years of declines.

The tourism records kept coming for Florida, but Canadians had less money to spend here. They were looking elsewhere for a vacation. VISIT FLORIDA doubled down with our northern neighbors and the investment paid off: Canadian visitation to Florida was up 4 percent for 2017.

Further good news: The Conference Board of Canada forecasts average annual growth of 3 percent for Canadian visits to Florida through 2020.

Let's take a closer look at this vital market and what Florida can do to strengthen this relationship.

#### CANADIAN VISITOR PROFILE

Florida benefits from excellent air access to the Canadian market, with non-stop service scheduled between 39 origin and destination city pairs.

More than half of these Florida vacationers come from two major metros, Toronto and Montreal. They are older than the average domestic traveler; 43 percent qualify as Boomers. Canadians stay in Florida for three weeks on average – longer than any other international visitors. Matures (55 and older) average 35.8 nights and spend \$2,621 per visit. Canadian families average only 8.8 nights, but they spend almost as much (\$2,579) during their stay.

Canadians are winter sun seekers. Mature visitation is strongest in the first and second quarter of the year; families in the first and third quarters.

#### IMPACT OF THE EXCHANGE RATE ON CANADIAN VISITOR VOLUME



This chart shows the historical trend of Canadian visitation and the corresponding effect of the exchange rate.

Source: Conference Board of Canada, Statistics Canada \*estimate is preliminary and subject to change

#### COMPETITIVE CHANGES

After 11 consecutive quarters of losses in Canadian visitation, 2017 was a good year for Florida. But the concerns are still there. The exchange rate remains a hurdle to overcome and outbound travel from Canada to other countries has increased 34 percent in the past five years. Further, other U.S. destinations have intensified their pursuit of the Canadian traveler.

Several studies have noticed Canadians' gravitation toward new destinations. Almost half of Ontario and Quebec travelers who are not considering a Florida vacation say they are looking at more exotic places. A third of these potential visitors are turned off by U.S. politics (see chart).

#### **DECLINING INTEREST**

This chart shows the top reasons Ontario and Quebec travelers are not considering a Florida leisure trip within the next year.



Source: VISIT FLORIDA Consumer Travel Insights Survey

#### FLORIDA DESTINATIONS AND ENCOURAGING TRAVEL

Given the proximity and ease of access, Canada remains a strong market to deliver repeat travel. Top reasons cited for return visits are the warm climate, a perfect place for rest and relaxation, visiting friends/family, and the ease of accessibility. But while this traditional core of Canadian visitors remain loyal ambassadors to Florida, as marketers we must regularly remind the disinclined what's new here and what they are missing.

#### **DESTINATION INTEREST**

This chart shows interest among Ontario and Quebec residents in visiting specific Florida destinations within the next year.

Orlando/Kissimmee	52%
Miami	47%
Florida Keys & Key West	39%
Fort Lauderdale	38%
Tampa/St. Petersburg/Clearwater	36%
Palm Beach	25%
Fort Myers/Naples/Marco Island	23%
Space Coast (Cape Canaveral, Titusville)	17%
Sarasota/Bradenton/Anna Maria Island	15%
Jacksonville/St. Augustine/Daytona	15%
Treasure Coast (Vero Beach, St. Lucie, Stuart)	12%
Destin/Fort Walton Beach/Panama City Beach	9%
Ocala	6%
Other Florida Destination(s)	7%

#### **REPEAT FLORIDA TRAVEL**

This chart shows the top reasons Ontario and Quebec travelers return to Florida year after year.



# INSIGHTS & CONSIDERATIONS



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#### WHAT LIES AHEAD

Florida is one of the world's leading destinations, riding the crest of seven consecutive record years of tourism. But will seven become eight? Here are six narratives that will impact VISIT FLORIDA's ability to drive visitation.

#### **REINSPIRING VISITORS**

Florida has been a trusted destination for generations, with decades of visitation growth as proof. Vacationers can count on brilliant weather, constantly refreshed theme parks, gold-standard customer service ... the list goes on. But now, as younger generations of travelers insist on having new experiences, how does a mature destination like ours avoid "Florida Fatigue"? These are two primary reasons for not revisiting Florida: Been there, done that; not worth my time or money. The emergence of experiential travel, where visitors want to be exposed to new cultures and expand their worldviews, poses an opportunity for Florida to grow its story as a destination.



#### **REASONS FOR NOT REVISITING FLORIDA**

This chart shows reasons previous Florida travelers haven't visited in more than five years.

#### **GLOBAL CLIMATE FOR TRAVEL**

International inbound travel to the United States continues to be unpredictable.

2017 is forecast to be the best year for global travel in this decade, but not to the United States, which received 1 percent\* fewer international visitors (Florida was down 2 percent\*). Currency exchange rates are a factor and politics can't be overlooked.

Among American vacationers, Florida is a distinctive destination and is the dominant leader among U.S. travel markets. What differentiates Florida domestically – sunshine, beaches, theme parks, wildlife, human space flight – should work internationally as well. Florida marketers must become more nimble and opportunistic than ever before. Choosing between brand development and brand protection will be determined by market need. We have seen in 2016 and 2017 the positive numbers gained from brand takeovers in the United Kingdom and Canada.

International marketing strategies also should be able to shift at a moment's notice in an effort to prioritize countries – perhaps even new markets – with the potential to deliver the greatest impact.

#### BLEISURE

Travel combining business and leisure is on the rise, primarily because Millennials see the affordability and efficiency of "tacking on" to existing business trips. Top reasons include destination excitement, cost factors and proximity to the weekend. Nearly half of Millennial workers

complement their work travel with a little vacation time - presenting Florida with a rich opportunity to increase overnight visits and incremental spend.

#### FACTORS FOR BOOKING BLEISURE TRIP

This chart shows the driving factors in deciding to turn a work trip into a bleisure trip.



#### BUILDING BRAND TRUST

As destination marketers, we have little or no control over our visitors' travel experience and, ultimately, how they judge our brand. Strategic messaging - immersive imagery, transformative stories - is no longer enough. Why? Trust in leaders, institutions, brands, celebrities, and advertising is at an all-time low. Selling Florida with the hope that data-driven audience targets become repeat consumers is the black-and-white goal, but those customers want more: They want a brand relationship that is more than transactional. Brands that act with purpose, embrace

transparency, and connect with their audiences are gaining a loyal following. And those relationships pay off when it matters. During Hurricane Irma, jetBlue capped its flights leaving Florida at \$99 and customers remembered the kindness and shared with their friends on social media. As one of the top destinations in the world, Florida has much to lose if visitors no longer feel connected to our brand. Now is the time to think beyond our usual campaign messaging and put our brand purpose of brightening the lives of all into meaningful action.

#### OVERTOURISM

Prompted by a growing middle class and improved accessibility, destinations all over the globe have seen record increases in visitors. So much so that many tourism hotspots are experiencing a backlash from local residents angered by overcrowding and increased demands on infrastructure. Growth managers must be mindful of these tipping points. In Florida, tourism marketers can help by promoting lesser known destinations, encouraging travel outside of peak seasons, and attracting a balanced traveler mix that delivers maximum benefit to local economies.

#### TRANSFORMATIONAL TRAVEL

The travel writer Pico Iyer says: "We travel, initially, to lose ourselves; and we travel, next, to find ourselves." Transformational travel is defined as experiences that enable visitors to make meaningful lasting changes in their lives and promote personal well-being. It is travel motivated and defined by a shift in perspective and a deeper communion with nature and culture. Engaging with endangered manatees. Yoga retreats. Restoring a coral reef. Understanding the cultural and family traditions behind that perfect paella. 54 percent of travelers say they want a transformative experience and more are placing value on this type of travel. Florida has stories to tell and experiences to share that will help travelers change the way they see the world.



THE IMPORTANCE OF TRANSFORMATIVE TRAVEL

#### FACTORS OF A TRANSFORMATIONAL EXPERIENCE



405 respondents answer the question: Why was the experience transformational?

Source: Skift Survey, 2017





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#### HITTING THE MARK

As a mature destination hosting more than 116.5 million non-resident vacations a year, Florida attracts visitors from a wide variety of consumer segments and geographic origins. Understanding and effectively communicating with these consumers, based on their individual preferences, is critical to Florida's success as a tourism destination.

Based on demographic information, historical travel data and psychographic insights, VISIT FLORIDA has identified three key domestic consumer segments that have the potential to drive the greatest visitation to Florida: Winter travelers, Families, and Weekend Getaway travelers. International efforts will focus on Florida's Foundation markets: Canada, U.K., Brazil, Germany, secondary Latin America countries and China. Insights about these different consumer groups inform and shape VISIT FLORIDA's integrated marketing efforts, enabling VISIT FLORIDA to optimize messaging, distribution and timing so potential travelers experience Florida content when they are most receptive to it.

Achieving VISIT FLORIDA's strategic goals will require maximizing resource efficiency, constant program and performance monitoring, and optimizing every initiative. The opportunities ahead are great, and our success is made more likely by aligning the goals and efforts of Florida's tourism industry. The power of a united industry is undeniable and offers strategic advantages that other competitors will struggle to match.

In fiscal year 2018-19, VISIT FLORIDA will harness our collaborative efforts around four key strategies:

	MARKETING STRATEGIES		
01	DRIVE DEMAND	Keep Florida top of mind among target audiences	
02	INCREASE YIELD	<ul> <li>Stimulate balanced incremental growth that delivers the greatest economic impact to Florida through programs that focus on:</li> <li>Protecting and growing visitor volume</li> <li>Increase spending</li> <li>Extending length of stay</li> <li>Increase visit frequency and visitor retention</li> <li>Reducing the gap between seasonal highs and lows</li> <li>Increasing travel to emerging Florida destinations</li> </ul>	
03	BRAND ENGAGEMENT	Identify and engage advocates in promoting the Florida brand	
04	INDUSTRY ALIGNMENT	Promote industry alignment and collective impact through Partner investment and thought leadership	

#### MARKETING APPROACH

For planning purposes, below is a high-level overview of VISIT FLORIDA's FY 18-19 market approach. This plan and the tactics that follow are based on VISIT FLORIDA's FY 18-19 level of funding.

Note: VISIT FLORIDA's fiscal year begins in July and ends in June the following calendar year.





This chart shows the number of nights winter visitors stay.

GENERATION	
Silent/G.I.	10%
Baby Boomer	44%
GenX	27%
Millennial	19%

LODGING TYPE	
Paid Accommodation	59%
Hotel	37%
Non-Hotel	22%
Non-Paid Accommodation	41%
Source: DK Shifflat & Accession	

Source: D.K Shifflet & Associates

#### SEASONALITY



#### TRANSPORTATION MODE



PERCENTAGE OF HOUSEHOLD WITH CHILDREN IN THE FOLLOWING AGE RANGES	
Less than 2 years	7%
2 - 5 years	29%
6 - 12 years	51%
13 - 17 years	32%
13 - 17 years	

Jource. D.N Jinner & Associates	

TRIP PLANNING TIME FRAME	
3 weeks or less	15%
1 month	14%
2-3 months	28%
4-5 months	12%
6 months	10%
More than 6 months	21%

Source: D.K Shifflet & Associates



#### WEEKEND TRAVELER PROFILE



50 - 64

	28%
PARTY COMPOSITION	
Two Adults	43%
One Adult	43%
Family	10%
Three or More Adults	4%

20%

PURPOSE OF TRIP	
Visit Friend/Relative	32%
Getaway Weekend	28%
General Vacation	21%
Special Event	9%
Other	10%

Source: D.K Shifflet & Associates

#### **EXPERIENCE AND ADVENTURE PROFILE**

#### MOTIVATION FOR ADVENTURE TRAVEL



Source: Adventure Travel Trade Association North American Adventure Travelers

#### ATTRACTIONS INTERESTED IN VISITING WHILE ON VACATION

Theme parks	62%
Aquariums	59%
Art/history museums	56%
Zoos	54%
Science museums	51%
Amusement parks	47%
Botanical gardens	47%
Space museums	43%
Water parks	42%

Source: MMGY Global, Portrait of American Travelers "Those Interested in Visiting Florida" TOP ACTIVITIES FOR THE ADVENTURE TRAVELER

ADVENTURE TRAVELER	
Hiking	45%
Visiting friends or family	27%
Camping	25%
Road cycling	22%
Skiing/Snowboarding	22%
Visiting historical sites	18%
Mountain biking	16%
Backpacking	15%
Attending local festivals/fairs	14%

Source: Adventure Travel Trade Association, North American Adventure Travelers

#### MARKETING TACTICS

#### STRATEGY 1: DRIVE DEMAND

- Create integrated audience campaigns in top domestic markets
- Create co-op programs aligned with VISIT FLORIDA's overarching marketing objectives
- Develop and sustain marketing partnerships that increase reach and relevance
- Maintain year-round brand presence targeting domestic travelers
- Maintain ongoing search presence (SEO/SEM)
- Leverage VISIT FLORIDA content for year-round domestic marketing campaigns
- Align collaborative pitching with press visits and media relations
- Build and sustain relations with global media and social influencers
- Collaborate with DMO partners to pitch stories and host media visits that yield a larger awareness footprint to the state
- Create influencer campaigns to reach social communities in order to promote awareness, engagement and advocacy
- Expand relationships with Meetings media through sponsorships and targeted story pitching
- Develop and maintain relationships with tour operators and travel agents in key North American markets
- Leverage best-in-class partnerships to extend the Florida Meetings message through larger channels
- Coordinate promotions in key global markets to maintain high-level Florida brand awareness

#### **STRATEGY 2: INCREASE YIELD**

- Create integrated campaigns in top international markets
- Execute trade media and consumer media relations at international events
- Develop and maintain relationships with tour operators and travel agents in key international markets
- Coordinate international trade FAMs throughout the year for key markets
- Develop educational programming for travel trade
- Build relationships with influential global product managers
- Increase relevance of VISIT FLORIDA-owned and -operated events such as Florida Huddle and Florida Encounter
- Develop and maintain relationships with airlines and airports to support route development
- Build relationships with top meeting planners to connect them to Florida Partners
- Coordinate promotions featuring unique experiences, less traveled destinations and multi-destination prize packages
- Develop and distribute content promoting lesser known destinations and experiences
- Leverage expertise of Welcome Center staff to educate and serve Florida visitors

#### **STRATEGY 3: BRAND ENGAGEMENT**

- Promote engagement with #LoveFL across different audiences and passions
- Leverage social conversations to build brand engagement and advocacy
- Develop opportunities to connect with Florida visitors while they are traveling
- Foster social conversations related to Florida travel experiences

#### **STRATEGY 4: INDUSTRY ALIGNMENT**

- Engage with and educate Partners through marketing consultations and sales calls
- Continually promote VISIT FLORIDA programs and partnership opportunities through social channels, direct mail campaigns and in-person events
- Enhance Partner benefits platform to provide more exclusive opportunities for VISIT FLORIDA Marketing Partners
- Develop programs and webinars that deliver education/thought leadership to the industry
- Invest in developing tools and resources that drive Partner retention and demonstrate value of participation
- Award advertising matching grants to promote Florida tourism
- Increase the value of co-op to Partners by developing year-round, non-traditional and bundled packages
- Create, manage and distribute corporate messaging to improve alignment with the Florida Tourism Industry
- Manage all crisis communication efforts and provide industry direction and support as needed.
- Facilitate international co-op opportunities for Partners, leveraging the Florida Brand
- Continue investment in the Air Team Florida program
- Create unique Partner opportunities at trade shows and signature events
- Build relationships with the Florida Tourism Industry through promotional Partner tours
- Promote a statewide customer service training and certification program for Welcome Center partners
- Produce Welcome Center takeover events throughout the year

#### DEPARTMENT PROJECT PLANS

#### BRAND

CONTENT

- Florida consumer brand evolution and re-launch
- Planning and execution of six different integrated consumer audience campaigns
- Ongoing focus and growth of Share a Little Sunshine, Florida's advocate community
- Develop an integrated campaign strategy to further strengthen Florida's market share of Canadian visitors

- Publish 150 new stories on VISITFLORIDA.com
- Improve search ranking for Florida content
- Develop content to augment six different integrated consumer audience campaigns
- Execute a year-round content co-op plan
- Evolve our website functionality to better serve potential visitors and Partners

- Florida Encounter event refresh
- Florida Huddle event refresh
- Develop and manage core VISIT FLORIDA events: Florida Governor's Conference on Tourism, Florida Tourism Leadership Summit, Florida Encounter, Florida Huddle, Florida Tourism Day, and the VISIT FLORIDA Board of Director's Meetings
- Improve attendee recruitment process for all corporate trade show events
- Improve data collection process and ROI assessment

#### CORPORATE **MEETINGS**

#### INDUSTRY RELATIONS & SALES

- Build a better and more effective cooperative marketing model and program
- Build out a "full-service" VISIT FLORIDA regional team
- Partner benefits refresh
- Develop a Partner Participation Report
- Improve e-newsletters and the Partner subscription process
- Annual Partner enrollment campaign

- UK Integrated Marketing Campaign
- Brazil Integrated Marketing Campaign
- Germany Integrated Marketing Campaign
- China Integrated Marketing Campaign
- AirTeam Florida Expansion
- Build and market a new Florida E-Learning program

- Plan and purchase media for six different integrated consumer audience campaigns
- Develop ongoing co-op opportunities for Partners aligned with audience campaigns
- Plan and purchase media for nine international audience campaigns
- Optimize and expand Search presence
- Improve media performance tracking to enhance future media mix design

#### INTERNATIONAL

MEDIA

#### **DEPARTMENT PROJECT PLANS**

#### PROMOTIONS

- Coordinate promotions in 15 key global markets
- Conduct sales calls for relationship-building in six key global markets
- Execute promotions totaling \$85M in media value

#### PUBLIC RELATIONS

- Conduct a minimum of 8 regionally-focused group familiarization tours and 55 individual media familiarization tours
- Develop public relations initiatives to enhance six domestic integrated consumer audience campaigns
- Develop public relations initiatives to enhance four international integrated marketing campaigns
- Improve VISIT FLORIDA's media relationship development process to deepen connections with trade and consumer journalists

- Launch qualitative and behavioral consumer research studies
- In-depth customized Florida research study for each international market
- Evolve the marketing effectiveness study
- Florida brand evolution and re-launch testing
- Develop interactive dashboards to monitor economic and travel trends
- Deepen VISIT FLORIDA's ability to track ROI for consumer audience campaigns

#### RESEARCH

#### SOCIAL

- Increase engagement with potential visitors across the globe
- Improved integration of social listening data to influence day-to-day social engagement and long-term audience planning
- Execute 25 social media influencer campaigns across the calendar year
- Develop an industry-wide editorial calendar to better align Florida's social conversations
- Launch and maintain a social media presence across key channels in China
- Re-establish relationships with travel agents in Atlanta, Boston and Dallas through sales roadshows
- IPW & IITA Travel Trade Shows
- European Travel Trade Shows: WTM London, ITB, UK Summer Event
- LATAM Travel Trade Shows: WTM Latin America, JPA, La Cita, Mice Event, ILTM-Travelweek, Festuris Gramado, UGART, Expo Mayoristas
- Asian Travel Trade Shows: World Routes, ILTM Asia Pacific, CITM, SATTE
- Develop and execute a campaign to promote Florida's new E-Learning initative
- Complete I-95 Florida Welcome Center renovations
- Produce and market the Certified Visitor Information Seminar
- Plan and produce 12 Welcome Center Takeovers
- Execute four consumer on-site trade shows
- Install photo kiosks for visitors in the lobby during high visitation periods

#### TRAVEL TRADE

#### VISITOR SERVICES



The Official Tourism Marketing Corporation for the State of Florida

# 2020 STRATEGIC PLAN



## 

# HOW?



**BY CHALLENGING OURSELVES** TO THINK BIGGER, TO BECOME MASTERS OF INNOVATION, AND TO ESTABLISH NEW INDUSTRY STANDARDS.

BY CONNECTING FLORIDA STORIES WITH TRAVELERS WHEREVER THEY ARE, WHENEVER THEY WANT IT, ON ANY DEVICE.

**BY LEADING BY EXAMPLE** WITH STRATEGIC ACTION AND ALIGNING THE INDUSTRY TO ACHIEVE THE GREATEST GOOD FOR FLORIDA.

One of the most powerful sentences in any language is, "I'm on vacation." Everyday, millions of people experience that joy in Florida—the world's greatest travel destination. Even more people dream about it. At VISIT FLORIDA, and through our Partners in the tourism industry, we appreciate the great responsibility and privilege of helping travelers realize a dream:

<sup>
ff</sup>|'MON
VACATION.
'MIN
FLORIDA."

This book will be our guide **INTO THE FUTURE** 

### WE HAVE PURPOSE WE HAVE A VISION WE HAVE A CLEAR HISSION WE HAVE A SINGULAR GOAL WE HAVE A DEFINED OBJECTIVE

AND OUR **VALUES** ENSURE THAT WE REMAIN FOCUSED ON WHAT IS MOST IMPORTANT.

#### TOGETHER, IT'S OUR TIME TO

4





**MULTER** 

WE ARE ON A MISSION TO STRENGTHEN FLORIDA'S SHARE OF THE GLOBAL TRAVEL MARKET. WE ARE FOCUSED ON A SINGULAR GOAL TO MAXIMIZE THE ECONOMIC IMPACT OF TRAVEL AND TOURISM TO FLORIDA.

#### OUR OBJECTIVE IS CLEAR; GENERATE \$100 BILLION IN TOURISM-RELATED SPEND BY 2020.



#### OUR VALUES PROVIDE THE DIRECTION FOR OUR FUTURE PLAN

They serve as the foundation for our team and how we do business. They guide our actions and inspire us to be better every day.



### MAKE AN IMPACT.

Impact is not a derivative of luck but a product of informed decisions, deliberate actions and measurable outcomes. We are results-focused and believe that every single day is full of opportunities to achieve positive change. We ask ourselves: How can I add value to my team, the Industry and the world?



#### WE WILL WORK PURPOSEFULLY AND LIVE PASSIONATELY.

We will be excellent in our jobs. And we will have fun in the process. We will take initiative and act with integrity. To be our best selves requires dedicated time for work and play. Our "office" is the No. 1 destination in the world. We promote it. And explore it.



# WE WILL INNOVATE.

Innovation is born through challenging the status quo. We are committed to nurturing ideas, embracing change, and building a culture that encourages our team to be daring. If we stumble, we will learn from the experience and improve. STRATEGIC PLAN

#### PURPOSE

Brighten the lives of all

#### VISION

Establish Florida as the No. 1 travel destination in the world.

MISSION

Strengthen Florida's share of the global travel market.

**GOAL** Maximize the economic impact of travel and tourism to Florid

**OBJECTIVE** \$100 billion in tourism-related spend by 2020.

VALUES

MAKE AN IMPACT.

#### WORK PURPOSEFULLY AND LIVE PASSIONATELY.

INNOVATE.

**MARKETING STRATEGIES** 

#### KEEP FLORIDA TOP-OF-MIND AMONG TARGET AUDIENCES.

STIMULATE BALANCED INCREMENTAL GROWTH THAT DELIVERS THE GREATEST ECONOMIC IMPACT TO FLORIDA THROUGH PROGRAMS THAT FOCUS ON:

- Protecting and growing visitor volume

- Increasing visitor spending

- Extending length of stay

- Increasing visit frequency and visitor retention
- Reducing the gap between seasonal highs and lows
- Increasing travel to emerging Florida destinations

#### IDENTIFY AND ENGAGE ADVOCATES IN PROMOTING THE FLORIDA BRAND.

PROMOTE INDUSTRY ALIGNMENT AND COLLECTIVE IMPACT THROUGH PARTNER INVESTMENT AND THOUGHT LEADERSHIP.

#### VISIT**FLORIDA**.

The Official Tourism Marketing Corporation for the State of Florida

2540 W. Executive Center Circle, Suite 200 Tallahassee, FL 32301

#### Florida Tourism Industry Marketing Corporation Code of Ethics Standards of Conduct Policy

#### Part 1. General Provisions

- 1.0. Statement of Policy. In keeping with the purposes set forth in Florida statutory authorization and the Articles of Incorporation of the Florida Tourism Industry Marketing Corporation as a direct support organization of Enterprise Florida, Inc. to operate the activities, services, functions, and programs of the statewide, national and international promotion and marketing of tourism in the state of Florida, the officers and directors of the Corporation have a duty to foster public trust and confidence in the management and execution of those duties. The following Code of Ethics and Standards of Conduct Policy are established to define the requirements for performance of these official duties in an honest and open manner that avoids conflicts of interests.
- 1.1 Incorporated Standards. The following Standards of Conduct for officers and members of the board of directors are hereby incorporated into this Code and are in addition to any other ethical standards mandated by federal, state or local law, as applicable, including, without limitation, the following:
  - (a) The Code of Ethics for Public Officers and Employees ss. 112.313 (1)(8), (10), (12), and (15); 112.3135; and 112.3143 (2), Florida Statutes.
- (b) The Amended and Restated Articles of Incorporation of the Florida Tourism Industry Marketing Corporation, dated May 24, 2012.
- (c) The Amended and Restated Bylaws of the Florida Tourism Industry Marketing Corporation, Inc., dated, May 24, 2012.

In the event of a conflict between the standards of conduct prescribed by this policy and any other standards for conduct listed above, the more stringent standard of conduct shall be applicable.

1.2 Definitions. Unless otherwise defined herein, the operative words or terms within this policy shall be as defined in Chapter 112 or s. 288.92 (2) (b) 1. -3., Florida Statutes.

The following general definitions shall be used for the purposes of this policy:

- (a) "Agency" means the Florida Tourism Industry Marketing Corporation.
- (b) "Business associate" means any person or entity engaged in or carrying on a business enterprise with an officer or director as a partner, joint venturer, corporate shareholder where the shares of such corporation are not listed on any national or regional stock exchange, or coowner of property.
- (c) "Business entity" means any corporation, partnership, limited partnership, company, limited liability company, proprietorship, firm, enterprise, franchise, association, self-employed individual,

or trust, whether fictitiously named or not, doing business in this state.

- (d) "Conflict" or "conflict of interest" means a situation in which regard for a private interest tends to lead to disregard of a public duty interest.
- (e) "**Gift**" means that which is accepted by a donee or by another on the donee's behalf, or that which is paid or given to another for or on behalf of a donee, directly, indirectly, or in trust for the donee's benefit or by any other means, for which equal or greater

consideration is not given within 90 days, including:

- 1. Real property.
- 2. The use of real property.
- 3. Tangible or intangible personal property.
- 4. The use of tangible or intangible personal property.
- 5. A preferential rate or terms on a debt, loan, goods, or services, which rate is below the customary rate and is not either available to all other similarly situated officials or a rate which is available to similarly situated members of the public by virtue of occupation, affiliation, age, religion, sex, or national origin.
- 6. Forgiveness of an indebtedness.

- Transportation, other than that provided to a public officer or employees by an agency in relation to officially approved business, lodging, or parking.
- 8. Food or beverage.
- 9. Membership dues.
- 10. Entrance fees, admission fees, or tickets to events,

performances, or facilities.

- 11. Plants, flowers, or floral arrangements.
- 12. Services provided by persons pursuant to a professional license or certificate.
- 13. Other personal services for which a fee is normally charged by the person providing the services.
- 14. Any other similar service or thing having an attributable value not already provided for in this section.
- (f) "**Gift**" does not include:
  - Salary, benefits, services, fees, commissions, gifts, or expenses, including donated, complimentary or discounted services, gifts or expenses provided by tourism industry members' marketing programs promoting specific tourism industry product or products, associated primarily with the donee's employment, business, or service as an officer or director of a corporation or organization.

- 2. Except as provided in s. 112. 31485, contributions or expenditures reported pursuant to Chapter 106, contributions or expenditures reported pursuant to federal election law, campaign-related personal services provided without compensation by individuals volunteering their time, or any other contribution or expenditure by a political party or affiliated party committee.
- 3. An honorarium or an expense related to an honorarium event paid to a person or the person's spouse.
- An award, plaque, certificate, or similar personalized item given in recognition of the donee's public, civic, charitable, or professional service.
- An honorary membership in a service or fraternal organization presented merely as a courtesy by such organization.
- 6. The use of a public facility or public property, made available by a governmental agency, for public purpose.
- Transportation provided to an officer or director in relation to officially approved business.
- (g) "Material interest" means direct or indirect ownership of more than 5 percent of the total assets or capital stock of any business entity. For the purposes of this act, indirect ownership does not include ownership by a spouse or minor child.

- (h) "Relative", unless otherwise specified in this part, means an individual who is related to a director or father, mother, son, daughter, brother, sister, uncle, aunt, first cousin, nephew, niece, husband, wife, father-in-law, mother-in-law, son-in-law, daughterin-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half brother, half sister, grandparent, great grandparent, grandchild, great grandchild, step grandchild, step great grandchild, person who is engaged to be married to the director or officer or who otherwise holds himself or herself out as or is generally known as the person whom the officer or director intends to marry or with whom the officer or director intends to form a household, or any other natural person having the same legal residence as the officer or director.
- (i) "Special private gain or loss" means an economic benefit or harm that would inure to the officer, his or her relative, business associate or principal, in which case, at least the following factors must be considered when determining whether a special private gain or loss exists:
  - 1. The size of the class affected by the vote.
  - 2. The nature of the interests involved.
  - The degree to which the interests of all members of the class are affected by the vote.

4. The degree to which the officer, his or her relative, business associate, or principal receives a greater benefit or harm when compared to other members of the class.

## Part 2. Standards of Conduct.

2.0 **Quid Pro Quo Gifts Prohibited**: A director or officer of the Corporation may not solicit or accept anything of value, including a gift, loan, reward, promise of future employment, favor or service, based upon any understanding that the vote, official action, or judgment of the individual would be influenced thereby.

2.1 **Doing Business with the Corporation**: A director or officer of the Corporation acting in his or her official capacity, may not purchase, rent, or lease any realty, goods, or services for the corporation from any business entity of which the director or officer or his or her spouse or child is an officer, partner, director, or proprietor, or has a material interest except as provided under s. 112.313 (12) or Section 288.92(2) (b) 3, Florida Statutes.

2.2 **Unauthorized Compensation**: A director or officer of the Corporation may not accept any compensation when he or she knows or should know with reasonable care that the compensation was given to influence a vote in the individual's official capacity.

2.3 **Salary and Expenses**: A director or officer of the Corporation may vote on a matter affecting his or her salary, expenses, or other compensation as a director or officer of the Corporation.

2.4 **Misuse of Public Position**: A director or officer of the Corporation may not corruptly use of attempt to use his or her official position or any property or resource that may be within his or her trust, or perform his or her official duties, to secure a special privilege, benefit, or exemption for himself, herself, or others.

2.5 **Conflicting Employment or Contractual Relationship**: A director or officer of the Corporation may not hold any employment or contractual relationship with any business entity that is doing business with the Corporation he or she is director or officer of the Corporation except as provided under s. 112.313(12) or s. 288.92(2)(b)3, Florida Statutes. An officer or director of the Corporation may not have or hold any employment or contractual relationship that will create a continuing or frequently recurring conflict between his or her private interests and the performance of his or her public duties that would impede the full and faithful discharge of his or her public duties.

2.6 **Disclosure or Use of Certain Information Prohibited**: A current or former director or officer of the Corporation is prohibited from disclosing or using information not available to members of the general public and gained by reason of his or her position, except for information relating exclusively to governmental practices, for his or her personal gain or benefit or for the personal gain or benefit of any other person or business entity.

2.7 **Nepotism Prohibited**: A director or officer of the Corporation may not appoint, employ, promote, or advance, or advocate for appointment, employment, promotion, or advancement, in or to a position in the Corporation in which the director or officer of the Corporation is serving or over which the official exercises jurisdiction or control any individual who is a relative of the director or officer of the Corporation. An individual may not be appointed, employed, promoted, or advanced in or to a position in the Corporation if such appointment, employment, promotion, or advancement has been advocated by the director or officer of the Corporation, serving or exercising jurisdiction or control over the Corporation, who is a relative of the individual or if such appointment, employment, promotion, or advancement is made by a collegial body of which a relative of the individual is a member.

## Part 3. Conflicts of Interests.

3.0 **Voting Conflicts.** A director or officer of the Corporation is prohibited from voting on any matter that the director knows would inure to his or her special private gain or loss. A director who abstains from voting in an official capacity upon a measure that the director knows would inure to the director's special private gain or loss, or who votes in an official capacity on a measure that he or she knows would inure to the special private gain or loss of any principal, parent organization, or subsidiary of a corporate principal by whom the director is retained, or which the officer knows would inure to the special private gain or loss of a relative or business associate of the director, must make every reasonable effort to disclose the nature of

his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who must incorporate the memorandum into the minutes. If the memorandum cannot be filed before the vote, the memorandum must be filed no later than 15 days after the vote.

(a) Notwithstanding the restrictions set forth within this section, a director may vote on the approval of the Corporation's 4 year marketing plan or any individual component of or amendment to the plan.

3.1 **Corporation Match Participation**: A director's participation on his or her own behalf or on the behalf of his or her principal in the provision of the private match requirements established for the Corporation pursuant to Florida Statute 288.904 (3) is not violative of this Code of Ethics as long as the director files the required annual disclosure.

(a) The director shall file by June 30 of each year of his or her service on the Board the nature of his or her principals, including corporate parents and subsidiaries of his or her interests or the interests of his or her principal, in the establishment of the private match component required of the Corporation. The annual disclosure will be filed with the General Counsel for posting on the Corporation's website or included in the minutes of any board of director's meeting of the Corporation at which private match was discussed or voted upon.

(b) The directors and officers of the Corporation will affirm in writing or on an annual basis their commitment to this Code of Ethics and Standards of Conduct Policy. 4.0 **Ethics Advisor**. The Ethics Advisor for Visit Florida is the General Counsel who may be contacted by officers or directors of the Corporation for information or opinion regarding the application of this Code of Ethics at 2540 Executive Center Circle, Tallahassee, Florida 32301, (850) 205-3845 office or (850)201-6900 facsimile.

Adopted by the Board of Directors on August 26, 2014.

aan		an	Return of Orgar			OMB No. 1545-0047		
Form <b>JJU</b>			Under section 501(c), 527, or 494					» <u>2016</u>
		of the Treasury enue Service		ecurity numbers on this form	-	-		Open to Public Inspection
						JUN 30,		mopootion
B Check if C Name of organization D								ation number
a	pplicab	FLOR	IDA TOURISM INDUST	RY MARKETING				
	Addre chang Name		, INC.			_		F0000
	_ chano  Initial	pe Doing bi	usiness as VISIT FLORI		De e rec (e crit		59-33	59293
-	_returr ]Final	2540	and street (or P.O. box if mail is not de W. EXECUTIVE CENT	,	Room/suit <b>200</b>	e E Telephor		488-5607
L	⊥returr termii ated	ő-	own, state or province, country, and		200	G Gross receip		111,419,024.
	Amer	ded TAT.T.	AHASSEE, FL 32301			H(a) Is this a		
	Appli tion	<sup>ca-</sup> <b>F</b> Name a	nd address of principal officer: $ ext{CYN}$	THIA HEFREN			ordinates?	
	pendi	SAME	AS C ABOVE			H(b) Are all su	bordinates incl	uded? Yes No
		empt status:		(insert no.) 4947(a)(1)		,		st. (see instructions)
				WWW.VISITFLORID				number 🕨 State of legal domicile: FL
	irt I	Summary				u ol lolliduoli		State of legal dofficile. F 1
	1		e the organization's mission or mos	t significant activities: TO S	TRENG	THEN FLO	ORIDA'	S SHARE OF
ance		THE GLO	BAL TRAVEL MARKET	WITH THE GOAL O	F MAX	IMIZING	ECONO	MIC IMPACT
Governance	2	Check this bo	x 🕨 🛄 if the organization disco	ntinued its operations or dispo	sed of mo	re than 25% of	its net ass	
20V	3		ting members of the governing body					29
8	4		lependent voting members of the go					29 148
Activities &			of individuals employed in calendar of volunteers (estimate if necessary)				····· – – – –	30
ctiv			d business revenue from Part VIII, co					390,498.
۲			business taxable income from Form					0.
						Prior Yea	ar	Current Year
е	8	Contributions	and grants (Part VIII, line 1h)			76,000		78,499,784.
Revenue	9	•				33,215		32,112,409.
Re			come (Part VIII, column (A), lines 3, 4				,492. ,868.	40,218. 740,113.
	11		e (Part VIII, column (A), lines 5, 6d, 8d - add lines 8 through 11 (must equa			109,507	111,392,524.	
			milar amounts paid (Part IX, column			4,344		6,318,084.
	14		to or for members (Part IX, column (/				0.	0.
es			compensation, employee benefits (			12,680	,771.	12,419,217.
ens			undraising fees (Part IX, column (A),				0.	0.
Expens			ing expenses (Part IX, column (D), lin		0.	90,844	120	88,685,379.
_			es (Part IX, column (A), lines 11a-11c s. Add lines 13-17 (must equal Part			107,869		107,422,680.
			expenses. Subtract line 18 from line			1,637		3,969,844.
Net Assets or Fund Balances						Beginning of Curi		End of Year
sets alan	20	Total assets (F	Part X, line 16)			38,017		45,293,952.
et As nd B						18,982		22,289,806.
	22 Int II		fund balances. Subtract line 21 from	1 line 20		19,034,	,302.	23,004,146.
			diock	including accompanying schedule	e and state	ments and to the	hest of my l	nowledge and belief it is
			. Declaration of preparer (other than offic					thomouge and bench, it is
			IENT COPY	- ,				
Sig	า	Signature	e of officer			Date		
Her	е		HIA HEFREN, CFO					
		,	print name and title			Date		TI PTIN
Daid		Print/Type prep	parer's name C CARTER	Preparer's signature		Date	Check	P00292302
Paid Prec	arer	Firm's name	CARTER	GRAM, LLC		Firm	self-employed	72-1396621
	Only		2633 CENTENNIAL		0			
			TALLAHASSEE, FL			Pho	ne no. <b>( 8</b> 5	0) 878-8777
Мау	the I	RS discuss this	s return with the preparer shown ab					X Yes No
6320	D1 11-	11-16 LHA F	or Paperwork Reduction Act Noti	ce, see the separate instruction	ons.			Form <b>990</b> (2016)

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200	)1 11-11-1	6 LHA	For Pap	erwork Redu	uction Act Not	ice, se	ee the se	parate in	structions.	

Form **990** (2016)

SEE SCHEDULE O FOR ORGANIZATION MISSION STATEMENT CONTINUATION

a	990 (2016) CORP, INC. 59-3359293 Pagert III Statement of Program Service Accomplishments
1	Check if Schedule O contains a response or note to any line in this Part III Briefly describe the organization's mission:
'	TO STRENGTHEN FLORIDA'S SHARE OF THE GLOBAL TRAVEL MARKET WITH THE
	GOAL OF MAXIMIZING ECONOMIC IMPACT OF TRAVEL AND TOURISM TO FLORIDA
	WITH THE GOAL OF \$100 BILLION IN TOURISM BY 2020.
2	Did the organization undertake any significant program services during the year which were not listed on the
	prior Form 990 or 990-EZ?
	If "Yes," describe these new services on Schedule O.
3	Did the organization cease conducting, or make significant changes in how it conducts, any program services?
	If "Yes," describe these changes on Schedule O.
4	Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.
	Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and
	revenue, if any, for each program service reported.
4a	(Code:) (Expenses \$ including grants of \$) (Revenue \$)
	ADVERTISING - VISIT FLORIDA CONDUCTS MULTI-CHANNEL MARKETING
	INITIATIVES TO REACH POTENTIAL VISITORS AND DRIVE VISITATION FROM
	TRAVELERS ALL ACROSS THE UNITED STATES AND INTERNATIONALLY. THESE
	INITIATIVES ARE MAINLY INTEGRATED MARKETING CAMPAIGNS THAT CONSIST OF
	ADVERTISING, PUBLIC RELATIONS, CONTENT DEVELOPMENT AND DISTRIBUTION,
	SPONSORSHIP, DIGITAL MARKETING AND SOCIAL MEDIA.
	ADVERTISING IMPACT: TOURISM WAS RESPONSIBLE FOR WELCOMING 116.5 MILLI
	VISITORS IN 2017, WHICH MAKES THE INDUSTRY ONE OF THE LEADING TAX
	REVENUE AND JOBS PRODUCERS IN FLORIDA. BASED ON THE LATEST ECONOMIC
	IMPACT STUDY, FLORIDA VISITORS SPENT \$112 BILLION IN 2016, GENERATING
	\$11.6 BILLION IN STATE AND LOCAL TAXES AND SUPPORTING 1.4 MILLION
4b	(Code: ) (Expenses s including grants of s ) (Revenue s
	COOPERATIVE PROMOTIONAL PROGRAMS: VISIT FLORIDA ASSISTS INTERESTED PARTIES IN ORGANIZING FLORIDA PROMOTIONAL PACKAGES. IN RETURN FOR VIS
	FLORIDA'S ASSISTANCE, VISIT FLORIDA AND OTHER PARTICIPANTS RECEIVE
	COMPLIMENTARY ADVERTISING IN VARIOUS PRINT, TELEVISION, DIGITAL AND
	RADIO MEDIA USED IN PROMOTING THE PACKAGE.
4c	(Code: ) (Expenses \$ including grants of \$ ) (Revenue \$
4c	(Code:) (Expenses \$ including grants of \$) (Revenue \$) TRADE SHOWS: VISIT FLORIDA HOSTS THE ANNUAL GOVERNOR'S CONFERENCE ON
4c	
4c	TRADE SHOWS: VISIT FLORIDA HOSTS THE ANNUAL GOVERNOR'S CONFERENCE ON
4c	TRADE SHOWS: VISIT FLORIDA HOSTS THE ANNUAL GOVERNOR'S CONFERENCE ON TOURISM. THE CONFERENCE OUTLINES THE MARKETING PLAN, PROVIDES
4c	TRADE SHOWS: VISIT FLORIDA HOSTS THE ANNUAL GOVERNOR'S CONFERENCE ON TOURISM. THE CONFERENCE OUTLINES THE MARKETING PLAN, PROVIDES EDUCATIONAL SPEAKERS, VENDORS AND NETWORKING OPPORTUNITIES. VISIT FLORIDA HOSTS FLORIDA ENCOUNTER, AN APPOINTMENT-BASED SHOW WHERE
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1d 1e	TRADE SHOWS: VISIT FLORIDA HOSTS THE ANNUAL GOVERNOR'S CONFERENCE ON TOURISM. THE CONFERENCE OUTLINES THE MARKETING PLAN, PROVIDES EDUCATIONAL SPEAKERS, VENDORS AND NETWORKING OPPORTUNITIES. VISIT FLORIDA HOSTS FLORIDA ENCOUNTER, AN APPOINTMENT-BASED SHOW WHERE MEETING PROFESSIONALS MEET WITH FLORIDA SUPPLIERS. VISIT FLORIDA HOS FLORIDA HUDDLE, ANOTHER APPOINTMENT-BASED SHOW WHERE TOUR OPERATORS FROM ACROSS THE STATE MEET WITH DOMESTIC AND INTERNATIONAL BUYERS. IN ADDITION TO THESE VISIT FLORIDA-OWNED TRADE SHOWS, THE MARKETING AND EVENTS DEPARTMENT WORKS CLOSELY WITH KEY TRAVEL AGENTS, TOUR OPERATOR AND MEETING PROFESSIONALS TO KEEP FLORIDA IN THE DESTINATION FOREFRON THEY ALSO ORGANIZE EDUCATIONAL SEMINARS, RESERVATION TRAINING, FAMILIARIZATION TOURS, TRADE SHOWS AND CONSUMER SHOWS AND INVITE THE Other program services (Describe in Schedule O.) (Expenses including grants of ) (Revenue \$) Total program service expenses

CORP, INC.

Form 990 (2016)

59-3359293 Page 3	3
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Pa	t IV Checklist of Required Schedules			
			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
	If "Yes," complete Schedule A	1		Х
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	Х	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			
	public office? If "Yes," complete Schedule C, Part I	3		Х
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect			
	during the tax year? If "Yes," complete Schedule C, Part II	4		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or			
	similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5	Х	
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to			
	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		Х
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,			
	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		Х
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete			
	Schedule D, Part III	8		Х
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for			
	amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services?			
	If "Yes," complete Schedule D, Part IV	9		Х
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent			
	endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V	10		Х
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X			
	as applicable.			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,			
	Part VI	11a	Х	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		X
с	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in			
	Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		X
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e		Х
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f	Х	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete			
	Schedule D, Parts XI and XII	12a	Х	
b	Was the organization included in consolidated, independent audited financial statements for the tax year?			
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
	Did the organization maintain an office, employees, or agents outside of the United States?	14a	Х	
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business,			
	investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000		37	
	or more? If "Yes," complete Schedule F, Parts I and IV	14b	Х	<u> </u>
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any		37	
	foreign organization? If "Yes," complete Schedule F, Parts II and IV	15	Х	
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to			v
-	or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV	16		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,			v
	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17		X
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines			v
46	1c and 8a? If "Yes," complete Schedule G, Part II	18		X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			x
	complete Schedule G, Part III		000	

Form **990** (2016)

59-	33	59293	Page 4

Form	990 (2016) CORP, INC. 59-335	59293	P	age <b>4</b>
Pa	rt IV Checklist of Required Schedules (continued)			
			Yes	No
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		Х
	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or			
	domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	Х	
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on			
	Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
	Schedule J	23	Х	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K. If "No", go to line 25a	24a		x
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	··		
	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease			
Ŭ	any tax-exempt bonds?	24c		
Ь	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	··		
	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit	240		
20a		25a		
h	transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete	051		
~~	Schedule L, Part I	<b>25b</b>		
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or			
	former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes,"			v
	complete Schedule L, Part II	26		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial			
	contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member			
	of any of these persons? If "Yes," complete Schedule L, Part III	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV			
	instructions for applicable filing thresholds, conditions, and exceptions):			
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	. <b>28</b> a		X
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	. 28b		Х
с	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer,			
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	. 28c	X	
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	. 29		Х
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			
	contributions? If "Yes," complete Schedule M	. 30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations?			
	If "Yes," complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete			
	Schedule N, Part II	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			
	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33		x
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and			
	Part V, line 1	34		x
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?			X
	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity			· ·
5	within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			
30				
37	If "Yes," complete Schedule R, Part V, line 2 Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
31		37		x
20	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	. 31		- 23
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?		x	
	Note. All Form 990 filers are required to complete Schedule O	38	A	

Form 990 (2016)

# FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.

	990 (2016) CORP, INC. 59-335	<u>9293</u>	P	age 5
Pa	t V Statements Regarding Other IRS Filings and Tax Compliance			
	Check if Schedule O contains a response or note to any line in this Part V			
			Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable 1a 26			
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable 1b	0		
с	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming			
	(gambling) winnings to prize winners?	1c	Х	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,			
	filed for the calendar year ending with or within the year covered by this return 2a 14	8		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	Х	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	Х	
b	If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O	3b	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a			
	financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b	If "Yes," enter the name of the foreign country:			
	See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
с	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit			
	any contributions that were not tax deductible as charitable contributions?	6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts			
	were not tax deductible?	6b		
7	Organizations that may receive deductible contributions under section 170(c).			
	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor			
	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required			
	to file Form 8282?	7c		
	If "Yes," indicate the number of Forms 8282 filed during the year 7d	_		
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			
-	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C'	? 7h		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the			
•	sponsoring organization have excess business holdings at any time during the year?	8		
9	Sponsoring organizations maintaining donor advised funds.			
	Did the sponsoring organization make any taxable distributions under section 4966?			
b	, , , , , , , , , , , , , , , , , , , ,	9b		
10	Section 501(c)(7) organizations. Enter: Initiation fees and capital contributions included on Part VIII, line 12 10a			
		-		
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10b	-		
11	Section 501(c)(12) organizations. Enter:			
	Gross income from members or shareholders 11a	-		
b	Gross income from other sources (Do not net amounts due or paid to other sources against			
10-	amounts due or received from them.) 11b Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	100		
		12a		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year 12b Section 501(c)(29) qualified nonprofit health insurance issuers.	-		
13 a	Is the organization licensed to issue qualified health plans in more than one state?	13a		
a	Note. See the instructions for additional information the organization must report on Schedule O.	ISd		
h				
U	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans			
~	Enter the amount of reserves on hand	-		
	Did the event in the second	14a		X
	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O			
			-	<u> </u>

Form **990** (2016)

#### FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.

59-3359293 Page 6

Form 990 (2			59-3359293	. age
Part VI	Governance, Managem	ent, and	Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" re	esponse
	to line 8a, 8b, or 10b below, de	scribe the c	circumstances, processes, or changes in Schedule O. See instructions.	

	Check if Schedule O contains a response or note to any line in this Part VI					X
Sec	tion A. Governing Body and Management					
					Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a	29			
	If there are material differences in voting rights among members of the governing body, or if the governing					
	body delegated broad authority to an executive committee or similar committee, explain in Schedule 0.					
b	Enter the number of voting members included in line 1a, above, who are independent	1b	29			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship	p with an	y other			
	officer, director, trustee, or key employee?			2		Х
3	Did the organization delegate control over management duties customarily performed by or under th					
	of officers, directors, or trustees, or key employees to a management company or other person?			3		Х
4	Did the organization make any significant changes to its governing documents since the prior Form	990 was f	iled?	4		Х
5	Did the organization become aware during the year of a significant diversion of the organization's as	sets?		5		X
6	Did the organization have members or stockholders?			6		Х
7a	Did the organization have members, stockholders, or other persons who had the power to elect or a					
	more members of the governing body?			7a	Х	
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, s					
	persons other than the governing body?			7b	Х	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the ye	ar by the fo	ollowing:			
а	The governing body?			8a	Х	
b	Each committee with authority to act on behalf of the governing body?			8b	Х	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be rea					
	organization's mailing address? If "Yes," provide the names and addresses in Schedule O			9		Х
Sec	tion B. Policies (This Section B requests information about policies not required by the Internal R	evenue C	ode.)			
					Yes	No
10a	Did the organization have local chapters, branches, or affiliates?			10a		Х
b	If "Yes," did the organization have written policies and procedures governing the activities of such c	hapters, a	affiliates,			
	and branches to ensure their operations are consistent with the organization's exempt purposes?			10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing boo	ly before	filing the form?	11a		Х
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.					
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13			12a	Х	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise	e to conflict	s?	12b	Х	
с	Did the organization regularly and consistently monitor and enforce compliance with the policy? If ">	′es," desc	ribe			
	in Schedule O how this was done			12c	Х	
13	Did the organization have a written whistleblower policy?			13	Х	
14	Did the organization have a written document retention and destruction policy?			14	Х	
15	Did the process for determining compensation of the following persons include a review and approv	al by inde	pendent			
	persons, comparability data, and contemporaneous substantiation of the deliberation and decision?					
а	The organization's CEO, Executive Director, or top management official			15a	Х	
b	Other officers or key employees of the organization			15b	Х	
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).					
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrange	ment with	а			
	taxable entity during the year?			16a		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate	ite its parl	ticipation			
	in joint venture arrangements under applicable federal tax law, and take steps to safeguard the orga	nization's				
	exempt status with respect to such arrangements?			16b		
Sec	tion C. Disclosure					
17	List the states with which a copy of this Form 990 is required to be filed $\blacktriangleright FL$					
18	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-	Г (Section	501(c)(3)s only) a	availab	le	
	for public inspection. Indicate how you made these available. Check all that apply.					
	X Own website Another's website X Upon request Other (explained)	in Sched	lule O)			
19	Describe in Schedule O whether (and if so, how) the organization made its governing documents, co	onflict of ir	nterest policy, and	l finan	cial	
	statements available to the public during the tax year.					
20	State the name, address, and telephone number of the person who possesses the organization's bo	oks and i	records:			
	CYNTHIA B. HEFREN - (850)488-5607			04 -		
	2540 W. EXECUTIVE CENTER CIR, NO. 200, TALLAHASSEE	i, FL	32301-5			
632006	5 11-11-16			Form	990	(2016)
	6					4

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CODD	ΤN	TC		

(E)

Form 990 (2	2016)	CORP,	INC.				59-3
Part VII	Compensation	of Office	rs, Directors,	Trustees,	Key Employees,	Highest	Compensated

#### Employees, and Independent Contractors

( ^ )

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

• List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

• List all of the organization's current key employees, if any. See instructions for definition of "key employee."

(D)

• List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

• List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

• List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons. 

**(D)** 

		l		
<b>X</b> Check this box if neither the organization r	or any related	organization compensat	ed any current officer	director or trustee

Halle and the     Ausgraft and the	(A)	(B)	(C)					(D)	(E)	(F)	
hours per week (list any hours for elated organizations         compensation from the organizations         compensation from the organizations         compensation the organizations         amount of the organizations           (1) TALBERT, WILLIAM         1.00         X         X         0.         0.         0.           (1) TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (1) TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (1) TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (1) TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (1) TALBERT, WILLIAM         1.00         X         X         0.         0.         0.           (2) FERNO, MARYANN         1.00         X         X         0.         0.         0.           (3) TOMIN, JOHN         1.00         X         X         0.         0.         0.           (5) FRESCOTT, GENE         1.000         X         X         0.         0.         0.           (6) GRERMAD, DANNY         1.000         X	Name and Title	Average	Position				one	Reportable	Reportable	Estimated	
Week (ist ary organizations organizations) below line)         With ary burs for generation (w2/1099-MISC)         Month Malado (w2/1099-MISC)         Compensation (w2/1099-MISC)           (1) TALBERT, WILLIAM         1.00         x         x         0.         0.         0.           (1) TALBERT, WILLIAM         1.00         x         x         0.         0.         0.           (2) FERENC, MARYANN         1.00         x         x         0.         0.         0.           (3) TOMLIN, JOHN         1.00         x         x         0.         0.         0.           (4) CREARANTIE, STHORE         1.00         x         x         0.         0.         0.           (5) FRESCOTY, GENE         1.000         x         x         0.         0.         0.           (6) ARLANDIE, STHORE         1.000         x         x         0.         0.         0.           (7) HALEY, VIRGINIA         1.000         x         x         0.         0.         0.           (8) MALDOND, LING         1.000         x         x         0.         0.         0.           (9) SERECTARY         1.000         x         0.         0.         0.         0.           (11) CARTER, IAN		hours per	box	, unle	ss pe	rson	is bot	h an	compensation	compensation	
(1)         TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (2)         FERNC, MARYANN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (4)         CHANR         1.00         X         X         0.         0.         0.           (5)         FRESCOTT, GENE         1.00         X         X         0.         0.         0.           (6)         GAERWAD, DANNY         1.00         X         X         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         X         0.         0.         0.           (10)         MARKETING COUNCIL STEERING         1.00         X         0.         0.         0.         0.           (11)         GAERTR, IAN         1.00         X         0.         0.         0.         0.           DIRECTOR         X         0.         0.						lee)					
(1)         TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (2)         FERNC, MARYANN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (4)         CHANR         1.00         X         X         0.         0.         0.           (5)         FRESCOTT, GENE         1.00         X         X         0.         0.         0.           (6)         GAERWAD, DANNY         1.00         X         X         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         X         0.         0.         0.           (10)         MARKETING COUNCIL STEERING         1.00         X         0.         0.         0.         0.           (11)         GAERTR, IAN         1.00         X         0.         0.         0.         0.           DIRECTOR         X         0.         0.			recto							U U	
(1)         TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (2)         FERNC, MARYANN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (4)         CHANR         1.00         X         X         0.         0.         0.           (5)         FRESCOTT, GENE         1.00         X         X         0.         0.         0.           (6)         GAERWAD, DANNY         1.00         X         X         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         X         0.         0.         0.           (10)         MARKETING COUNCIL STEERING         1.00         X         0.         0.         0.         0.           (11)         GAERTR, IAN         1.00         X         0.         0.         0.         0.           DIRECTOR         X         0.         0.			or di	ee			ated			(W-2/1099-MISC)	
(1)         TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (2)         FERNC, MARYANN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (4)         CHANR         1.00         X         X         0.         0.         0.           (5)         FRESCOTT, GENE         1.00         X         X         0.         0.         0.           (6)         GAERWAD, DANNY         1.00         X         X         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         X         0.         0.         0.           (10)         MARKETING COUNCIL STEERING         1.00         X         0.         0.         0.         0.           (11)         GAERTR, IAN         1.00         X         0.         0.         0.         0.           DIRECTOR         X         0.         0.			ustee	trust		ee	upens		(00-2/1099-00130)		-
(1)         TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (2)         FERNC, MARYANN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (4)         CHANR         1.00         X         X         0.         0.         0.           (5)         FRESCOTT, GENE         1.00         X         X         0.         0.         0.           (6)         GAERWAD, DANNY         1.00         X         X         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         X         0.         0.         0.           (10)         MARKETING COUNCIL STEERING         1.00         X         0.         0.         0.         0.           (11)         GAERTR, IAN         1.00         X         0.         0.         0.         0.           DIRECTOR         X         0.         0.			lual tr	tional		nploy	st con yee	_			
(1)         TALBERT, WILLIAM         1.00         X         X         X         0.         0.         0.           (2)         FERNC, MARYANN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (3)         TOMLIN, JOHN         1.00         X         X         0.         0.         0.           (4)         CHANR         1.00         X         X         0.         0.         0.           (5)         FRESCOTT, GENE         1.00         X         X         0.         0.         0.           (6)         GAERWAD, DANNY         1.00         X         X         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         X         0.         0.         0.           (10)         MARKETING COUNCIL STEERING         1.00         X         0.         0.         0.         0.           (11)         GAERTR, IAN         1.00         X         0.         0.         0.         0.           DIRECTOR         X         0.         0.			ndivic	nstitu	Officer	ley en	lighe: mplo	orme			organizationo
(2) FERENC, MARYANN       1.00       x       x       x       0.       0.       0.         VICE CHAIR       1.00       x       x       x       0.       0.       0.         IMMEDIATE PAST CHAIR       1.00       x       x       0.       0.       0.         (4) CHAMPAONE, SIMONE       1.00       x       x       0.       0.       0.         SECRETARY       x       x       0.       0.       0.       0.       0.         (5) FRESCOT, GENE       1.00       x       x       0.       0.       0.       0.         (6) GAEKWAD, DANNY       1.00       x       0.       0.       0.       0.       0.         (7) HALEY, VIRGINIA       1.00       x       0.       0.       0.       0.       0.         (8) MALDONADO, LINO       1.00       x       0.       0.       0.       0.       0.         (9) SKROB, ROBERT       1.00       x       0.       0.       0.       0.       0.         (10) DRAGG, BECKY       1.00       x       0.       0.       0.       0.       0.         DIRECTOR       x       0.       0.       0. <t< td=""><td>(1) TALBERT, WILLIAM</td><td>,</td><td></td><td></td><td></td><td>×</td><td>1 0</td><td></td><td></td><td></td><td></td></t<>	(1) TALBERT, WILLIAM	,				×	1 0				
VICE CHAIR         X         X         X         X         0.         0.         0.           IMMEDIATE FAST CHAIR         X         X         X         0.         0.         0.         0.           SECRETARY         X         X         X         0.         0.         0.         0.           SECRETARY         X         X         X         0.         0.         0.         0.           SECRETARY         X         X         X         0.         0.         0.         0.           (5)         FRESCOT, GENE         1.00         X         X         0.         0.         0.           (6)         GAEKNAD, DANNY         1.00         X         0.         0.         0.         0.           CHAIR OF JUDITR COMMITTEE         X         0.         0.         0.         0.         0.         0.         0.           CHAIR OF JUDITR RELATIONS COMMITTE         X         0.         0	CHAIR		Х		Х				0.	0.	0.
(3)         TOMLIN, JOHN         1.00         X         X         X         0.         0.         0.           (4)         CHAPAGNIE, SIMONE         1.00         X         X         0.         0.         0.         0.           (4)         CHAPAGNIE, SIMONE         1.00         X         X         0.         0.         0.         0.           (5)         PRESCOTF, GENE         1.00         X         X         0.         0.         0.         0.           (6)         GAEWAD, DANNY         1.00         X         X         0.	(2) FERENC, MARYANN	1.00									
IMMEDIATE PAST CHAIRXXX0.0.0.GECRETARYXXX0.0.0.SECRETARYXX0.0.0.0.TREASURERXX0.0.0.0.TREASURERXX0.0.0.0.TREASURERXX0.0.0.0.(6) GAEKMAD, DANY1.00X0.0.0.0.(7) HALEY, VIRGINIA1.00X0.0.0.0.(8) MALDONADO, LINO1.00X0.0.0.0.(9) SKROB, ROBERT1.00X0.0.0.0.(10) BRAG, BECKY1.00X0.0.0.0.DIRECTORX0.0.0.0.0.(11) CANTER, IAN1.00X0.0.0.0.DIRECTORX0.0.0.0.0.0.DIRECTORX0.0.0.0.0.0.DIRECTORX0.0.0.0.0.0.DIRECTORX0.0.0.0.0.0.DIRECTORX0.0.0.0.0.0.DIRECTORX0.0.0.0.0.0.DIRECTORX0.0.0.0.0.0.DIRECTORX0.0.0.	VICE CHAIR		Х		Х				0.	0.	0.
(4)         CHAMPAGNIE, SIMONE         1.00         X         X         X         0.         0.         0.           (5)         PRESCOTT, GENE         1.00         X         X         0.         0.         0.         0.           (6)         GAEKWAD, DANNY         1.00         X         X         0.         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         0.         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         0.         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         0.         0.         0.         0.           (8)         MALONADO, LINO         1.00         X         0.	(3) TOMLIN, JOHN	1.00									
SECRETARYXXX0.0.0.(5)PRESCOTT, GENE1.00XX0.0.0.TREASURERXX0.0.0.0.(6)GAEKWAD, DANNY1.00X0.0.0.CHAIR OF AUDIT COMMITTEEX0.0.0.0.(7)HALEY, VIRGINTA1.00X0.0.0.CHAIR OF AUDIT COMMITTEEX0.0.0.0.(8)MALDONADO, LINO1.00X0.0.0.CHAIR OF MARKETING COUNCIL STEERINGX0.0.0.0.(9)SKROB, ROBERT1.00X0.0.0.(10)BRAGG, BECKY1.000.0.0.0.DIRECTORX0.0.0.0.0.(11)CARTER, IAN1.00X0.0.0.DIRECTORX0.0.0.0.0.(12)CONMELL, BOBBY1.000.0.0.0.DIRECTORX0.0.0.0.0.0.(13)DOVER, CAROL1.00X0.0.0.0.DIRECTORX0.0.0.0.0.0.(14)DUFY, CHRISTINE1.00X0.0.0.0.DIRECTORX0.0.0.0.0.0.0.(15)GAZI	IMMEDIATE PAST CHAIR		Х		Х				0.	0.	0.
(5)         PRESCOTT, GENE         1.00         X         X         X         0.         0.         0.           TREASURER         X         X         X         X         0.         0.         0.         0.           (6)         GAEKWAD, DANNY         1.00         X         0.         0.         0.         0.         0.           (7)         HALEY, VIRGINIA         1.00         X         0.	(4) CHAMPAGNIE, SIMONE	1.00									
TREASURER         X         X         X         X         0.         0.         0.           (6) GAEKNAD, DANNY         1.00         X         0.         0.         0.         0.         0.           (7) HALEY, VIRGINIA         1.00         X         0.         0.         0.         0.           (7) HALEY, VIRGINIA         1.00         X         0.         0.         0.         0.           (8) MALDONADO, LINO         1.00         X         0.         0.         0.         0.           (9) SKROB, ROBERT         1.00         X         0.         0.         0.         0.           (10) RAAGG, BECKY         1.00         X         0.         0.         0.         0.           DIRECTOR         X         0.         0.         0.         0.         0.         0.           (11) CARTER, IAN         1.00         X         0.         0.         0.         0.         0.           (12) CORNWELL, BOBBY         1.00         X         0.         0.         0.         0.           01RECTOR         X         0.         0.         0.         0.         0.         0.           01RECTOR <t< td=""><td>SECRETARY</td><td></td><td>X</td><td></td><td>Х</td><td></td><td></td><td></td><td>0.</td><td>0.</td><td>0.</td></t<>	SECRETARY		X		Х				0.	0.	0.
(6)         GAEKWAD, DANNY         1.00         X         0.0.0.0.           CHAIR OF AUDIT COMMITTEE         X         0.0.0.0.0.         0.0.0.           (7)         HALEY, VIRGINIA         1.00         X         0.0.0.0.           CHAIR OF INDUSTRY RELATIONS COMMITTE         X         0.0.0.0.         0.0.           CHAIR OF INDUSTRY RELATIONS COMMITTE         X         0.0.0.0.         0.0.           CHAIR OF MARKETING COUNCIL STEERING         X         0.0.0.0.         0.0.           CHAIR OF PUBLIC AFFAIRS         X         0.0.0.0.         0.0.           (10)         BRAGG, BECKY         1.00         X         0.0.0.         0.           DIRECTOR         X         0.0.0.0.         0.         0.         0.           (11) CARTER, IAN         1.00         X         0.0.0.         0.         0.           DIRECTOR         X         0.0.0.0.         0.         0.         0.         0.           (12) CORNWELL, BOBBY         1.000         X         0.0.0.0.         0.         0.         0.           DIRECTOR         X         0.0.0.0.         0.         0.         0.         0.         0.           (14) DUFFY, CHRISTINE         1.000	(5) PRESCOTT, GENE	1.00									
CHAIR OF AUDIT COMMITTEEX0.0.0.(7) HALEY, VIRGINIA1.00X0.0.0.(8) MALDONADO, LINO1.00X0.0.0.(8) MARKETING COUNCIL STEERINGX0.0.0.0.(9) SKNOB, ROBERT1.00X0.0.0.0.(10) BRAGG, BECKY1.00X0.0.0.0.(11) CARTER, IAN1.00X0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.01RECTORX0.0.0.0.0.	TREASURER		Х		Х				0.	0.	0.
(7)HALEY, VIRGINIA1.00CHAIR OF INDUSTRY RELATIONS COMMITTEX0.(8)MALDONADO, LINO1.00CHAIR OF MARKETING COUNCIL STEERINGX0.(9)SKROB, ROBERT1.00(9)SKROB, ROBERT1.00(10)BRAGG, BECKY1.00DIRECTORX0.(11)CARTER, IAN1.00DIRECTORX0.(12)CORNWELL, BOBBY1.00DIRECTORX0.(13)DOVER, CAROL1.00DIRECTORX0.(14)DUFY, CHRISTINEDIRECTORX(15)GAZITUA, CARLOSDIRECTORX(16)HAYDEN, BILLDIRECTORX0. </td <td>(6) GAEKWAD, DANNY</td> <td>1.00</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	(6) GAEKWAD, DANNY	1.00									
CHAIR OF INDUSTRY RELATIONS COMMITTEX0.0.0.(8) MALDONADO, LINO1.00X0.0.0.CHAIR OF MARKETING COUNCIL STEERINGX0.0.0.(9) SKROB, ROBERT1.00X0.0.0.(10) BRAGG, BECKY1.00X0.0.0.(11) CARTER, IAN1.00X0.0.0.DIRECTORX0.0.0.0.(12) CORNWELL, BOBBY1.00X0.0.0.DIRECTORX0.0.0.0.(13) DOVER, CAROL1.00X0.0.0.DIRECTORX0.0.0.0.(14) DUFFY, CHRISTINE1.00X0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.	CHAIR OF AUDIT COMMITTEE		Х						0.	0.	0.
(8) MALDONADO, LINO       1.00       X       0.       0.       0.         CHAIR OF MARKETING COUNCIL STEERING       X       0.       0.       0.       0.         (9) SKROB, ROBERT       1.00       X       0.       0.       0.       0.         CHAIR OF PUBLIC AFFAIRS       X       0.       0.       0.       0.       0.         (10) BRAGG, BECKY       1.00       X       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (11) CARTER, IAN       1.00       X       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.       0.         DIRECTOR       X       0.<	(7) HALEY, VIRGINIA	1.00									
CHAIR OF MARKETING COUNCIL STEERINGX0.0.0.(9) SKROB, ROBERT1.00X0.0.0.CHAIR OF PUBLIC AFFAIRSX0.0.0.0.(10) BRAGG, BECKY1.00X0.0.0.DIRECTORX0.0.0.0.(11) CARTER, IAN1.00X0.0.0.DIRECTORX0.0.0.0.(12) CORNWELL, BOBBY1.00X0.0.0.DIRECTORX0.0.0.0.(13) DOVER, CAROL1.000.0.0.0.DIRECTORX0.0.0.0.(14) DUFFY, CHRISTINE1.00X0.0.0.DIRECTORX0.0.0.0.(16) HAYDEN, BILL1.00X0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0.DIRECTORX0.0.0.0. <td>CHAIR OF INDUSTRY RELATIONS COMMITTE</td> <td></td> <td>Х</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.</td> <td>0.</td> <td>0.</td>	CHAIR OF INDUSTRY RELATIONS COMMITTE		Х						0.	0.	0.
(9) SKROB, ROBERT       1.00       X       0.       0.       0.         CHAIR OF PUBLIC AFFAIRS       X       0.       0.       0.       0.         (10) BRAGG, BECKY       1.00       X       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (11) CARTER, IAN       1.00       X       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.       0.         (12) CORNWELL, BOBBY       1.00       X       0. <td>(8) MALDONADO, LINO</td> <td>1.00</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	(8) MALDONADO, LINO	1.00									
CHAIR OF PUBLIC AFFAIRS         X         0.<			Х						0.	0.	0.
(10) BRAGG, BECKY         1.00         X         0.0.0.0.           DIRECTOR         X         0.0.0.0.         0.0.0.           (11) CARTER, IAN         1.00         X         0.0.0.0.           DIRECTOR         X         0.0.0.0.         0.0.0.           (12) CORNWELL, BOBBY         1.00         0.0.0.0.         0.0.0.           DIRECTOR         X         0.0.0.0.0.         0.0.0.           (13) DOVER, CAROL         1.00         0.0.0.0.         0.0.0.           DIRECTOR         X         0.0.0.0.0.         0.0.0.           (14) DUFFY, CHRISTINE         1.00         0.0.0.0.         0.0.0.           DIRECTOR         X         0.0.0.0.0.         0.0.0.           (15) GAZITUA, CARLOS         1.00         0.0.0.0.         0.0.0.           DIRECTOR         X         0.0.0.0.         0.0.0.           (16) HAYDEN, BILL         1.00         0.0.0.0.         0.0.0.           DIRECTOR         X         0.0.0.0.         0.0.0.           (17) HERTZ, ANDREW         1.00         0.0.0.0.         0.0.0.	(9) SKROB, ROBERT	1.00									
DIRECTOR         X         0. <t< td=""><td>CHAIR OF PUBLIC AFFAIRS</td><td></td><td>Х</td><td></td><td></td><td></td><td></td><td></td><td>0.</td><td>0.</td><td>0.</td></t<>	CHAIR OF PUBLIC AFFAIRS		Х						0.	0.	0.
(11) CARTER, IAN       1.00       X       0.0.0.0.         DIRECTOR       X       0.0.0.0.0.       0.0.0.         (12) CORNWELL, BOBBY       1.00       X       0.0.0.0.         DIRECTOR       X       0.0.0.0.       0.0.0.         (13) DOVER, CAROL       1.00       X       0.0.0.0.         DIRECTOR       X       0.0.0.0.       0.0.0.         (14) DUFFY, CHRISTINE       1.00       X       0.0.0.0.         DIRECTOR       X       0.0.0.0.       0.0.0.         (15) GAZITUA, CARLOS       1.00       X       0.0.0.0.         DIRECTOR       X       0.0.0.0.       0.0.0.	(10) BRAGG, BECKY	1.00									
DIRECTOR         X         0. <t< td=""><td>DIRECTOR</td><td></td><td>Х</td><td></td><td></td><td></td><td></td><td></td><td>0.</td><td>0.</td><td>0.</td></t<>	DIRECTOR		Х						0.	0.	0.
(12) CORNWELL, BOBBY       1.00       X       0.       0.       0.         DIRECTOR       1.00       X       0.       0.       0.       0.         (13) DOVER, CAROL       1.00       X       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (14) DUFFY, CHRISTINE       1.00       X       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (15) GAZITUA, CARLOS       1.00       X       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.       0.         (16) HAYDEN, BILL       1.00       X       0.       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.       0.         (17) HERTZ, ANDREW       1.00       X       0.       0.       0.       0.		1.00									
DIRECTOR         X         0. <t< td=""><td>DIRECTOR</td><td></td><td>Х</td><td></td><td></td><td></td><td></td><td></td><td>0.</td><td>0.</td><td>0.</td></t<>	DIRECTOR		Х						0.	0.	0.
(13) DOVER, CAROL       1.00       X       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.         (14) DUFFY, CHRISTINE       1.00       X       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (15) GAZITUA, CARLOS       1.00       X       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (16) HAYDEN, BILL       1.00       X       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.       0.         (17) HERTZ, ANDREW       1.00       X       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.		1.00									•
DIRECTOR       X       0.       0.       0.       0.         (14) DUFFY, CHRISTINE       1.00       X       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (15) GAZITUA, CARLOS       1.00       X       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         (16) HAYDEN, BILL       1.00       X       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.         DIRECTOR       X       0.       0.       0.       0.       0.       0.		1 00	Х						0.	0.	0.
(14) DUFFY, CHRISTINE       1.00       0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.	,	1.00									•
DIRECTOR         X         0. <t< td=""><td></td><td></td><td>Х</td><td></td><td></td><td></td><td></td><td></td><td>0.</td><td>0.</td><td>0.</td></t<>			Х						0.	0.	0.
(15) GAZITUA, CARLOS       1.00       0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.	,	1.00									•
DIRECTOR         X         0. <t< td=""><td></td><td>1 00</td><td>Х</td><td></td><td></td><td></td><td></td><td></td><td>0.</td><td>0.</td><td>0.</td></t<>		1 00	Х						0.	0.	0.
(16) HAYDEN, BILL         1.00         X         0.	,	1.00									0
DIRECTORX0.0.0.(17) HERTZ, ANDREW1.00X0.0.0.DIRECTORX0.0.0.0.		1 00	х						0.	0.	0.
(17) HERTZ, ANDREW 1.00 X 0. 0. 0.		T.00	37						_	_	<u>^</u>
DIRECTOR X 0. 0. 0.		1 00	Å						0.	0.	U •
	,	1.00	v						n	<u>^</u>	0
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CORP, INC.

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Form 990 (2016) CORP , INC									59-33	<u>592</u>	293	Page <b>8</b>
Part VII Section A. Officers, Directors, Trus	tees, Key Em	ploy	ees	, and	d Hi	ghe	st (	Compensated Employee	es (continued)			
(A)	(B)			, (C		<u> </u>		(D)	(E)			(F)
Name and title	Average			Posi	ition			Reportable	Reportable			mated
Name and the	hours per			heck I ss pei					compensatio			ount of
	week			id a di				from	from related	'		ther
	(list any	tor						the	organizations			ensation
	hours for	direc				Ð		organization	(W-2/1099-MIS			n the
	related	ee or	stee			nsate		(W-2/1099-MISC)	(	-/		nization
	organizations	trust	al tru		/ee	mpe		· · · · · · · · · · · · · · · · · · ·			•	related
	below	dual	ition	_	nplo	est co oyee	ы					izations
	line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former				Ũ	
(18) HORTON, MALINDA	1.00	-	_	_	-	<u> </u>	_					
DIRECTOR		x						0.		0.		0.
(19) LUPFER, BILL	1.00						-					
	T.00	x						0.		0.		0.
DIRECTOR	1 00						<u> </u>	0.		<u> </u>		0.
(20) MURPHY, PATRICK	1.00											•
DIRECTOR		Х						0.		0.		0.
(21) PADGETT, SAMANTHA	1.00											
DIRECTOR		X						0.		0.		0.
(22) PROTZE, THERRIN	1.00											
DIRECTOR		x						0.		0.		0.
(23) REESE, DAVID	1.00											
DIRECTOR	1000	x						0.		0.		0.
	1.00						<u> </u>	0.		<u> </u>		0.
(24) RITENOUR, ROY	1.00											0
DIRECTOR	1 0 0	Х						0.		0.		0.
(25) ROSE, SCOTT	1.00											
DIRECTOR		Х						0.		0.		0.
(26) ROWE, DAN	1.00											
DIRECTOR		X						0.		0.		0.
1b Sub-total		· · · ·						0.		0.		0.
c Total from continuation sheets to Part VI	I Soction A							2,059,727.		0.	266	,075.
								2,059,727.		0.		,075.
d Total (add lines 1b and 1c)									000 of use out a ball	-	200	,015.
2 Total number of individuals (including but n	ot limited to tr	lose	liste	ed at	SOVe	e) wr	no r	received more than \$100	,000 of reportable	Э		20
compensation from the organization												20
										E.	Y	es No
<b>3</b> Did the organization list any <b>former</b> officer,								<b>e</b> .				
line 1a? If "Yes," complete Schedule J for s	uch individual									L	3	X
4 For any individual listed on line 1a, is the su	m of reportab	le co	omp	ensa	atior	n and	d ot	ther compensation from t	he organization			
and related organizations greater than \$150											4	X
5 Did any person listed on line 1a receive or a									dual for services	···· -		
rendered to the organization? If "Yes," com										- 1	5	X
Section B. Independent Contractors		001	0/ 30		00/0						<u> </u>	
· · · · · · · · · · · · · · · · · · ·	manage to d in	done	nda		onti	ta		that reasined more than	¢100.000 of com		tion fre	
1 Complete this table for your five highest co	-	-								pensa	Ition fro	DITI
the organization. Report compensation for t	the calendar y	ear	endi	ng w	vith	or w	ithi		ear.			
(A)	a al al una a a							(B)		0	(C)	
Name and business								Description of s	ervices		ompens	sation
SAPIENTNITRO, 605 LINCOLN	I ROAD S	SU	ΓTE	Ξ.,	/0(	),						
MIAMI BEACH, FL 33139								ADVERTISING :	SERVICES	9,	,692	,391.
FACEBOOK, INC.	FACEBOOK, INC.											
1601 WILLOW ROAD, MENLO PARK, CA 94025 ADVERTISING SERVICES							3	,607	,468.			
ADOBE SYSTEMS, INC. WEBSITE PLATFORM								-				
345 PARK AVE, SAN JOSE, CA 94025 DEVELOPMENT 3,458,256									256.			
HI-REV RACING, LLC, 825 BALLOUGH ROAD,								12301				
								602				
SUITE 400, DAYTONA BEACH, FL 32114 ADVERTISING SERVICES 2,991,692								,094.				
MAT MEDIA, LLC, 201 S. MONROE STREET #201,								<b>F A A</b>				
TALLAHASSEE, FL 32301-1848MARKETING SERVICES2,644,500.												
2 Total number of independent contractors (including but not limited to those listed above) who received more than												
\$100,000 of compensation from the organiz	zation 🕨					5						
SEE PART VII, SECTION A CONTINUATION SHEETS Form 990 (2016)												

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8

Form 990 CORP, INC.							59-3359293			
Part VII Section A. Officers, Directors, Tru	stees, Key Er	nplo	oyee	es, a	nd H	ligh	est	Compensated Employ	ees (continued)	
(A) Name and title	<b>(B)</b> Average		(C) Position					<b>(D)</b> Reportable	<b>(E)</b> Reportable	<b>(F)</b> Estimated
	hours per week (list any hours for related organizations below line)	stee or director		Officer			Former (KI	compensation from the organization (W-2/1099-MISC)	compensation from related organizations (W-2/1099-MISC)	amount of other compensation from the organization and related organizations
(27) WAICHULIS, WILLIAM DIRECTOR	1.00	x						0.	0.	0.
(28) BILBY, CLAIRE	1.00								-	
DIRECTOR (06/2017 - PRESENT)		x						0.	0.	0.
(29) WILLIAMS, DANA	1.00									
DIRECTOR		1		x				0.	0.	0.
(30) SISKIE, SHARON	1.00									
SECOND VICE CHAIR (2/16/14 - 5/31/17		1		X				0.	Ο.	Ο.
(31) LAWSON, KENNETH	40.00									
CEO/PRES (01/2017-PRESENT)				Х				0.	0.	0.
(32) OLSON, DANIEL M.	40.00									
COO (12/2016-PRESENT)				Х				0.	0.	0.
(33) THOMAS, CRAIG A.	40.00							_	_	_
GENERAL COUNSEL (02/2017-PRESENT)				Х				0.	0.	0.
(34) HEFREN, CYNTHIA	40.00									
CFO (04/2017-PRESENT)	40.00			Х				0.	0.	0.
(35) DODD, DAVID L.	40.00							145 050	0	21 501
VP, VISITOR SERVICES	40.00					X		145,952.	0.	31,591.
(36) DECLAIRE, TIM INTERIM DIRECTOR, INT'L MARKETING	40.00	-				x		152,192.	0.	24,129.
(37) GONZALEZ, ALFREDO	40.00	-						192,192.	• •	<u>27,127.</u>
VP, GLOBAL MTGS & TRAVEL TRADE						x		198,486.	0.	28,373.
(38) SQUIRES-SWANSON, MARLENE	40.00							19071000		2070700
DIRECTOR, PAID MEDIA	10000					x		155,511.	0.	32,132.
(39) FAULK, KIMBERLY D.	40.00									
VP, DOMESTIC SALES		1				x		141,711.	Ο.	31,131.
(40) FIELDS, EVANGELINE R	40.00									-
FORMER CFO/COO		1					Х	339,040.	Ο.	20,195.
(41) PHIPPS, PAUL	40.00									
FORMER CMO							Х	286,910.	0.	33,290.
(42) SECCOMBE, WILLIAM	40.00									
FORMER CEO							Х	432,041.	0.	42,887.
(43) COSTELLO, SUSANNAH	40.00									
FORMER VP, BRAND							Х	207,884.	0.	22,347.
		<u> </u>	<u> </u>	<u> </u>	<u> </u>					
			-							
		1								
				L						
Total to Part VII, Section A, line 1c								2,059,727.		266,075.

632201 04-01-16

		(2016)		, INC.				59-3359	293 Page 9
Pa	rt VI	III State	ement of Reve	nue					
		Check	if Schedule O cont	tains a response	or note to any lin	e in this Part VIII (A) Total revenue	<b>(B)</b> Related or exempt function revenue	<b>(C)</b> Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	t c c t	<ul> <li>Membersh</li> <li>Fundraising</li> <li>Related org</li> <li>Government</li> <li>All other corsimilar among</li> </ul>	campaigns ip dues g events ganizations nt grants (contribut ntributions, gifts, grar unts not included abo ributions included in lines	1b           1c           1d           tions)         1e           its, and         If	78,499,784.				
a ŭ	ł	n Total. Add	lines 1a-1f			78,499,784.			
Program Service Revenue	( (	TRADE SH MEMBERSH ADVERTIS WELCOME	VERTISING OWS & EVENTS IP DUES & ASSE ING REIMB. CENTER rogram service reve		Business Code 900099 900099 900099 900099 900099 541800	23,096,921. 3,709,222. 2,175,861. 1,869,149. 476,730. 784,526.	23,096,921. 3,709,222. 2,175,861. 1,869,149. 476,730. 394,028.	390,498.	
	ç		lines 2a-2f			32,112,409.			
	3 4 5	other simila Income fro	t income (including ar amounts) m investment of ta	x-exempt bond	proceeds	32,118.			32,118.
	6 a 1	a Gross rent b Less: renta c Rental inco	s al expenses ome or (loss)	(i) Real	(ii) Personal				
	7 8	a Gross amo assets oth Less: cost	income or (loss) . ount from sales of er than inventory or other basis expenses	(i) Securities	(ii) Other 34,600. 26,500.				
nue	C	<b>c</b> Gain or (los <b>d</b> Net gain or	ss) r (loss) me from fundraisin	g events (not	8,100.	8,100.	8,100.		
Other Revenue		contributio Part IV, line Less: direc	ns reported on line e 18 t expenses e or (loss) from fund	e 1c). See a b					
	9 á	a Gross inco Part IV, line	e of (loss) from family me from gaming ad e 19 ct expenses	ctivities. See					
	10 a	a Gross sale and allowa	e or (loss) from gan s of inventory, less nces of goods sold	returns a					
			e or (loss) from sale						
			cellaneous Revenu		Business Code				
	ł		ERATING INCOME UICE REVENUE	l	900099 900099	541,621. 198,492.	541,621. 198,492.		
	c	d All other re Total. Add	venue lines 11a-11d ue. See instructions.		►	740,113. 111,392,524.	32,470,124.	390,498.	32,118.
63200	9 11-				F		, , •	, • •	Form <b>990</b> (2016)
						10			

CORP, INC.

Part IX Statement of Functional Expenses

Form 990 (2016)

	Check if Schedule O contains a respon				
	not include amounts reported on lines 6b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	<b>(B)</b> Program service expenses	<b>(C)</b> Management and general expenses	<b>(D)</b> Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	617,117.			
2	Grants and other assistance to domestic individuals. See Part IV, line 22				
3	Grants and other assistance to foreign				
-	organizations, foreign governments, and foreign				
	individuals. See Part IV, lines 15 and 16	5,700,967.			
ţ.	Benefits paid to or for members				
5	Compensation of current officers, directors,				
,	trustees, and key employees	1,267,936.			
	Compensation not included above, to disqualified	1,201,550.			
5					
	persons (as defined under section $4958(f)(1)$ ) and				
	persons described in section 4958(c)(3)(B)	8,366,940.			
	Other salaries and wages	0,000,940.			
	Pension plan accruals and contributions (include	121 100			
	section 401(k) and 403(b) employer contributions)	431,408.			
)	Other employee benefits	1,674,612.			
)	Payroll taxes	678,321.			
	Fees for services (non-employees):				
а	Management				
b	Legal	107,519.			
С	Accounting	42,366.			
d	Lobbying				
е	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other. (If line 11g amount exceeds 10% of line 25,				
	column (A) amount, list line 11g expenses on Sch 0.)	3,136,550.			
2	Advertising and promotion	69,618,687.			
;	Office expenses	1,399,517.			
	Information technology	5,281,908.			
;	Royalties				
;	Occupancy	556,348.			
	Trevel	2,893,996.			
	Payments of travel or entertainment expenses				
	for any federal, state, or local public officials				
)	Conferences, conventions, and meetings	2,511,115.			
		-,,			
)					
	Payments to affiliates	815,679.			
2	Depreciation, depletion, and amortization	113,475.			
	Insurance Other expenses. Itemize expenses not covered	±±J,4/J•			
	above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule 0.)				
а	TOURISM RESEARCH	1,322,385.			
b	FULFILLMENT	490,622.			
с	CITRUS JUICE	198,492.			
d	DUES & SUBSCRIPTIONS	196,720.			
	All other expenses				
C		107,422,680.			
	Joint costs. Complete this line only if the organization	, ===,			
	reported in column (B) joint costs from a combined				
	educational campaign and fundraising solicitation.				

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Check here

Form **990** (2016)

\_\_\_\_\_ if following SOP 98-2 (ASC 958-720)

11

Form	990	(201)	6)

Part X Balance Sheet

# FLORIDA TOURISM INDUSTRY MARKETING

CORP, INC.

Fai		Dalalice Sileet				· · · · ·
		Check if Schedule O contains a response or note to any line in t	his Part X			
	-			<b>(A)</b> Beginning of year		<b>(B)</b> End of year
	1	Cash - non-interest-bearing		200.	1	200.
	2	Savings and temporary cash investments		24,207,340.	2	31,223,167.
	3	Pledges and grants receivable, net			3	
	4	Accounts receivable, net		8,635,721.	4	8,542,655.
	5	Loans and other receivables from current and former officers, d	irectors,			
		trustees, key employees, and highest compensated employees.	Complete			
		Part II of Schedule L			5	
	6	Loans and other receivables from other disqualified persons (as	defined under			
		section 4958(f)(1)), persons described in section 4958(c)(3)(B), a	and contributing			
		employers and sponsoring organizations of section 501(c)(9) vo				
ets		employees' beneficiary organizations (see instr). Complete Part	F		6	
Assets	7	Notes and loans receivable, net			7	
4	8	Inventories for sale or use			8	
	9	Prepaid expenses and deferred charges		2,085,171.	9	610,168.
	10a	Land, buildings, and equipment: cost or other				
		basis. Complete Part VI of Schedule D10a7Less: accumulated depreciation10b2	574,722.	0 800 880		
	b			2,728,778.	10c	4,737,762.
	11	Investments - publicly traded securities			11	
	12	Investments - other securities. See Part IV, line 11		12		
	13	Investments - program-related. See Part IV, line 11	Г	260.000	13	100 000
	14	Intangible assets		360,000.	14	180,000.
	15	Other assets. See Part IV, line 11			15	45 002 050
	16	Total assets. Add lines 1 through 15 (must equal line 34)	i.	38,017,210.	16	45,293,952.
	17	Accounts payable and accrued expenses		17,743,192.	17	21,454,192.
	18	Grants payable		1 220 716	18	025 614
	19	Deferred revenue		1,239,716.	19	835,614.
	20	Tax-exempt bond liabilities			20	
	21	Escrow or custodial account liability. Complete Part IV of Sched			21	
Liabilities	22	Loans and other payables to current and former officers, directo				
bilid		key employees, highest compensated employees, and disqualif			-	
Lial		Complete Part II of Schedule L			22	
	23	Secured mortgages and notes payable to unrelated third parties	F		23	
	24	Unsecured notes and loans payable to unrelated third parties	F		24	
	25	Other liabilities (including federal income tax, payables to related parties, and other liabilities not included on lines 17-24). Complete				
					25	
	26	Total liabilities. Add lines 17 through 25	Г	18,982,908.	26	22,289,806.
	20	Organizations that follow SFAS 117 (ASC 958), check here			20	
s		complete lines 27 through 29, and lines 33 and 34.				
JCe	27	Unrestricted net assets		13,686,213.	27	15,528,783.
alaı	28	Temporarily restricted net assets		5,348,089.	28	7,475,363.
d B	29	Permanently restricted net assets			29	
'n		Organizations that do not follow SFAS 117 (ASC 958), check				
or		and complete lines 30 through 34.	,			
ets (	30	Capital stock or trust principal, or current funds			30	
Net Assets or Fund Balances	31	Paid-in or capital surplus, or land, building, or equipment fund			31	
∋t A	32	Retained earnings, endowment, accumulated income, or other f	F		32	
ž	33	Total net assets or fund balances		19,034,302.	33	23,004,146.
	34	Total liabilities and net assets/fund balances		38,017,210.	34	45,293,952.
				· · · · ·		Form <b>990</b> (2016)

Form **990** (2016)

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FLORIDA TOURISM IN	DUSTRY	MARKETING
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	1990 (2016) CORP, INC.	59-	3359	293	Pa	ge <b>12</b>	
Pa	rt XI Reconciliation of Net Assets						
	Check if Schedule O contains a response or note to any line in this Part XI						
				~ ~	~ -	~ 1	
1	Total revenue (must equal Part VIII, column (A), line 12)	1	111				
2	Total expenses (must equal Part IX, column (A), line 25)	2	107				
3							
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	19	,03	4,3	02.	
5	Net unrealized gains (losses) on investments	5					
6	Donated services and use of facilities	6					
7	Investment expenses	7					
8	Prior period adjustments	8					
9	Other changes in net assets or fund balances (explain in Schedule O)	9				0.	
10	10 Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33,						
	column (B))						
Pa	rt XII Financial Statements and Reporting						
	Check if Schedule O contains a response or note to any line in this Part XII					X	
					Yes	No	
1	Accounting method used to prepare the Form 990: Cash X Accrual Other						
	If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.						
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?			2a		X	
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed	l on a					
	separate basis, consolidated basis, or both:						
	Separate basis Consolidated basis Both consolidated and separate basis						
b	Were the organization's financial statements audited by an independent accountant?			2b	Х		
	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separat	e basis,					
	consolidated basis, or both:						
	X Separate basis Consolidated basis Both consolidated and separate basis						
С	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the	e audit,			x		
	review, or compilation of its financial statements and selection of an independent accountant?						
	If the organization changed either its oversight process or selection process during the tax year, explain in Sch	edule O.					
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Si	ngle Aud	it				
	Act and OMB Circular A-133?			3a	Х		
b	<b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit						
	or audits, explain why in Schedule O and describe any steps taken to undergo such audits			3b	Х		

Form **990** (2016)

Schedule B
(Form 990, 990-EZ,
or 990-PF)

Department of the Treasury

Internal Revenue Service

# Schedule of Contributors

Attach to Form 990, Form 990-EZ, or Form 990-PF. Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at www.irs.gov/form990 .

OMB No. 1545-0047

Employer identification number

59-3359293

N	lame	of	the	organization
---	------	----	-----	--------------

CORP,	INC.
Organization type (check one):	

Filers of:	Section:
Form 990 or 990-EZ	X 501(c)( 6) (enter number) organization
	4947(a)(1) nonexempt charitable trust <b>not</b> treated as a private foundation
	527 political organization
Form 990-PF	501(c)(3) exempt private foundation
	4947(a)(1) nonexempt charitable trust treated as a private foundation
	501(c)(3) taxable private foundation

Check if your organization is covered by the General Rule or a Special Rule. Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

#### General Rule

X For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

#### Special Rules

For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Don't complete any of the parts unless the General Rule applies to this organization because it received nonexclusively religious, charitable, etc., contributions totaling \$5,000 or more during the year \_\_\_\_\_\_

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990, 990-EZ, or 990-PF), but it must answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2016)

# Schedule B (Form 990, 990-EZ, or 990-PF) (2016)

Name of organization

FLORIDA TOURISM INDUSTRY MARKETING CORP, INC. Employer identification number

59-3359293

Part I	<b>Contributors</b> (See instructions). Use duplicate copies of Part I if add	ditional space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	STATE OF FLORIDA 107 EAST MADISON STREET, CALDWELL BLDG. TALLAHASSEE, FL 32399	\$ <u>75,999,784.</u>	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2	FLORIDA RESTAURANT AND LODGING       ASSOCIATION (FRLA)       11940 NORTH MONROE STREET       TALLAHASSEE, FL 32399	\$2,500,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Occupient Payroll Payroll Occupient Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.) 990, 990-EZ, or 990-PF) (2016)

	ganization DA TOURISM INDUSTRY MARKETING		Employer identification number
	INC.	59-3359293	
art II	Noncash Property (See instructions). Use duplicate copies of Pa	art II if additional space is neede	d.
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate (See instructions	
—		   \$	
(a) No. rom Part I	(b) Description of noncash property given	(c) FMV (or estimate (See instructions	
		\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate (See instructions	
		\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate (See instructions	
		\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate (See instructions	
—		\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate (See instructions	
		\$	

тο 08470511 783925 45-05242.000 2016.05070 FLORIDA TOURISM INDUSTRY MA 45-05HQ1

Name of or	ganization		Employer identification number			
FLORI	DA TOURISM INDUSTRY MAI	RKETING				
CORP,			59-3359293			
Part III	Exclusively religious, charitable, etc., con	ntributions to organizations described in	n section 501(c)(7), (8), or (10) that total more than \$1,000 for			
	the year from any one contributor. Complete completing Part III, enter the total of exclusively religio	columns (a) inclugin (e) and the following structure to the following struc	II y III i e II i y. For organizations			
	Use duplicate copies of Part III if additio	nal space is needed.				
(a) No. from						
Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held			
-		(e) Transfer of gift				
			Deletionship of transferrer to transferrer			
ł	Transferee's name, address, a		Relationship of transferor to transferee			
(a) No						
(a) No. from	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held			
Part I						
		(e) Transfer of gift				
	Transferee's name, address, a	and ZIP + 4	Relationship of transferor to transferee			
(a) No. from						
Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held			
Ī		(e) Transfer of gift				
	Transferee's name, address,	and ZIP + 4	Relationship of transferor to transferee			
ľ						
(a) No.		1				
(a) No. from	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held			
Part I						
ļ		1				
		(e) Transfer of gift				
	Transferee's name, address, a	and ZIP + 4	Relationship of transferor to transferee			
623454 10-18	3-16		Schedule B (Form 990, 990-EZ, or 990-PF) (2016)			
		1 🗖				

SCHEDULE C	Political Campaign and Lobbying Activities	OMB No. 1545-0047
(Form 990 or 990-EZ)		2016

Department of the Treasury Internal Revenue Service For Organizations Exempt From Income Tax Under section 501(c) and section 527
 Complete if the organization is described below. ► Attach to Form 990 or Form 990-EZ.
 Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

2016 Open to Public Inspection

#### If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

#### If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

• Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name	-	ORIDA TOURISM INDUSTR	Y MARKETING	Empl	oyer identification number
	COI	RP, INC.			<u>59-3359293</u>
Part	t I-A Complete if	the organization is exempt uno	der section 501(c)	or is a section 527 o	rganization.
<b>2</b> P	Political campaign activity	ne organization's direct and indirect polition expenditures al campaign activities		► \$	
Part	t I-B Complete if	the organization is exempt und	ler section 501(c)	(3).	
1 E	Enter the amount of any e	excise tax incurred by the organization un	der section 4955	▶ \$	
<b>2</b> E	Enter the amount of any e	excise tax incurred by organization manag	ers under section 4955	5 Þ \$	
<b>3</b> If	f the organization incurre	d a section 4955 tax, did it file Form 4720	for this year?		Yes 🛄 No
<b>4</b> a V	Vas a correction made?				Yes No
b If	f "Yes," describe in Part I	V			
		the organization is exempt uno			
	•	expended by the filing organization for se			
<b>2</b> E	enter the amount of the fil	ling organization's funds contributed to of	ther organizations for se		
		penditures. Add lines 1 and 2. Enter here a			
		file Form 1120-POL for this year?			
		es and employer identification number (E n organization listed, enter the amount pa	, .	•	
		at were promptly and directly delivered to			te segregated fund or a
р	political action committee	(PAC). If additional space is needed, pro-	vide information in Part	IV.	
	<b>(a)</b> Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2016

632041 11-10-16

Schedule C (Form 990 or 990-EZ) 2016 COR	P, INC.			59-3	3359293 Page 2
Part II-A Complete if the organiza	ation is exe	mpt under sectio	on 501(c)(3) and fil	ed Form 5768 (e	election under
section 501(h)).					
A Check 🕨 🛄 if the filing organization be	-		n Part IV each affiliated	group member's nar	ne, address, EIN,
expenses, and share of expenses	cess lobbying	expenditures).			
B Check ▶ ☐ if the filing organization ch	ecked box A a	nd "limited control" pre	ovisions apply.		i
Limits on I (The term "expenditures)	obbying Expe " means amo		)	<b>(a)</b> Filing organization's totals	(b) Affiliated group totals
<b>1a</b> Total lobbying expenditures to influence	oublic opinion	(grass roots lobbying)			
<b>b</b> Total lobbying expenditures to influence			1		
c Total lobbying expenditures (add lines 1a					
e Total exempt purpose expenditures (add					
f Lobbying nontaxable amount. Enter the a					
If the amount on line 1e, column (a) or (b) is		bying nontaxable am			
Not over \$500.000		the amount on line 1e			
Over \$500,000 but not over \$1,000,000		00 plus 15% of the exc			
Over \$1,000,000 but not over \$1,500,000		00 plus 10% of the exc			
Over \$1,500,000 but not over \$1,500,000		00 plus 10% of the exce			
Over \$17,000,000	\$1,000	•	-ss over φ1,500,000.		
	\$1,000	000.			
g Grassroots nontaxable amount (enter 25	% of line 1f)				
h Subtract line 1g from line 1a. If zero or les					
i Subtract line 1f from line 1c. If zero or les					
j If there is an amount other than zero on e					
reporting section 4911 tax for this year?					Yes No
		eraging Period Under			
(Some organizations that ma				of the five columns	below.
	See the separ	ate instructions for li	nes 2a through 2f.)		
L	obbying Expe	nditures During 4-Ye	ar Averaging Period		
Calendar year (or fiscal year beginning in)	<b>(a)</b> 2013	<b>(b)</b> 2014	<b>(c)</b> 2015	<b>(d)</b> 2016	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount					
(150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2016

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# Schedule C (Form 990 or 990-EZ) 2016 CORP, INC.

# 59-3359293 Page 3

# Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For e	ach "Yes," response on lines 1a through 1i below, provide in Part IV a detailed description	(a)		(b	)
of the	e lobbying activity.	Yes	No	Amo	ount
b c	During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of: Volunteers? Paid staff or management (include compensation in expenses reported on lines 1c through 1i)? Media advertisements?				
	Mailings to members, legislators, or the public?				
	Publications, or published or broadcast statements? Grants to other organizations for lobbying purposes?				
	Direct contact with legislators, their staffs, government officials, or a legislative body?				
h	Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?				
	Other activities?				
	Total. Add lines 1c through 1i				
	Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?				
	If "Yes," enter the amount of any tax incurred under section 4912				
	If "Yes," enter the amount of any tax incurred by organization managers under section 4912 If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?				
Par	t III-A Complete if the organization is exempt under section 501(c)(4), section	on 501(c)(5)	or se	ection	
	501(c)(6).				
				Yes	No
1	Were substantially all (90% or more) dues received nondeductible by members?		1		Х
2	Did the organization make only in-house lobbying expenditures of \$2,000 or less?		2	Х	
3	Did the organization agree to carry over lobbying and political campaign activity expenditures from the		3		Х
Par	t III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered answered "Yes."	"No," OR (k			ne 3, is
1	Dues, assessments and similar amounts from members		1		
2	Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of politic	cal			
	expenses for which the section 527(f) tax was paid).				
	Current year		2a		
	Carryover from last year		2b		
3	Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues		2c 3		
4	If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the exc		3		
-	does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and p				
	expenditure next year?		4		
5	Taxable amount of lobbying and political expenditures (see instructions)		5		
	t IV Supplemental Information				
Prov	de the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group	list); Part II-A, I	lines 1 a	and 2 (see	

instructions); and Part II-B, line 1. Also, complete this part for any additional information.

Schedule C (Form 990 or 990-EZ) 2016

632043 11-10-16

90		Supplement	al Financial Statements		OMB No. 1545-0047
	n 990)		2016		
	ment of the Treasury	Part IV, line 6, 7, 8, 9, 10	anization answered "Yes" on Form 990, , 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.		Open to Public
	Revenue Service	Information about Schedule D (For	rm 990) and its instructions is at www.irs.gov/	-	Inspection
Nam	e of the organizati		DUSTRY MARKETING		r identification number
Pa	t I Organiza	CORP, INC.	ed Funds or Other Similar Funds or A		59-3359293
Fa		n answered "Yes" on Form 990, Part IV, lin		Accounts	Complete il the
	organization			(b) Funds ar	nd other accounts
1	Total number at er	nd of year		. ,	
2		f contributions to (during year)			
3		f grants from (during year)			
4	Aggregate value a	t end of year			
5	-		writing that the assets held in donor advised fu		
			exclusive legal control?		Yes No
6	-		advisors in writing that grant funds can be used	•	
			or donor advisor, or for any other purpose confe		Yes No
Pa	impermissible priva		ganization answered "Yes" on Form 990, Part IV		
1		servation easements held by the organizat		,	
		of land for public use (e.g., recreation or e	·	y important	land area
		f natural habitat	Preservation of a certified h	istoric struc	ture
	Preservation	of open space			
2	Complete lines 2a	through 2d if the organization held a quali	fied conservation contribution in the form of a c	onservation	easement on the last
	day of the tax year				l at the End of the Tax Year
а				2a	
b				2b	
c d			ucture included in (a)	2c	
u				2d	
3			leased, extinguished, or terminated by the orga		ing the tax
	year 🕨				
4	Number of states	where property subject to conservation ea	sement is located 🕨		
5		tion have a written policy regarding the pe			
			t holds?		
6	Staff and voluntee	r hours devoted to monitoring, inspecting,	handling of violations, and enforcing conservat	ion easemer	nts during the year
7					
7	Amount of expens ► \$	es incurred in monitoring, inspecting, nand	dling of violations, and enforcing conservation e	asements di	uring the year
8		vation easement reported on line 2(d) abov	ve satisfy the requirements of section 170(h)(4)(	B)(i)	
Ū				, ( )	Yes No
9			ion easements in its revenue and expense state		alance sheet, and
	include, if applicab	ole, the text of the footnote to the organiza	tion's financial statements that describes the or	ganization's	accounting for
	conservation ease				
Pa		_	f Art, Historical Treasures, or Other	Similar A	ssets.
		the organization answered "Yes" on Form			
1a	•		SC 958), not to report in its revenue statement a		•
		thote to its financial statements that descri	hibition, education, or research in furtherance o	i public serv	ice, provide, in Part Alli,
h			SC 958), to report in its revenue statement and	halance she	et works of art historical
~	-		ducation, or research in furtherance of public se		
	relating to these ite		, 1	,1	3
	(i) Revenue inclu	ded on Form 990, Part VIII, line 1		🕨 \$	
	(ii) Assets include	ed in Form 990, Part X		🕨 💲 🔄	
2			asures, or other similar assets for financial gain	, provide	
		unts required to be reported under SFAS 1			
			s for Form 990		dulo D (Earm 000) 0040
	For Paperwork Re	eduction Act Notice, see the Instruction	5 IVI I'UIII 330.	Sche	edule D (Form 990) 2016
03203	00-29-10		21		

FLORIDA TOURISM INDUSTRY MARKETIN	FLORIDA	TOURISM	INDUSTRY	MARKETING
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Part IIII       Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets(continued).         9       Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (theck all that apply):       a         a       Proble cahibbition       d       Lean or exchange programs         b       Check all that apply):       a       d       Lean or exchange programs         c       Provide accipiton of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.         5       Using the spar, did the organization scolections and explain how they further the organization assets to be sold to raise funds rather than to be maintained as apart of the organization answered "Yes" on Form 990, Part IV, line 9, or reported an anount on Form 990, Part X, line 21.         14       Is the organization includes a mount on Form 990, Part X, line 21.       Yes       No         b       If Yes, "explain the arrangement in Part XIII and complete the following table:       Amount       1         c       Beginning balance       1       1       It is a status and anount on Form 990, Part X, line 21.       Yes       No         b       If Yes," explain the arrangement in Part XIII. Check here If the explanation includes a mount on Form 990, Part X, line 10.       Yes       Yes       No         Dethy touring table acc       (a) Current yea	Sche	edule D (Form 990) 2016 CORP , II	NC.	112001				59-33	35929	3 Р	age 2
3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (deck aft hat apply):				rt, Histo	orical Tr	easures, o	r Other				
a       Public exhibition       d       L Can or exchange programs         b       Scholary presench       e       Other	3									,	
b       Scholary research       e       Other		(check all that apply):									
c       Preservation for future generations         4       Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.         5       During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets       to be solid to raise funds rather than to be maintained as part of the organization's collection?       Ves       No         Part IVI       Excorve and Custodial Arrangements. Complete if the organization answered 'Yes' on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.       Telestone and structure in the structure in the structure in the organization answered 'Yes' on Form 990, Part IV, line 9, or methods during the year.         16       Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X, line 21, for escrew or custodial account liability?       Yes       No         0       bit T'vs, "explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII       Image: the organization include an amount on Form 990, Part X, line 21, for escrew or custodial account liability?       Yes       No         0       bit Tives, 'explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII       Image: the organization include an amount on Form 990, Part X, line 21, for escrew or custodial account liability?       Yes       No         1a       Beginning of year balance       (a) Current year       (b) Pri	а	Public exhibition	c	1 🗆 L	oan or exc	hange prograr	ns				
c       Preservation for future generations         4       Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.         5       During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets       to be solid to raise funds rather than to be maintained as part of the organization's collection?       Ves       No         Part IVI       Excorve and Custodial Arrangements. Complete if the organization answered 'Yes' on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.       Telestone and structure in the structure in the structure in the organization answered 'Yes' on Form 990, Part IV, line 9, or methods during the year.         16       Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X, line 21, for escrew or custodial account liability?       Yes       No         0       bit T'vs, "explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII       Image: the organization include an amount on Form 990, Part X, line 21, for escrew or custodial account liability?       Yes       No         0       bit Tives, 'explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII       Image: the organization include an amount on Form 990, Part X, line 21, for escrew or custodial account liability?       Yes       No         1a       Beginning of year balance       (a) Current year       (b) Pri	b	Scholarly research	e	• 🗌 o	ther						
5 During the year, did the organization solicit or receive donations of art, historical trassures, or other similar assets       Ves       No         Part IV       Escrow and Custodial Arrangements. Complete if the organization's collection?       Ves       n Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.         1 a Is the organization angement. Instead, custodian or other intermediary for contributions or other assets not included on Form 990, Part X, line 21.       Ves       No         b If 'Yes,' explain the arrangement in Part XIII and complete the following table:       Armount       1       1         c Beginning balance       1	с	Preservation for future generations									
tops rold to raise funds rather than to be maintained as part of the organization's collection?       Yes       No.         Part IV       Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.       The set organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X, line 21.       Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X, line 21.       A mount       Yes       No         b       If "Yes," explain the arrangement in Part XIII and complete the following table:       A mount       Int	4	Provide a description of the organization's co	ollections and explai	in how the	ey further t	he organizatio	n's exemp	ot purpose in Pa	rt XIII.		
Part IV       Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.         1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X/       Ves       No         b If "Yes," explain the arrangement in Part XIII and complete the following table:       Image: Complete intermediary for contributions or other assets not included on Form 990, Part X, line 21, for escrow or custodial account fability?       Ves       No         b If "Yes," explain the arrangement in Part XII. Check here if the explanation has been provided on Part XIII       Image: Complete if the organization answered "Yes" on Form 990, Part IV, line 10.         2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account fability?       Ves       No         b If "Yes," explain the arrangement in Part XII. Check here if the explanation has been provided on Part XIII       Image: Complete if the organization answered "Yes" on Form 990, Part IV, line 10.         1a Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back (d) Three years back (e) Four years back and programs         d Grants or scholarships	5	During the year, did the organization solicit o	r receive donations	of art, hist	torical trea	sures, or othe	r similar a	ssets			
reported an amount on Form 990, Part X, line 21.         1a       Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?       No         b       If "Yes," explain the arrangement in Part XIII and complete the following table:       Amount         c       Beginning balance       16         d       Additions during the year       16         1a       Distributions during the year       11         2a       Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?       Yes       No         b       If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII       Part V       Indowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.         Part V       Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.       Inte 10.         1a       Beginning of year balance       (a) Current year       (b) Prior year       (c) Ture years back       (a) Four years back         1a       Beginning of year balance       (b) Prior year       (b) Prior year       (c) Ture years back       (a) Four years back         1a       Beginning of year balance       (b) Prior year       (b) Prior year       (c) Ture years back       (a) Four years back <t< td=""><td></td><td>to be sold to raise funds rather than to be ma</td><td>aintained as part of</td><td>the organi</td><td>ization's co</td><td>ollection?</td><td></td><td></td><td>Yes</td><td></td><td>No</td></t<>		to be sold to raise funds rather than to be ma	aintained as part of	the organi	ization's co	ollection?			Yes		No
1a       Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X7       Yes       No         b       If 'Yes,'' explain the arrangement in Part XIII and complete the following table:       Image: Complete intermediate interm	Par	t IV Escrow and Custodial Arran	gements. Comple	ete if the c	organizatio	n answered "\	/es" on Fo	orm 990, Part IV	, line 9, o	r	
or Form 990, Part X?       Yes       No         b       If 'Yes,'' explain the arrangement in Part XIII and complete the following table:       Amount         c       Beginning balance       1d         d       Additions during the year       1d         e       Distributions during the year       1d         d       Additions during the year       1t         e       Distributions during the year       1t         d       Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?       Ves         Part V       Endowment Funds. Complete if the organization answered 'Ves' on Form 990, Part N, line 10.         Part V       Endowment Funds. Complete if the organization answered 'Ves' on Form 990, Part N, line 10.         ta       Beginning of year balance       (a) Current year       (b) Prior year (c) Two years back (d) Three years back (e) Four years back de four years back for the organization scholarships         d       Garats or scholarships		reported an amount on Form 990, Par	rt X, line 21.								
b       If "Yes," explain the arrangement in Part XIII and complete the following table:	1a	Is the organization an agent, trustee, custodi	ian or other intermed	diary for c	ontributior	is or other ass	ets not ind	cluded			_
b If "Yes," explain the arrangement in Part XIII and complete the following table:  c Beginning balance c Beginning balance d Additions during the year d d didnors during the year d d didnors during the year f Ending balance f Endowment FundS. Complete if the organization has been provided on Part XII f f f Endowment FundS. Complete if the organization answered "Yes" on Form 990, Part IV, line 10. f Contributions f No f No f Reginning of year balance f Administrative expenses f Endowment b% f Bermanent endowment b% f Temporarily restricted endowment b% f Administrative expenses on lines 2a, 2b, and 2c should equal 100%. f Temporarily restricted endowment funds not in the possession of the organization that are held and administered for the organization by: f Complete if the organizations is required on Schedule R? f Administrative and programizations is endowment funds. f Administered organizations f Administered organization answered 'Yes' on Form 990, Part X, line 10. f Complete if the organization is the owner funds. f H f f f f f f f f f f f f f f f f f f		on Form 990, Part X?							Yes		No
c       Beginning balance       ic         id       id         id<	b										
d Additions during the year       1d         e Distributions during the year       1d         1       1         2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?       Ives         Part V       Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.         1a Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         1a Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         1a Grants or scholarships       (a) Current year       (b) Prior year       (c) Two years back       (e) Four years back         6 Grants or scholarships       (a) Current year       (b) Prior year       (c) Two years back       (e) Four years back         2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:       as designated or quasi-endowment )       %         5 Permanent endowment )       %       %       %       Yes No         6 Traporarily restricted endowment )       %       %       %       %         7 Ho percentages on line 2a, 2b, and 2c should equal 100%.       3a       Are there endowment lunds not in the possession of the organization's endowmen									Amoun	ıt	
d Additions during the year       1d         e Distributions during the year       1d         1       1         2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?       Ives         Part V       Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.         1a Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         1a Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         1a Grants or scholarships       (a) Current year       (b) Prior year       (c) Two years back       (e) Four years back         6 Grants or scholarships       (a) Current year       (b) Prior year       (c) Two years back       (e) Four years back         2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:       as designated or quasi-endowment )       %         5 Permanent endowment )       %       %       %       Yes No         6 Traporarily restricted endowment )       %       %       %       %         7 Ho percentages on line 2a, 2b, and 2c should equal 100%.       3a       Are there endowment lunds not in the possession of the organization's endowmen	с	Beginning balance						1c			
f       Ending balance								1d			
f       Ending balance	е	Distributions during the year						1e			
b       If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII         Part V       Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.         1a       Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         b       Contributions       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         b       Contributions       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         c       Net investment earnings, gains, and losses       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         c       Net investment earnings, gains, and losses       (a) Current year       (b) Prior year       (c) Two years back       (d) Two years back       (e) Four years back         c       Other expenditures for facilities       (a)								1f	_		_
Part V       Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.         1a       Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         1a       Beginning of year balance       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         Contributions       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         Contributions       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         Contributions       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         Contributions       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         Contributions       (a) Current year       (b) Prior year       (c) Two years back       (d) Three years back       (e) Four years back         Contributions       (a) Current year       (c) Two years back       (d) Three years back       (e) Four years       (f) Controt year       (f) Controt year       (f) Controt year       (f) Controt year       (f) Cont or	2a	Did the organization include an amount on Fe	orm 990, Part X, line	e 21, for es	scrow or cu	ustodial accou	int liability	?	Yes		No
(a) Current year       (b) Prior year       (c) Two years back       (c) Two years back back       (c) Two years back back       (c) Two years back back back       (c) Two years back back       (c) for or or or pars t											
1a       Beginning of year balance       Image: Contributions       Image: Contributions         b       Contributions       Image: Contributions       Image: Contributions         c       Net investment earnings, gains, and losses       Image: Contributions       Image: Contributions         c       Net investment earnings, gains, and losses       Image: Contributions       Image: Contributions         e       Other expenditures for facilities       Image: Contributions       Image: Contributions         e       Other expenditures for facilities       Image: Contributions       Image: Contributions         g       End of year balance       Image: Contributions       Image: Contributions         g       End of year balance       Image: Contributions       Image: Contributions         g       End of year balance       Image: Contributions       Image: Contributions         g       End of year balance       Image: Contributions       Image: Contributions         g       Ford of year balance       Image: Contributions       Image: Contributions         g       Ford of year balance       Image: Contributions       Image: Contributions         g       Ford of year balance       Image: Contributions       Image: Contributions       Image: Contributions         g       Ford of year balance <td>Par</td> <td><b>t V</b> Endowment Funds. Complete i</td> <td>f the organization ar</td> <td>nswered "</td> <td>Yes" on Fo</td> <td>orm 990, Part I</td> <td>V, line 10.</td> <td></td> <td></td> <td></td> <td></td>	Par	<b>t V</b> Endowment Funds. Complete i	f the organization ar	nswered "	Yes" on Fo	orm 990, Part I	V, line 10.				
b       Contributions			(a) Current year	<b>(b)</b> Pri	or year	(c) Two years	back (d)	Three years back	(e) Fou	r years	back
c       Net investment earnings, gains, and losses	1a	Beginning of year balance									
d Grants or scholarships	b	Contributions									
e       Other expenditures for facilities and programs											
and programs	d	Grants or scholarships									
f       Administrative expenses	е	Other expenditures for facilities									
g End of year balance		and programs									
2       Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:         a       Board designated or quasi-endowment ▶%         b       Permanent endowment ▶%         c       Temporarily restricted endowment ▶%         mb percentages on lines 2a, 2b, and 2c should equal 100%.       3a         3a       Are there endowment Imuds not in the possession of the organization that are held and administered for the organization by: <ul> <li>(i) unrelated organizations</li></ul>											
a Board designated or quasi-endowment ▶%         b Permanent endowment ▶%         c Temporarily restricted endowment ▶%         The percentages on lines 2a, 2b, and 2c should equal 100%.         3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by: <ul> <li>(i) unrelated organizations</li> <li>(ii) related organizations</li> <li>(iii) related organizations</li> <li>(ii) related organizations</li> <li>(iii) related organizations</li> <li>(iii) related organizations</li> <li>(ii) related organizations</li> <li>(iii) related organizations</li> <li>(iii) related organizations</li> <li>(iii) related organizations</li> <li>(iii) related organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.</li> </ul> Part VI     Land, Buildings, and Equipment.         Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.         Description of property       (a) Cost or other basis (other)               b Buildings             405, 433 · 302, 796 · 102, 637 · 2, 198, 133 · 4, 597 , 524 · 373 · 632 · 336 · 031 · 37 · 601 · 37 · 601 · 373 · 601 · 373 · 601 · 373 · 601 · 373 · 601 · 377 · 601 · 373 · 601 · 377 · 601 · 373 · 601 · 373 · 601 · 373 · 601	g	End of year balance									
b       Permanent endowment ▶       %         c       Temporarily restricted endowment ▶       %         The percentages on lines 2a, 2b, and 2c should equal 100%.       3a       Are there endowment funds not in the possession of the organization that are held and administered for the organization by:	2	Provide the estimated percentage of the cur	rent year end baland	ce (line 1g	, column (a	a)) held as:					
c       Temporarily restricted endowment ▶       %         The percentages on lines 2a, 2b, and 2c should equal 100%.       3a       Are there endowment funds not in the possession of the organization that are held and administered for the organization by:	а	Board designated or quasi-endowment		_%							
The percentages on lines 2a, 2b, and 2c should equal 100%.         3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by: <ul> <li>(i) unrelated organizations</li> <li>(ii) related organizations</li> <li>(ii) related organizations</li> <li>(ii) related organizations</li> <li>(iii) related organizations</li> <li>(ii) related organizations</li> <li>(iii) related organization set end organization's endowment funds.</li> </ul> <ul> <li>(iii) Part VI</li> <li>(iii) Land, Buildings, and Equipment.</li> <li>(iii) Cost or other</li> <li>(b) Cost or other</li> <li>(c) Accumulated</li> <li>(d) Book value</li> <li>(d) Book value</li> <li>(d) Book value</li> <li>(e) Land, Buildings</li> <li>(ii) Land</li> <li>(ii) Cost or other</li> <li>(b) Cost or other</li> <li>(c) Accumulated</li> <li>(d) Book value</li> <li>(d) Book value</li> <li>(d)</li></ul>			%								
3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:       Yes       No         (i) unrelated organizations       3a(i)       isset	с										
by: (i) unrelated organizations (ii) related organizations b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? 4 Describe in Part XIII the intended uses of the organization's endowment funds. Part VI Land, Buildings, and Equipment. Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10. Description of property (a) Cost or other b Buildings c Leasehold improvements 4 Equipment 6,795,657, 2,198,133, 4,597,524. e Other		The percentages on lines 2a, 2b, and 2c sho	uld equal 100%.								
(i) unrelated organizations       3a(i)         (ii) related organizations       3a(ii)         b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?       3b         4 Describe in Part XIII the intended uses of the organization's endowment funds.       3b         Part VI       Land, Buildings, and Equipment.         Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.       (d) Book value         Description of property       (a) Cost or other basis (other)       (c) Accumulated depreciation         b Buildings       405, 433.       302, 796.       102, 637.         c Leasehold improvements       405, 657.       2, 198, 133.       4, 597, 524.         e Other       373, 632.       336, 031.       37, 601.	3a	Are there endowment funds not in the posse	ession of the organiz	ation that	are held a	nd administer	ed for the	organization			
(ii) related organizations       3a(ii)         b       If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?       3b         4       Describe in Part XII the intended uses of the organization's endowment funds.         Part VI       Land, Buildings, and Equipment.         Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.         Description of property       (a) Cost or other basis (other)       (c) Accumulated depreciation         b       Buildings		-								Yes	No
b       If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?       3b         4       Describe in Part XIII the intended uses of the organization's endowment funds.         Part VI       Land, Buildings, and Equipment.         Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.         Description of property       (a) Cost or other basis (investment)       (b) Cost or other basis (other)       (c) Accumulated depreciation         1a       Land       1a       Land       1a       1a       1a       1a         b       Buildings       405,433.       302,796.       102,637.       102,637.         d       Equipment       6,795,657.       2,198,133.       4,597,524.       373,632.       336,031.       37,601.											
4 Describe in Part XIII the intended uses of the organization's endowment funds.         Part VI       Land, Buildings, and Equipment.         Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.         Description of property       (a) Cost or other basis (investment)       (b) Cost or other basis (other)       (c) Accumulated depreciation         1a       Land		(ii) related organizations							. <b>3a(ii)</b>		
Part VI       Land, Buildings, and Equipment.         Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.         Description of property       (a) Cost or other basis (investment)       (b) Cost or other basis (other)       (c) Accumulated depreciation       (d) Book value         1a       Land	b								. 3b		
Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.Description of property(a) Cost or other basis (investment)(c) Accumulated depreciation(d) Book value1a Land	4			owment fu	ınds.						
Description of property(a) Cost or other basis (investment)(b) Cost or other basis (other)(c) Accumulated depreciation(d) Book value1a Land	Par										
basis (investment)         basis (other)         depreciation           1a Land											
1a Land		Description of property							(d) Boo	k valu	ie
b Buildings       405,433.       302,796.       102,637.         c Leasehold improvements       6,795,657.       2,198,133.       4,597,524.         e Other       373,632.       336,031.       37,601.			· ·	nent)	Dasis	(otner)	depre				
c Leasehold improvements       405,433.       302,796.       102,637.         d Equipment       6,795,657.       2,198,133.       4,597,524.         e Other       373,632.       336,031.       37,601.											
d Equipment         6,795,657.         2,198,133.         4,597,524.           e Other         373,632.         336,031.         37,601.					10	<u> </u>	20	2 706	10	<u> </u>	27
e Other											
				V ochurs			33	, ∪ J ⊥ •			

Schedule D (Form 990) 2016

Schedule D (Form 990) 2016 CORP , INC .			59-3359293 Page <b>3</b>
Part VII Investments - Other Securities.			
Complete if the organization answered "Ye (a) Description of security or Category (including name of security			K, line 12. on: Cost or end-of-year market value
			Sh. Cost of end-of-year market value
(2) Closely-held equity interests			
(A)			
(B)			
(C)			
(D)			
(E)			
(F)			
(G)			
(H)			
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.)			
Part VIII Investments - Program Related.			
Complete if the organization answered "Ye (a) Description of investment	s" on Form 990, Part IV (b) Book value		k, line 13. on: Cost or end-of-year market value
	(b) DOOK Value		on. Cost of end-or-year market value
<u>(1)</u> (2)			
(3)			
(4)			
(5)			
(6)			
(7)			
(8)			
(9)			
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.)			
Part IX Other Assets.			
Complete if the organization answered "Ye		, line 11d. See Form 990, Part X	
(i	a) Description		(b) Book value
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			
(7)(8)			
(9)			
Total. (Column (b) must equal Form 990, Part X, col. (B)	line 15.)		
Part X Other Liabilities.			
Complete if the organization answered "Ye	s" on Form 990, Part IV	, line 11e or 11f. See Form 990,	Part X, line 25.
1. (a) Description of liability		(b) Book value	
(1) Federal income taxes			
(2)			
(3)			
(4)			
(5)			
(6)			
(7)			
(8)			
(9) 	(i.e. 05.)		
Total. (Column (b) must equal Form 990, Part X, col. (B)			
2. Liability for uncertain tax positions. In Part XIII, provi		-	
organization's liability for uncertain tax positions unc	LEI FIN 40 (ASC /40). C		

Schedule D (Form 990) 2016

632053 08-29-16

FLORIDA	TOURISM	INDUSTRY	MARKETING
CODD T	10		

	edule D (Form 990) 2016 CORP, INC.		335925	JJ Page 4		
Pa	rt XI Reconciliation of Revenue per Audited Financial Statem		evenue per F	Returi	n.	
	Complete if the organization answered "Yes" on Form 990, Part IV, line 12a	l.				
1	Total revenue, gains, and other support per audited financial statements	1	111,39	92,524.		
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:					
а	Net unrealized gains (losses) on investments	2a				
b	Donated services and use of facilities	2b				
с	Recoveries of prior year grants					
d	Other (Describe in Part XIII.)	2d				
е	Add lines 2a through 2d			2e		0.
3	Subtract line 2e from line 1			3	111,39	92,524.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:					
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a				
b	Other (Describe in Part XIII.)	4b				
с	Add lines <b>4a</b> and <b>4b</b>		4c		0.	
5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)						92,524.
						72, 724.
	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.) rt XII Reconciliation of Expenses per Audited Financial Statem					72,524.
		nents With E		Retu	urn.	
	rt XII Reconciliation of Expenses per Audited Financial Statem	nents With E	xpenses per	Retu	urn.	22,680.
Pa	Reconciliation of Expenses per Audited Financial Statem           Complete if the organization answered "Yes" on Form 990, Part IV, line 12a	nents With E	xpenses per	Retu	urn.	
Pa 1	Reconciliation of Expenses per Audited Financial Statem           Complete if the organization answered "Yes" on Form 990, Part IV, line 12a           Total expenses and losses per audited financial statements	nents With E	xpenses per	Retu	urn.	
Pa 1 2	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:	122 2a	xpenses per	Retu	urn.	
Pa 1 2 a	Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities	2a 2b	xpenses per	Retu	urn.	
<b>Pa</b> 1 2 a b	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments	2a           2b           2c	xpenses per	Retu	urn.	
Pa 1 2 a b c	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments         Other losses	2a           2b           2c           2d	xpenses per	Retu	ırn. 107,42	22,680.
Pa 1 2 a b c d	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments         Other losses         Other (Describe in Part XIII.)         Add lines 2a through 2d	2a           2b           2c           2d	xpenses per	Retu	ırn. 107,42	22,680.
Pa 1 2 b c d e	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments         Other losses         Other (Describe in Part XIII.)	2a           2b           2c           2d	xpenses per	Retu	ırn. 107,42	22,680.
Pa 1 2 a b c d e 3	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments         Other losses         Other (Describe in Part XIII.)         Add lines 2a through 2d         Subtract line 2e from line 1	2a           2b           2c           2d	xpenses per	Retu	ırn. 107,42	22,680.
Pa 1 2 a b c d e 3 4	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments         Other losses         Other (Describe in Part XIII.)         Add lines 2a through 2d         Subtract line 2e from line 1         Amounts included on Form 990, Part IX, line 25, but not on line 1:	2a           2b           2c           2d	xpenses per	Retu	ırn. 107,42	22,680.
Pa 1 2 a b c d e 3 4 a	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments         Other losses         Other (Describe in Part XIII.)         Add lines 2a through 2d         Subtract line 2e from line 1         Amounts included on Form 990, Part IX, line 25, but not on line 1:         Investment expenses not included on Form 990, Part VIII, line 7b	2a       2b       2c       2d	xpenses per	- Retu 1 2e 3 4c	ırn. 107,42 107,42	0. 22,680. 0. 22,680.
Pa 1 2 a b c d e 3 4 a b c 5	rt XII       Reconciliation of Expenses per Audited Financial Statem         Complete if the organization answered "Yes" on Form 990, Part IV, line 12a         Total expenses and losses per audited financial statements         Amounts included on line 1 but not on Form 990, Part IX, line 25:         Donated services and use of facilities         Prior year adjustments         Other losses         Other (Describe in Part XIII.)         Add lines 2a through 2d         Subtract line 2e from line 1         Amounts included on Form 990, Part IX, line 25, but not on line 1:         Investment expenses not included on Form 990, Part VIII, line 7b         Other (Describe in Part XIII.)	2a           2b           2c           2d           4a           4b	xpenses per	- Retu 1 2e 3 4c	ırn. 107,42 107,42	22,680. 0. 22,680.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

# PART X, LINE 2:

THE ORGANIZATION UTILIZES THE ACCOUNTING REQUIREMENTS ASSOCIATED WITH
FINANCIAL ACCOUNTING STANDARDS BOARD (FASB) ASC 740, INCOME TAXES. USING
THAT GUIDANCE, TAX POSITIONS INITIALLY NEED TO BE RECOGNIZED IN THE
FINANCIAL STATEMENTS WHEN IT IS MORE-THAN-LIKELY-NOT THE POSITIONS WILL BE
SUSTAINED UPON EXAMINATION BY THE TAX AUTHORITIES. IT ALSO PROVIDES
GUIDANCE FOR DERECOGNITION, CLASSIFICATION, INTEREST AND PENALTIES,
ACCOUNTING IN INTERIM PERIODS, DISCLOSURE AND TRANSITION. AS OF JUNE 30,
2017, THE ORGANIZATION HAS NO UNCERTAIN TAX PROVISIONS THAT QUALIFY FOR
EITHER RECOGNITION OR DISCLOSURE IN THE FINANCIAL STATEMENTS.

632054 08-29-16

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Schedule D (Form 990) 2016 Part XIII Supplemental Infor			INDUSTRY	MARKETING	59-3359293 Page 5
ju art Am j Supplemental Infor	mauon (contin	nuea)			
632055 09 20 16					Schedule D (Form 990) 2016
632055 08-29-16		2016 050	25		

				ivities Outside the Ur			OMB No. 1545-0047	
(Foi	rm 990)	Complete if	the organizatio	n answered "Yes" on Form 990, Part	IV, line 14b, 1	15, or 16.	<b>ZU IO</b>	
	ment of the Treasury	Information ab	out Schedule F	Attach to Form 990. (Form 990) and its instructions is at	www.irs.gov/f	orm990.	Open to Public Inspection	
Nam	e of the organization						lentification numbe	er:
	RP, INC.					59-335	9293	
Pa	rt I General Info	rmation on A	Activities Out	tside the United States. Comple	ete if the orgar	nization answe	red "Yes" on	_
	Form 990, Part I	,						
1	•	0		ds to substantiate the amount of its grather the selection criteria used to award the			X Yes No	0
2	For grantmakers. Deso United States.	cribe in Part V the	e organization's	procedures for monitoring the use of it	s grants and o	ther assistanc	e outside the	
3	Activities per Region. (1	he following Part	t I, line 3 table c	an be duplicated if additional space is	needed.)			
	(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in the region	(d) Activities conducted in the region (by type) (such as, fundraising, pro- gram services, investments, grants to recipients located in the region)	is a pro describe	vity listed in (d gram service, e specific type e(s) in the regio	expenditures for and investments	6
EAST	S ASIA AND THE							
PACI	FIC	0	1	PROGRAM SERVICES	REPRESENT V	VISIT FLORI	DA 600,309	9.
	PPE (INCLUDING AND & GREENLAND)	0	4	PROGRAM SERVICES		VISIT FLORI	DA 2,378,404	4
1051	IAND & GREENLAND)	0	4	FROGRAM SERVICES	KEFKESENI	VISII FLORI.	DA 2,578,404	±.
NOR	TH AMERICA	0	1	PROGRAM SERVICES	REPRESENT V	VISIT FLORI	DA 225,874	4.
SOUT	'H AMERICA	0	4	PROGRAM SERVICES	REPRESENT	VISIT FLORI	DA 767,783	3.
								-
SOII	TH ASIA	0	1	PROGRAM SERVICES	REPRESENT 1	VISIT FLORI	DA 173,118	8
0 -	Sub total		11				A 145 490	<u></u>
	Sub-total	0	11				4,145,488	<u>، ر</u>
5	sheets to Part I	0	0					0.
c	Totals (add lines 3a and 3b)	0	11				4,145,488	8.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule F (Form 990) 2016

632071 09-21-16
Name of organization and EU (if applicable)         (e) Prograe of grant         (e) Amount         (f) Mane of create, grant	Part II Grants and Othe recipient who rec	er Assistance to Orç ceived more than \$5,	Grants and Other Assistance to Organizations or Entities Outsid recipient who received more than \$5,000. Part II can be duplicated it	Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered "Yes" on Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.	complete if the or eded.	ganization answered	I "Yes" on Form 9	990, Part IV, line 15, fo	or any
EAGT AGIA AUD THE BAGT AGIA AUD THE PACTFIC     UBLIC RELATIONS     19,998 MHE TRANSFER       BAGT AGIA AUD THE PACTFIC     UNENTRATIONS     19,998 MHE TRANSFER       BAGT AGIA AUD THE PACTFIC     ER MARKETING & 19,998 MHE TRANSFER     501,129 MHE TRANSFER       BAGT AGIA AUD THE PACTFIC     ERROPE (INCLUDING ERROPE (INCLUDING ERROP	a) Name of organization	(b) IRS code section and EIN (if applicable)		(d) Purpose of grant		(f) Manner of cash disbursement	(g) Amount of noncash assistance	(h) Description of noncash assistance	(i) Method of valuation (book, FMV, appraisal, other)
Last AND THE R & MARKETING & 501,129, MHE TRANSFRA     D.1,129, MHE TRANSFRA       PACIFIC     EUROPE (INCLUDING     S01,129, MHE TRANSFRA       EUROPE (INCLUDING     EUROPE (INCLUDING     0,000, WHE TRANSFRA       EUROPE (INCLUDING     D.1,129, MHE TRANSFRA     10,000, WHE TRANSFRA       EUROPE (INCLUDING     D.1,121, MHE TRANSFRA     10,000, WHE TRANSFRA       EUROPE (INCLUDING     D.1,121, MHE TRANSFRA     10,000, WHE TRANSFRA       EUROPE (INCLUDING     D.1,121, MHE TRANSFRA     10,713, MHE TRANSFRA       EUROPE (INCLUDING     D.1,121, MHE TRANSFRA     10,713, MHE TRANSFRA       EUROPE (INCLUDING     D.1,713, MHE TRANSFRA     10,713, MHE TRANSFRA			EAST ASIA AND THE PACIFIC	PUBLIC RELATIONS	19,998.	WIRE TRANSFER	.0		
			AND THE	MARKETING S	,129.	WIRE TRANSFER	.0		
EUROPE (INCLUDING ICELAND & DEBENLAND)     EUROPE (INCLUDING ICELAND & DEBENLAND)     ADVERTISING     10,000, HIRE TRANSFER       EUROPE (INCLUDING ICELAND & DEBENLAND)     EUROPE (INCLUDING ICELAND & DEBENLAND)     ADVERTISING     16,773, HIRE TRANSFER       EUROPE (INCLUDING ICELAND & DEBENLAND)     ADVERTISING     16,773, HIRE TRANSFER     1       EUROPE (INCLUDING ICELAND & DEBENLAND)     ADVERTISING     1,975, HIRE TRANSFER     1       EUROPE (INCLUDING ICELAND & DEBENLAND)     ADVERTISING     31,975, HIRE TRANSFER     1       EUROPE (INCLUDING ICELAND & DEBENLAND)     ADVERTISING     31,975, HIRE TRANSFER     1       EUROPE (INCLUDING ICELAND & DEBENLAND)     ADVERTISING     31,975, HIRE TRANSFER     1       EUROPE (INCLUDING ICELAND & DEBENLAND)     42,245, HIRE TRANSFER     1     1       EUROPE (INCLUDING ICELAND & DUBLIC RELATIONS     95,392, HIRE TRANSFER     1       EUROPE (INCLUDING     95,392, HIRE TRANSFER     1			EUROPE (INCLUDING ICELAND & GREENLAND)	۶۰			.0		
EUROPE (INCLUDING     EUROPE (INCLUDING     I.6,773. MIRE TRANSFER       I.E.TAND &     REBRILAND)     MARKETING & EVENTS     I.6,773. MIRE TRANSFER       EUROPE (INCLUDING     EUROPE (INCLUDING     31,975, MIRE TRANSFER     I.6,773. MIRE TRANSFER       EUROPE (INCLUDING     ADVERTISING     31,975, MIRE TRANSFER     I.6,773. MIRE TRANSFER       EUROPE (INCLUDING     ADVERTISING     31,975, MIRE TRANSFER     I.6,773. MIRE TRANSFER       EUROPE (INCLUDING     ADVERTISING     31,975, MIRE TRANSFER     I.6,775, MIRE TRANSFER       EUROPE (INCLUDING     ADVERTISING     31,975, MIRE TRANSFER     I.6,775, MIRE TRANSFER       EUROPE (INCLUDING     95,392, MIRE TRANSFER     I.6,775, MIRE TRANSFER     I.6,775, MIRE TRANSFER       EUROPE (INCLUDING     95,392, MIRE TRANSFER     I.6,775, MIRE TRANSFER     I.6,775, MIRE TRANSFER       EUROPE (INCLUDING     95,392, MIRE TRANSFER     I.6,775, MIRE TRANSFER     I.6,775, MIRE TRANSFER			EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	10,000.	WIRE TRANSFER	.0		
EUROPE (INCLUDING EUROPE (INCLUDING ICELAND & GREENLAND)     EUROPE (INCLUDING ICELAND & BUVERTISING     31,975. WIRE TRANSFER       EUROPE (INCLUDING ICELAND & BUROPE (INCLUDING ICELAND & BUROPE (INCLUDING     42,245. WIRE TRANSFER       EUROPE (INCLUDING ICELAND & BUROPE (INCLUDING     42,245. WIRE TRANSFER       EUROPE (INCLUDING ICELAND & BUROPE (INCLUDING     95,392. WIRE TRANSFER       EUROPE (INCLUDING ICELAND & BUBLIC RELATIONS     95,392. WIRE TRANSFER			EUROPE (INCLUDING ICELAND & GREENLAND)	لام	, 773		.0		
EUROPE (INCLUDING ICELAND & GREENLAND)       EUROPE (INCLUDING ICELAND & GREENLAND)       42,245, WIRE TRANSFER         EUROPE (INCLUDING ICELAND & GREENLAND)       42,325, WIRE TRANSFER         Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency lefter			CLUDING	ADVERTISING	,975.		0.		
Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalence lefter			EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	•	WIRE TRANSFER	.0		
			EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	95,392,	WIRE TRANSFER	°0		
		recipient organization the grantee or counse	ns listed above that are I has provided a sectior	recognized as charities by the	foreign country,	recognized as tax-e;	xempt by		-

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Schedule F (Form 990)	CORP,	INC.			59-3359293	59293		Page 2
tinuation o	of Grants and Other	Continuation of Grants and Other Assistance to Organizations	tions or Entities Outside the United States. (Schedule F (Form 990), Part II, line	United States.	Schedule F (Form 9	90), Part II, line 1)		
1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	<b>(d)</b> Purpose of grant	<b>(e)</b> Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EUROPE (INCLUDING						
		I CELAND & GREENLAND )	ADVERTISING	170,115.0	WIRE TRANSFER	.0		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	236,805.1	WIRE TRANSFER	.0		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	8,363.0	WIRE TRANSFER	. 0		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	5,000.6	WIRE TRANSFER	0		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	5,092.6	092.WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND )	MARKETING & EVENTS	5,478.6	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	10,000.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	10,000,0	000.WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	13,252.6	13,252.WIRE TRANSFER	.0		

Schedule F (Form 990)	CORP,	INC.			59-3359293	59293		Page 2
tinuation	of Grants and Other	Continuation of Grants and Other Assistance to Organizations	tions or Entities Outside the United States. (Schedule F (Form 990), Part II, line	United States.	Schedule F (Form 9	90), Part II, line 1)		
1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	<b>(c)</b> Region	<b>(d)</b> Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EUROPE (INCLUDING						
		ICELAND & GREENLAND)	PUBLIC RELATIONS	15,519.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	17,200.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	24,624.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	24,674.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	25,467.0	467.WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	28,219.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	32,405.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	38,930.0	930. WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	49,332.1	49,332.WIRE TRANSFER	.0		

Schedule F (Form 990)	CORP,	INC.			59-3359293	59293		Page 2
Part II Continuation o	of Grants and Other	Continuation of Grants and Other Assistance to Organizations	ations or Entities Outside the United States. (Schedule F (Form 990), Part II, line	United States.	Schedule F (Form 9	90), Part II, line 1)		
1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	<b>(c)</b> Region	<b>(d)</b> Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		CLUDING						
		GREENLAND )	PUBLIC RELATIONS	59,576.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	84,423.0	WIRE TRANSFER	.0		
		EUROPE (INCLUDING ICELAND & GREENLAND )	MARKETING & EVENTS	.097,08	760, WIRE TRANSFER	.0		
		EUROPE (INCLUDING ICELAND & GREENLAND )	ADVERTISING	94,358.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	100,000.	100,000.WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND )	MARKETING & EVENTS	142,763.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	180,000.0	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	197,812.0	197,812.WIRE TRANSFER	0		
		EUROPE (INCLUDING ICELAND & GREENLAND )	FROMOTIONS	219,395.0	219, 395, WIRE TRANSFER	.0		

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Page 2		(i) Method of valuation (book, FMV, appraisal, other)									
		<b>(h)</b> Description of non-cash assistance									
59293	90), Part II, line 1)	<b>(g)</b> Amount of non-cash assistance	0.	. 0	.0	0.	0.	0.	0.	.0	
59-3359293	schedule F (Form 9	(f) Manner of cash disbursement	IRE TRANSFER	WIRE TRANSFER	389. WIRE TRANSFER	IRE TRANSFER	752.CREDIT CARD	HECK	СНЕСК	неск, асн	
	United States. (S	(e) Amount of cash grant	313,173.MIRE	405,908.W	492,389. W	18,081.WIRE	6 , 752 , CI	8,400.CHECK	10,000.	10,100.CHECK	
	ions or Entities Outside the United States. (Schedule F (Form 990), Part II, line	<b>(d)</b> Purpose of grant	PUBLIC RELATIONS	ADVERTISING	MARKETING & EVENTS	MARKETING & EVENTS	MARKETING & EVENTS	PUBLIC RELATIONS	ADVERTISING	MARKETING & EVENTS	
INC.	Continuation of Grants and Other Assistance to Organizations	(c) Region	EUROPE (INCLUDING ICELAND & GREENLAND) F	EUROPE (INCLUDING ICELAND & GREENLAND) P	EUROPE (INCLUDING ICELAND & GREENLAND) M	MIDDLE EAST AND NORTH AFRICA	NORTH AMERICA	NORTH AMERICA	NORTH AMERICA P	NORTH AMERICA	
CORP,	FGrants and Other A	(b) IRS code section and EIN (if applicable)	<u>н</u> г 9		н п ७				2		
Schedule F (Form 990)	Part II Continuation of	<b>1</b> (a) Name of organization									

Page 2		(i) Method of valuation (book, FMV, appraisal, other)									
		(h) Description of non-cash assistance									
59293	90), Part II, line 1	(g) Amount of non-cash assistance	0.	0.	0.	0.	0.	0.	0.	0.	0.
59-3359293	Schedule F (Form 9	(f) Manner of cash disbursement	СНЕСК	СНЕСК	52,867.WIRE TRANSFER	JIRE TRANSFER	703. WIRE TRANSFER	JIRE TRANSFER	WIRE TRANSFER	900. WIRE TRANSFER	IIRE TRANSFER
	United States. (	(e) Amount of cash grant	31,000.C	42,600.C	52,867 <b>.</b> W	79,756 <b>,</b> WIRE	88,703.	181,700.WIRE	89,655.W	103,900.W	13,000.WIRE
	tions or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)	<b>(d)</b> Purpose of grant	TOURISM RESEARCH	TOURISM RESEARCH	MARKETING & EVENTS	TOURISM RESEARCH	ADVERTISING	PUBLIC RELATIONS	MARKETING & EVENTS	MARKETING & EVENTS	MARKETING & EVENTS
INC.	Continuation of Grants and Other Assistance to Organizations	<b>(c)</b> Region	NORTH AMERICA	NORTH AMERICA	NORTH AMERICA	NORTH AMERICA	NORTH AMERICA	NORTH AMERICA	NORTH AMERICA	NORTH AMERICA	SOUTH AMERICA
CORP,	f Grants and Other A	(b) IRS code section and EIN (if applicable)	2		2		2		2	2	
Schedule F (Form 990)	Part II Continuation o	1 (a) Name of organization									

Page 2		(i) Method of valuation (book, FMV, appraisal, other)							
	()	(h) Description of non-cash assistance							
59-3359293	90), Part II, line <sup>-</sup>	<b>(g)</b> Amount of non-cash assistance	0.	0.	0.	0.			
59-33	Schedule F (Form 9	(f) Manner of cash disbursement	16,630.WIRE TRANSFER	70,601.WIRE TRANSFER	885,228. MIRE TRANSFER	153,914,WIRE TRANSFER			
	United States.	(e) Amount of cash grant	16,630.0	70,601.0	885,228.0	153,914.0			
INC.	Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)	<b>(d)</b> Purpose of grant	MARKETING & EVENTS	MARKETING & EVENTS	MARKETING & EVENTS	FR AND MARKETING & EVENTS			
INC.	Assistance to Organizati	(c) Region	SOUTH AMERICA	SOUTH AMERICA	SOUTH AMERICA	SOUTH ASIA			
CORP, IN	f Grants and Other	(b) IRS code section and EIN (if applicable)							
ц П	Part II Continuation of	1 (a) Name of organization							

Page 3		(h) Method of valuation (book, FMV, appraisal, other)					Schedule F (Form 990) 2016
	IV, line 16.	(g) Description of noncash assistance					Schedt
59-3359293	on Form 990, Part	(f) Amount of noncash assistance					
	Grants and Other Assistance to Individuals Outside the United States. Complete if the organization answered "Yes" on Form 990, Part IV, line 16. Part III can be duplicated if additional space is needed.	<b>(e)</b> Manner of cash disbursement					
IVYEM IY.T	<b>ites.</b> Complete if	<b>(d)</b> Amount of cash grant					
COUNT MC	le the United Sta d.	<b>c)</b> Number of recipients					
FLORIDA TOURISM INDUSIRI MARAETING CORP, INC.	e to Individuals Outsid dditional space is neede	(b) Region					
51 Schedule F (Form 990) 2016 C(	Part III         Grants and Other Assistance to Individuals Outside           Part III         can be duplicated if additional space is needed.	(a) Type of grant or assistance					

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Schedu	ule F (Form 990) 2016 CORP, INC.	59-3359293	Page 4
Part	IV Foreign Forms		
1	Was the organization a U.S. transferor of property to a foreign corporation during the tax year? If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)	Yes	X No
2	Did the organization have an interest in a foreign trust during the tax year? If "Yes," the organization may be required to separately file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; do not file with Form 990)	Yes	X No
3	Did the organization have an ownership interest in a foreign corporation during the tax year? If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations (see Instructions for Form 5471)	Yes	X No
4	Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? <i>If</i> "Yes," <i>the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund</i> (see Instructions for Form 8621)	Yes	X No
5	Did the organization have an ownership interest in a foreign partnership during the tax year? If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)	Yes	X No
6	Did the organization have any operations in or related to any boycotting countries during the tax year? If "Yes," the organization may be required to separately file Form 5713, International Boycott Report (see Instructions for Form 5713; do not file with Form 990)	Yes	X No

Schedule F (Form 990) 2016

FLORII	DA	TOURISM	INDUSTRY	MARKETING
CODD	TN			

Schedule F (Form	1990) 2016 CORP, INC.	59-3359293	Page 5
Part V Sup	oplemental Information		
	vide the information required by Part I, line 2 (monitoring of funds); Part I, line 3		
	stments vs. expenditures per region); Part II, line 1 (accounting method); Part		
(esti	mated number of recipients), as applicable. Also complete this part to provide	any additional information. See instructions.	
		<b>. .</b> / <b>.</b>	0) 00 0
632075 09-21-16	36	Schedule F (Form 99	2016
170511 78	3925 45-05242.000 2016.05070 FLORIDA 1	OURTSM TNDUSTRV MA 15-05	5HO1
., J.J.T.T. 10	5725 15 05212.000 2010.050/0 FLORIDA 1	-551(1511 1100011(1 MA + J - 0))	~ • • ¥ +

SCHEDULE I (Form 990)	C CO	Grants and Other Assistance to Organizations, Governments, and Individuals in the United States Complete if the organization answered "Yes" on Form 990. Part IV, line 21 or 22.	er Assistand d Individual answered "Yes"	ce to Organi s in the Unit on Form 990, Par	izations, ted States t IV. line 21 or 22.		OMB No. 1545-0047
Department of the Treasury Internal Revenue Service	<ul> <li>Informat</li> </ul>	ion about Schedule I (	Attach to Form 990. Form 990) and its instru	n 990. instructions is at	www.irs.gov/form99	ö	Open to Public Inspection
Name of the organization FLORIDA T	OURISM IN	FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	ETING				Employer identification number 59-3359293
Ğ	nd Assistance						
1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection	to substantiate th	e amount of the grants	or assistance, the	grantees' eligibility	for the grants or ass	istance, and the selec	stion
2 Describe in Part IV the organization's procedures for monitoring the use of	scedures for moni		grant funds in the United States.	d States.			
Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any	Domestic Organ	izations and Domestic	<b>Governments.</b> C	omplete if the orga	nization answered "Y	es" on Form 990, Par	t IV, line 21, for any
recipient that received more than \$5,000. Part II can be duplicated if additional space is needed         1 (a) Name and address of organization       (b) EIN       (c) IRC section       (d) Amount of       (e)         or government       (if applicable)       cash grant	85,000. Part II car (b) EIN	n be duplicated if additi (c) IRC section (if applicable)	onal space is need (d) Amount of cash grant	led. (e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
BACH FESTIVAL SOCIETY OF WINTER PARK - 1000 HOLT AVE, #2763 - WINTER PARK, FL 32789	59-6015959	501(C)(3)	7,500.	0.0			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
COLUMBIA COUNTY TOURIST DEVELOPMENT COUNCIL - P.O. BOX 1529 - LAKE CITY, FL 32056	59-6000564	т'юд утиос	6,096.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
DESTIN AREA CHAMBER OF COMMERCE 4484 LEGENDARY DRIVE, SUITE A DESTIN, FL 32541	591145150	501(C)(6)	6,169.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
DISCOVER THE PALM BEACHES 1555 PALM BEACH LAKES BLVD., STE. 8 WEST PALM BEACH, FL 33401	8 59-2321112	T''YOĐ YTTVOO	27,250.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
FLORIDA PADDLING TRAILS ASSOCIATION - PO BOX 142082 - GAINESVILLE, FL 32614	11-3827808	501(C)(3)	6,500.	.0			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
FRANKLIN COUNTY TOURIST DEVELOPMENT COUNCIL - 731 US HIGHWAY 98 - EASTPOINT, FL 32328	59-6000612	501(C)(3)	7,500.	.0			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
<ul> <li>Enter total number of section 501(c)(3) and government organizations listed in the line 1 table</li> <li>Enter total number of other organizations listed in the line 1 table</li> </ul>	nd government or s listed in the line	ganizations listed in th 1 table	e line 1 table				ი ო ი ო
	, see the Instruct	tions for Form 990.					Schedule I (Form 990) (2016)

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Schedule I (Form 990) CORP, INC. Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)	• Assistance to Go	sovernments and Organ	nizations in the Ur	nited States (Sche	dule I (Form 990), Pa		59–3359293 Page 1
(a) Name and address of organization or government	( <b>b</b> ) EIN	<b>(c)</b> IRC section if applicable	<b>(d)</b> Amount of cash grant	(e) Amount of non-cash assistance	<ul> <li>(f) Method of valuation (book, FMV, appraisal, other)</li> </ul>	(g) Description of non-cash assistance	<b>(h)</b> Purpose of grant or assistance
FRIENDS OF AIA SCENIC & HISTORIC COASTAL BYWAY, INC 2175 MIZELL RD - ST. AUGUSTINE, FL 32080	01-0817026	501(C)(3)	6,728.	.0			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
GREATER MIAMI CONVENTION AND VISITORS BUREAU - 701 BRICKWELL AVE, SUITE 2700 - MIAMI, FL 33131	59-2383735	501(C)(6)	31,000.	0.			SUPPORT/PROMOTE NEW FLORIDA DESTINATION AIRLINE SERVICES
JEFFERSON COUNTY TOURIST DEVELOPMENT COUNCIL - 450 WEST WALNUT STREET - MONTICELLO, FL 32344	59-6000690	T'YOĐ YTNUC	6,600.	.0			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
PADDLE FLORIDA, INC. PO BOX 5953 GAINESVILLE, FL 32627	27-4628150	501(C)(3)	6,993.	.0			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
ROMANZA ST AUGUSTINE 83 BRIDGE STREET ST. AUGUSTINE, FL 32084	27-0678840	501(C)(3)	7,500.	.0			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
VISIT TAMPA BAY 401 EAST JACKSON STREET SUITE 2100 TAMPA, FL 33602	59-2529118	501(C)(6)	12,750.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
							Schedule I (Form 990)

FLORIDA TOURISM Schedule I (Form 990) (2016) CORP, INC.		INDUSTRY MARKETING	Ðł		59-3359293 Page 2
Part III       Grants and Other Assistance to Domestic Individuals.       Complete if the organization answered "Yes" on Form 990, Part IV, line 22.         Part III       can be duplicated if additional space is needed.	s. Complete if the	organization answ	ered "Yes" on Form 9	990, Part IV, line 22.	
(a) Type of grant or assistance	(b) Number of recipients	<b>(c)</b> Amount of cash grant	(d) Amount of non- cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of noncash assistance
Part IV Supplemental Information. Provide the information required in Part I, line 2; Part III, column (b); and any other additional information	uired in Part I, lin	e 2; Part III, columr	l (b); and any other a	dditional information.	
SCHEDULE I: PART I, LINE 2					
ALL GRANTS REQUIRE AN APPLICATION	FORM, AC	ACCOMPANIED	BY A DETAILED	LED	
PROPOSAL. THE ORGANIZATION HAS DEV	DEVELOPED AI	AND IMPLEMENTED		COMPREHENSIVE	
SELECTION CRITERIA AND REQUIREMENTS	FOR	REIMBURSEMENT.	GRANTS	ARE NOT	
PAID UNTIL ALL REQUIREMENTS FOR RE	REIMBURSEMENT	ENT ARE MET	ат.		
632102 11-01-16		39			Schedule I (Form 990) (2016)
					And a first state of a summariant

SC	HEDULE J	Compensation Information	(	OMB No.	1545-00	47
	rm 990)	For certain Officers, Directors, Trustees, Key Employees, and Highest		20	16	
-	-	Compensated Employees Complete if the organization answered "Yes" on Form 990, Part IV, line 23.		20	IU	)
Dena	tment of the Treasury	Attach to Form 990.	(	Open to		
	al Revenue Service	Information about Schedule J (Form 990) and its instructions is at www.irs.gov/for		Inspe		
Nam	e of the organizatio		Employer iden			mber
		CORP, INC.	59-33!	5929	3	
Pa	rt I Question	s Regarding Compensation				
					Yes	No
1a		iate box(es) if the organization provided any of the following to or for a person listed on Form	ı 990,			
		line 1a. Complete Part III to provide any relevant information regarding these items.				
	X First-class or o					
	Travel for com					
		cation and gross-up payments X Health or social club dues or initiation fee				
	Discretionary	spending account Personal services (such as, maid, chauffe	ur, chet)			
la	If any of the have-	on line 1a are checked, did the organization follow a written policy regarding payment or				
D				416	х	
0		provision of all of the expenses described above? If "No," complete Part III to explain		1b		
2	-	n require substantiation prior to reimbursing or allowing expenses incurred by all directors,		2	Х	
	trustees, and onice	ers, including the CEO/Executive Director, regarding the items checked on line 1a?		2		
3	Indicate which if a	ny, of the following the filing organization used to establish the compensation of the organiza	ation's			
Ŭ		ector. Check all that apply. Do not check any boxes for methods used by a related organizat				
		ation of the CEO/Executive Director, but explain in Part III.				
	X Compensation					
		compensation consultant				
	·	ther organizations I I Approval by the board or compensation of I	ommittee			
			ommittee			
4	During the year, die	d any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing				
•	organization or a re					
а	•	ce payment or change-of-control payment?		4a		Х
b		ceive payment from, a supplemental nonqualified retirement plan?		4b	Х	
с		ceive payment from, an equity-based compensation arrangement?		4c		X
		nes 4a-c, list the persons and provide the applicable amounts for each item in Part III.				
	-					
	Only section 501(	c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.				
5	For persons listed	on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensatio	วท			
	contingent on the r	revenues of:				
а	The organization?			5a		
b	Any related organiz	zation?		5b		
	If "Yes" on line 5a	or 5b, describe in Part III.				
6	For persons listed	on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation	on			
	contingent on the r					
				6a		
b		zation?		6b		
		or 6b, describe in Part III.				
7		on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments				
		nes 5 and 6? If "Yes," describe in Part III		7		
8	•	reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to t				
_		eption described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III		8		
9		lid the organization also follow the rebuttable presumption procedure described in				
		n 53.4958-6(c)?		9		
LHA	For Paperwork R	eduction Act Notice, see the Instructions for Form 990.	Schedule	J (Forr	n 990	) 2016

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Schedule J (Form 990) 2016 CORP ,	; H	INC.			59-3359293	593		Page 2
Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed	nplo	yees, and Highest C	Compensated Emp	iloyees. Use duplica	tte copies if additional sp	bace is needed.		
For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii) Do not list any individuals that aren't listed on Form 990, Part VII.	be rel	ported on Schedule . 990, Part VII.	J, report compensa	tion from the organi	zation on row (i) and fror	n related organizatio	ns, described in the ins	tructions, on row (ii).
Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the to	ed inc	dividual must equal th	ne total amount of I	<sup>-</sup> orm 990, Part VII, S	tal amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual	able column (D) and (	(E) amounts for that inc	lividual.
		(B) Breakdown of W-2	N-2 and/or 1099-MI	and/or 1099-MISC compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns	(F) Compensation
(A) Name and Title		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	compensation	Dellates	(C)-0(G)	reported as deferred on prior Form 990
(1) DODD, DAVID L.	(i)	145,952.	0.	0	9,200.	22,391.	177,543.	0
UISIU		•	.0	0	•	•	•0	.0
(2) DECLAIRE, TIM	) (j)	152,192.	•0	•0	1,567.	22,562.	176,32	•0
INTERIM DIRECTOR, INT'L MARKETING	(ii)	.0	•0			•0		.0
(3) GONZALEZ, ALFREDO	(i)	198,486.	• 0		12,077.	16,296.	226,85	0.
VP, GLOBAL MTGS & TRAVEL TRADE	(ii)		.0					•0
(4) SQUIRES-SWANSON, MARLENE	(i)	155,511.	0.		9,57	22,562.	187,64	.0
DIRECTOR, PAID MEDIA	(ii)	• 0	.0					•0
(5) FAULK, KIMBERLY D.	(i)	141,711.	0.		8,56	22,562.	172,84	• 0
VP, DOMESTIC SALES	(ii)		.0	0		.0		•0
(6) FIELDS, EVANGELINE R	(i)	339,040.	.0	0	19,541.	654.	359,23	•0
FORMER CFO/COO	(ii)	• 0	• 0	•0		• 0		• 0
(7) PHIPPS, PAUL	(i)	286,910.	• 0		17,15	16,140.	320,200.	• 0
FORMER CMO	(ii)	•0	•0	0				•0
(8) SECCOMBE, WILLIAM	(i)	432,041.	•0	0	20,325.	22,562.	474,928.	.0
FORMER CEO	(ii)	.0	.0	0	.0	.0	.0	.0
(9) COSTELLO, SUSANNAH	(i)	207,884.	.0	0	12,799.	9,548.	230,231.	.0
FORMER VP, BRAND	(ii)	•0	.0	0	.0	•0	•0	.0
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
				7			Schedu	Schedule J (Form 990) 2016

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FLORIDA TOURISM INDUSTRY MARKETING Schedule J (Form 990) 2016 CORP , INC .	59-3359293 Page 3
Part III Supplemental Information Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.	s part for any additional information.
PART I, LINE 1A	
FIRST CLASS TRAVEL: THE ORGANIZATION'S TRAVEL POLICY DOES NOT PERMIT	
EMPLOYEES TO TRAVEL FIRST CLASS VIA AIR; HOWEVER, EXCEPTIONS HAVE BEEN	
MADE DUE TO EXTENUATING CIRCUMSTANCES.	
SOCIAL & HEALTH CLUB DUES:	
WILLIAM SECCOMBE: \$1,898	
PAUL PHIPPS: \$585	
HEALTH CLUB DUES ARE INCLUDED IN THE INDIVIDUAL'S COMPENSATION. THE	
SOCIAL CLUB DUES ARE PAID TO HAVE ACCESS TO MEETING SPACE.	
	Schedule J (Form 990) 2016

SCHEDU (Form 990) Department of t Internal Revenue	or 990-EZ) C	Complete if t	he org	28b, or 28c, c ▶ Atta	swere or Forr ich to	d "Yes n 990- Form <sup>(</sup>	s" on F -EZ, P 990 or	Form 990, Par art V, line 38a Form 990-Ea	rt IV, a or Z.	, line 25a, 25b, 2				<sup>AB No.</sup> 20 Den T spect	<b>1</b> 6 • Put	<b>j</b>
Name of the	-			URISM I	NDU	STR	ΥM	ARKETIN	G		· · ·				on nu	umber
Part I	Excess Bene	CORP, I efit Transa			)1(c)(3	). sect	ion 50	1(c)(4), and 50	)1(c)	)(29) organizatior			592	93		
	Complete if the o			,					. ,				Db.			
1 (a) Nam	ne of disqualified p	person	( <b>b)</b> Re	lationship bety person and or			lified	(0	<b>c)</b> De	escription of tran	sactio	on		<u> </u>	Corre es	ected? No
sectior	he amount of tax in 4958											► \$ ► \$				
							0									
Part II	Loans to and Complete if the o	organization	answe	ered "Yes" on I	Form §	90-EZ	, Part	V, line 38a or I	Forn	n 990, Part IV, lin	ne 26;	or if tl	ne orga	nizati	on	
• • • •	reported an amo Name of sted person	(b) Relations with organiza	ship	(c) Purpose of loan	(d) Lo	z. an to or the zation?		e) Original cipal amount	(f	) Balance due		) In ault?	( <b>h)</b> Ap by bo comm	ard or		Vritten ement?
					То	From					Yes	No	Yes	No	Yes	No
									$\vdash$							
																+
Total								> \$								<u> </u>
Part III	Grants or As			-												
(a) Na	Complete if the of ame of interested	-	(b	Relationship ( nterested pers the organiza	betwe son an	en		ine 27. c) Amount of assistance		<b>(d)</b> Type assistan				) Purp assista		of
												$\downarrow$				
												$\downarrow$				
												+				
LHA For P	aperwork Reduct	tion Act Not	ice, s	ee the Instruc	tions	for Fo	rm 99	0 or 990-EZ.		l Sche	edule	L (Fo	rm 990	) or 9	90-EZ	Z) 2016

632131 10-24-16

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08470511 783925 45-05242.000 2016.05070 FLORIDA TOURISM INDUSTRY MA 45-05HQ1

Schedule L (Form 990 or 990-EZ) 2016 CORP, INC.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

		330, T att IV	, iii ie 20a, 2	00, 01 200.			
(a) Name of interested person	(b) Relationsh person ar	nip between nd the organ		(c) Amount of transaction	(d) Description of transaction	(e) Sha organiz rever	aring of zation's nues?
						Yes	No
CAROL DOVER	MEMBER,	BOARD	OF DI	2,500,000.	DURING THE		X
						1	
						1	
						1	
						1	

#### Part V Supplemental Information

Provide additional information for responses to questions on Schedule L (see instructions).

SCH L, PART IV, BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS:

(A) NAME OF PERSON: CAROL DOVER

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:

MEMBER, BOARD OF DIRECTORS

(D) DESCRIPTION OF TRANSACTION: DURING THE YEAR ENDED JUNE 30, 2017,

VISIT FLORIDA WAS RELATED TO FLORIDA RESTAURANT AND LODGING ASSOCIATION

(FRLA) BY VIRTUE OF FRLA'S PRESIDENT/CEO BEING A MEMBER OF VISIT

FLORIDA'S BOARD OF DIRECTORS. THERE ARE CONTRACTS BETWEEN VISIT FLORIDA

AND FRLA. THE PARTNERSHIP AGREEMENT FOR FY16-17 IS FUNDED BY A DIRECT

APPROPRIATION OF \$2,500,000 TO VISIT FLORIDA FROM FLORIDA'S HOTEL AND

RESTAURANT TRUST FUND AND REQUIRES A PRIVATE MATCH. THE PROGRAM IS

ADMINISTERED JOINTLY BY VISIT FLORIDA AND FRLA. THE REMAINING FUNDS FROM

THE PARTNERSHIP AGREEMENT FOR FY15-16 OF \$94,456 WAS CARRIED FORWARD FOR

A TOTAL OF \$2,594,456 RELATED TO THE PARTNERSHIP AGREEMENT. DURING

FY16-17, \$2,201,710 WAS EXPENSED RELATED TO THESE AGREEMENTS. THE

REMAINING \$392,746 WILL BE SPENT IN FY17-18. IN ADDITION, VISIT FLORIDA

HAS A SPONSORSHIP AGREEMENT TOTALING \$150,000 WITH FRLA FOR SEVERAL OF

THEIR PROGRAMS THROUGHOUT THE YEAR.

632132 10-24-16

SCHEDULE O

(Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service Name of the organization Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information. ► Attach to Form 990 or 990-EZ.

Information about Schedule O (Form 990 or 990-EZ) and its instructions is at WWW.irs.gov/form990. FLORIDA TOURISM INDUSTRY MARKETING Emplo CORP, INC. 59



59-3359293

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

OF TRAVEL AND TOURISM TO FLORIDA WITH THE GOAL OF \$100 BILLION IN

TOURISM BY 2020.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

FLORIDA JOBS.

VISITORS SPEND AN AVERAGE OF \$307 MILLION PER DAY IN FLORIDA. EVERY 78

VISITORS TO THE STATE SUPPORTS ONE TOURISM JOB. VISIT FLORIDA HAS

SIGNIFICANTLY CONTRIBUTED TO THE CONTINUED INCREASE IN VISITOR

SPENDING, TAX REVENUE AND JOB CREATION.

FROM 2010 TO 2016, VISITOR SPENDING INCREASED BY \$33 BILLION, A 43 PERCENT INCREASE. FOR EVERY \$1 THE STATE INVESTS IN VISIT FLORIDA, \$2.15 IN TAX REVENUE IS RETURNED. IN 2016, 54.2 PERCENT OF VISITORS WERE SIGNIFICANTLY INFLUENCED BY VISIT FLORIDA MARKETING EFFORTS (UP 17.3 PERCENTAGE POINTS SINCE 2010).

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS: FLORIDA INDUSTRY TO PARTICIPATE IN THESE EVENTS TO CREATE A LARGER FLORIDA PRESENCE.

 FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

 WEBLISTING AFFILIATE PLATFORM FOR TOURISM-RELATED BUSINESSES. AS OF

 JUNE 30, 2017, VISIT FLORIDA HAD 9,946 WEBLISTING AFFILIATES AND 2,535

 FULLY ENGAGED MEMBERS (PARTNERS) FOR A TOTAL OF 12,481 TOURISM

 LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

 632211 08-25-16

08470511 783925 45-05242.000 2016.05070 FLORIDA TOURISM INDUSTRY MA 45-05HQ1

Schedule O (Form 990 or 990-EZ) (2016)	

Name of the organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.

BUSINESSES SERVED BY VISIT FLORIDA.

FORM 990, PART VI, SECTION A, LINE 7A:

THE BOARD OF DIRECTORS IS COMPOSED OF 30 TOURISM-RELATED MEMBERS APPOINTED

BY ENTERPRISE FLORIDA, INC. IN CONJUNCTION WITH THE STATE OF FLORIDA

DEPARTMENT OF ECONOMIC OPPORTUNITY.

FORM 990, PART VI, SECTION A, LINE 7B:

VISIT FLORIDA WAS CREATED BY, AND OPERATES IN ACCORDANCE WITH, FLORIDA STATUTE 288.1226. THE ORGANIZATION PROVIDES REPORTS TO ENTERPRISE FLORIDA, INC. (EFI). EFI IS RESPONSIBLE FOR ANNUALLY CERTIFYING THAT VISIT FLORIDA IS OPERATING IN A MANNER CONSISTENT WITH THE POLICIES.

FORM 990, PART VI, SECTION B, LINE 11B:

AFTER REVIEW BY VISIT FLORIDA'S ACCOUNTING MANAGEMENT, AS PREPARED BY AN INDEPENDENT CPA, A COPY OF THE 990 AND ACCOMPANYING SCHDULES ARE GIVEN TO THE AUDIT COMMITTEE FOR REVIEW. AFTER THE AUDIT COMMITTEE'S REVIEW THE FORM 990 AND ACCOMPANYING SCHEDULES ARE FILED BY THE INDEPENDENT CPA WITH THE INTERNAL REVENUE SERVICE CENTER AND THE COMMITTEE REPORTS THEIR REVIEW TO VISIT FLORIDA'S BOARD OF DIRECTORS.

FORM 990, PART VI, SECTION B, LINE 12C:

VISIT FLORIDA, AS A PART OF ITS CORPORATE CODE OF ETHICS AND STANDARDS OF CONDUCT POLICY, HAS A CONFLICT OF INTEREST STATEMENT. EACH YEAR, THE BOARD MEMBERS REAFFIRM VIA ELECTRONIC SIGNATURE THEIR OBLIGATIONS UNDER THE ADOPTED POLICY. IN ADDITION, THE BOARD MEMBERS ANNUALLY DISCLOSE ANY TRANSACTIONS ON BEHALF OF THEMSELVES, THEIR PRINCIPAL, THEIR PRINCIPAL'S CORPORATE PARENT(S), OR THEIR PRINCIPAL'S SUBSIDIARIES RELATED TO VISIT 632212 08-25-16 Schedule O (Form 990 or 990-EZ) (2016)

08470511 783925 45-05242.000 2016.05070 FLORIDA TOURISM INDUSTRY MA 45-05HQ1

#### FLORIDA'S PRIVATE MATCH REQUIREMENT.

ADDITIONALLY, VISIT FLORIDA'S POLICIES AND PROCEDURES RELATED TO SELECTING A GOODS OR SERVICE PROVIDERS OUTLINES THAT ALL TRANSACTIONS SHOULD BE CONDUCTED AT ARM'S LENGTH AND MANAGEMENT SHOULD REFRAIN FROM CONTRACTING OR ACQUIRING GOODS OR SERVICES FROM FAMILY MEMBERS THAT WILL REPORT OR SEE DIRECTION DIRECTLY FROM THEM OR A DEPARTMENT MANAGER THAT REPORTS TO THEM.

FORM 990, PART VI, SECTION B, LINE 15:

UNTIL JANUARY 10, 2017, COMPENSATION FOR THE CEO WAS RECOMMENDED BY THE EXECUTIVE COMMITTEE ("COMMITTEE") OF THE BOARD OF DIRECTORS AND FORWARDED TO THE BOARD FOR APPROVAL. THE COMMITTEE WOULD WRITE THE CONTRACT FOR THE CEO AND DETERMINE THE COMPENSATION PACKAGE. EVERY YEAR, THE PACKAGE WAS REVIEWED TO DETERMINE IF AN INCREASE WOULD BE GIVEN TO THE CEO AS WELL AS TO EVALUATE THE CEO'S PERFORMANCE FOR THE PAST YEAR TO DECIDE IF HE HAD EARNED ANY OR ALL OF HIS INCENTIVE PAY.

DURING DECEMBER 2016, THE COMMITTEE WAS AUTHORIZED TO NEGOTIATE A TRANSITION PLAN FOR THE CURRENT CEO AND BRING THE NEGOTIATED PLAN FORWARD TO THE BOARD OF DIRECTORS AT THE JANUARY 2017 MEETING. DURING THAT MEETING, THE EXIT STRATEGY AGREEMENT WITH THE OUTGOING CEO WAS UNANIMOUSLY APPROVED. THE BOARD OF DIRECTORS ALSO APPROVED THE INCOMING CEO'S SALARY, NOTING THAT HE WOULD SERVE WITHOUT A CONTRACT AND WOULD BEGIN HIS DUTIES EFFECTIVE JANUARY 11, 2017. EACH YEAR, THE NOMINATING COMMITTEE WILL PERFORM A REVIEW OF THE CEO'S PERFORMANCE AND REPORT TO THE BOARD OF DIRECTORS ANY RECOMMENDATIONS.

 COMPENSATION FOR ALL OTHER EMPLOYEES, INCLUDING ALL SENIOR MANAGEMENT

 632212 08-25-16
 Schedule O (Form 990 or 990-EZ) (2016)

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 08470511 783925 45-05242.000
 2016.05070 FLORIDA TOURISM INDUSTRY MA 45-05HQ1

 Schedule O (Form 990 or 990-EZ) (2016)
 Page 2

 Name of the organization
 FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.
 Employer identification number 59-3359293

 EMPLOYEES, IS DETERMINED BY A SALARY SURVEY THAT IS CONDUCTED BY AN
 INDEPENDENT CONTRACTOR EVERY THREE YEARS AND IS UPDATED BY THE INDEPENDENT

 CONTRACTOR ANNUALLY FOR FLORIDA INDUSTRY AVERAGE INCREASES WITHIN EACH
 POSITION'S SALARY RANGE. IN ADDITION, ALL EMPLOYEES RECEIVE AN ANNUAL

 PERFORMANCE REVIEW.
 SALARY INCREASES ARE DETERMINED BY THE PERFORMANCE

 REVIEW AND WHERE THE EMPLOYEE FALLS IN THEIR POSITION'S SALARY RANGE. MERIT

 INCREASES TO SALARIES WERE LAST GIVEN IN AUGUST 2016. THE LAST SALARY

 SURVEY WAS CONDUCTED IN 2014.

FORM 990, PART VI, SECTION C, LINE 19:

VISIT FLORIDA'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND FINANCIAL STATEMENTS FOR THE THREE MOST RECENT YEARS ARE MADE AVAILABLE TO THE PUBLIC UPON REQUEST. THE MOST RECENT AUDIT, AS WELL AS FORM 990 AND ITS ACCOMPANYING SCHEDULES ARE AVAILABLE ON THE ORGANIZATION'S WEBSITE. THE FINANCIAL STATEMENTS ARE PROVIDED TO THE FINANCE COMMITTEE AND BOARD MEMBERS AT THE BOARD MEETINGS. THE FINANCIALS ARE DISCUSSED IN DETAIL AT THE FINANCE COMMITTEE MEETTING AND IN SUMMARY DURING THE BOARD MEETING, WHICH ARE BOTH OPEN TO THE PUBLIC.

FORM 990, PART XII, LINE 2C:

THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

632212 08-25-16

Schedule O (Form 990 or 990-EZ) (2016)

08470511 783925 45-05242.000 2016.05070 FLORIDA TOURISM INDUSTRY MA 45-05HQ1

#### AGREEMENT BETWEEN THE DEPARTMENT OF ECONOMIC OPPORTUNITY AND THE FLORIDA TOURISM INDUSTRY MARKETING CORPORATION

THIS FUNDING AND PROGRAM AGREEMENT (Agreement) Number SB18-003 is made and entered into in the City of Tallahassee, Leon County, Florida, as of July 1, 2017 (the "Effective Date") by and between the DEPARTMENT OF ECONOMIC OPPORTUNITY (DEO), located at 107 E. Madison Street, MSC 80, Caldwell Building, Tallahassee, Florida, 32399, and the Florida Tourism Industry Marketing Corporation d/b/a VISIT FLORIDA (VISIT FLORIDA), 2540 West Executive Center Circle, Suite 200, Tallahassee, Florida 32301. DEO and VISIT FLORIDA are sometimes hereinafter referred to as a "Party" and collectively as the "Parties."

WHEREAS, VISIT FLORIDA is the State's official tourism industry marketing organization and is established as a direct-support organization of Enterprise Florida, Inc. (EFI);

WHEREAS, Section 26, Chapter 2017-233, Laws of Fiorida, appropriated \$76,000,000 to DEO to enter into a contract with VISIT FLORIDA;

WHEREAS, DEO must include in each agreement directing appropriated funds certain requirements; and

WHEREAS, DEO enters into this Agreement to make the appropriated funds available to VISIT FLORIDA pursuant to certain funding requirements and appropriate oversight.

NOW, THEREFORE, in consideration of the promises and mutual agreements contained herein, the Parties agree as follows:

1. <u>PERFORMANCE REQUIREMENTS</u>: VISIT FLORIDA shall perform the services specified herein in accordance with the terms and conditions of this Agreement and all attachments and exhibits attached hereto and incorporated herein.

2. TYPE OF AGREEMENT: This Agreement is a fixed price agreement.

3. <u>TERM</u>: This Agreement shall begin on July 1, 2017 (the "Effective Date") and shall end on June 30, 2018, unless terminated earlier. DEO shall not pay VISIT FLORIDA's costs related to this Agreement outside of the Agreement Period.

4. <u>AGREEMENT PAYMENT AND AVAILABILITY OF FUNDS</u>: DEO shall pay VISIT FLORIDA up to, but not to exceed, \$75,000,000 in consideration for VISIT FLORIDA's performance and services pursuant to this Agreement. The State of Florida's performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the Legislature. DEO agrees to notify VISIT FLORIDA in writing at the earliest possible time if and when funds are not appropriated or available. In the event of a State revenue shortfall, the total funding may be reduced accordingly.

5. PROVISIONS REQUIRED BY S. 215,971, FLORIDA STATUTES:

VISIT FLORIDA must comply with s. 215.97, F.S.

Page 1 of 41

**b.** VISIT FLORIDA will expend funding under this Agreement in compliance with all laws, rules and regulations applicable to expenditures of State funds including, but not limited to, the Reference Guide for State Expenditures (http://www.myfloridacfo.com/aadir/reference\_guide/).

c. This Agreement may be charged only with allowable costs resulting from obligations incurred during the term of the Agreement.

d. Any balance of unobligated cash that has been advanced or paid to VISIT FLORIDA that is not authorized by DEO to be retained for direct program costs in a subsequent period must be refunded to DEO.

### 6. PAYMENT:

a. Payments under this Agreement will be made to VISIT FLORIDA pursuant to applicable Florida laws and the General Appropriations Act. VISIT FLORIDA agrees that any funds appropriated to VISIT FLORIDA shall be expended pursuant to this Agreement in accordance with the specified funding categories. All payments shall be made in accordance with and subject to the terms of this Agreement and any applicable law.

b. DED will pay VISIT FLORIDA quarterly, as specified herein, specifically in Attachment VI, Payment Schedule, upon DEO's receipt and approval of: (1) an original invoice specifying VISIT FLORIDA's name, address, FEID number, the DEO Agreement Number, invoice number, invoice period, amount requested, and funding source; (2) documentation supporting the completed minimum level of service for each deliverable; and (3) any certifications and reports that may be due upon invoicing. Payment does not become due under the Agreement until DEO determines that the invoice and supporting documentation is compliant with the terms of this Agreement. DEO's determination that a given invoice and supporting documentation is compliant shall not be unreasonably withheld.

c. For the submission of all payment documentation as referenced directly above in Article 6, *Payment*, paragraph b., DEO shall review and communicate to VISIT FLORIDA in writing any deficiencies in the payment documentation. Any such deficiencies shall be resolved in accordance with Article 21, *Defaults, Sanctions and Remedies*, the terms of this Agreement and applicable law.

d. Subject to approval by Florida's Department of Financial Services, VISIT FLORIDA may be entitled to an sdvance of the State Economic Enhancement and Development fund appropriation in the amount of ten million dollars (\$10,000,000). If a lump sum advance payment is approved by Florida's Department of Financial Services, such payment shall be made only upon DEO's receipt and approval of: (1) this fully executed Agreement; (2) VISIT FLORIDA's fiscal year 2017-2018 detailed operating budget specifying the use of State funds under this Agreement; and (3) an advance funding involce from VISIT FLORIDA requesting and detailing the need and justification for the advance. If funds are advanced, VISIT FLORIDA shall provide a quarterly interest payment with the Interest from, and the account statement(s) of, all independent and separate interest bearing account(s) in which advanced state funds have been deposited and invested, in accordance with the terms of this Agreement. The check shall be made payable to: "Florida Department of Economic Opportunity" and mailed to: the Florida Department of Economic Opportunity, Division of Strategic Business Development, 107 E. Madison Street, MSC 80, Caldwell Building, Tailahassee, FL 32399, ATTENTION: Demetris Thomas. Once funds have been fully expended and no interest earned, VISIT FLORIDA shall provide DEO with account statement(s) and a signed statement from the Chief Financial Officer to that effect.

B. If received, the advance payment shall be reconciled after the 2017-2018 fiscal year concludes. VISIT FLORIDA shall submit with its fourth quarter invoice, one final reconciliation report of all State funds expended under this Agreement, including the advance payment. The report shall include a comparison of the total funds

expended during the 2017-2018 fiscal year with the total funds obligated in original budget submitted at the beginning of the 2017-2018 fiscal year, and indicate any unobligated funds that must be returned to the State. The report shall be submitted to DEO on or before October 31, 2018.

f. VISIT FLORIDA shall submit the final invoice for payment to DEO no later than 60 calendar days after the Agreement ends or is terminated. If VISIT FLORIDA fails to do so DEO may refuse to honor any requests submitted after this time period and may consider VISIT FLORDA to have forfeited any and all rights to payment under this Agreement.

### 7. REPORTS:

a. VISIT FLORIDA shall submit to DEO all reports, documents, materials, and information, as required by law, this Agreement and any attachment hereto, or reasonably requested by DEO.

b. DEO shall review and communicate to VISIT FLORIDA in writing any deficiencies in any requested or required reports, information or documentation required by law or this Agreement. Any such deficiencies shall be resolved in accordance with Article 21, *Defauits Sanctions and Remedies*, the terms of this Agreement and applicable law.

c. If this Agreement is extended beyond the original Agreement period, VISIT FLORIDA shall submit to DEO all documents, reports, and provide all services to cover the extended agreement period as required by the terms of that extension and this Agreement.

a. <u>DISSOLUTION OF CORPORATION</u>: In the event of dissolution VISIT FLORIDA, the dissolved entity's assets, after all its legal liabilities and obligations have been paid or adequate provisions have been made, shall revert to the State of Florida.

9. <u>TERMINATION</u>: This Agreement may be terminated in accordance with the provisions of Article 21, *Defaults, Sanctions, and Remedies.* 

### 10. MINORITY AND SERVICE-DISABLED VETERAN BUSINESS ENTERPRISES:

a. VISIT FLORIDA are encouraged to use Florida's minority and service-disabled veteran businesses as contractors or vendors under this Agreement. The Certified Vendor Directory can be accessed from the website of DEO of Management Services, Office of Supplier Diversity located at:

http://www.dms.myflorida.com/other\_programs/office\_of\_supplier\_diversity\_osd .

b. VISIT FLORIDA shell report on a quarterly basis, using a form provided by DEO, its expenditures with minority and service-disabled veteran businesses. The report shall contain the names and addresses of the minority and service-disabled veteran businesses; the aggregate dollar figure disbursed that quarter for each business; the time period; type of goods or services; and the applicable code. If no expenditures were made to minority and service-disabled veteran businesses, VISIT FLORIDA shall submit the form marked "none." The quarterly report shall also include copies of invoices or a computer printout verifying the data reported. If no expenditures were made to such businesses, VISIT FLORIDA shall submit the form marked "none." The quarterly report shall also include copies of invoices or a computer printout verifying the data reported. If no expenditures were made to such businesses, VISIT FLORIDA shall submit the form marked "none." The quarterly report, and required backup documentation, shall be submitted to DEO within 10 working days following the end of the quarter.

### 11. SUBCONTRACTS:

a. VISIT FLORIDA may, as appropriate and in compliance with applicable law, subcontract the performance of the services set forth in this Agreement, including entering into subcontracts with vendors for services and commodities; provided, however, that VISIT FLORIDA shall be solely liable to the subcontractor for all expenses and #abilities incurred under any subcontract. VISIT FLORIDA shall not enter into subcontracts in which DEO could be held liable to a subcontractor for any expenses or liabilities. VISIT FLORIDA shall defend and hold DEO harmless of any #abilities incurred under any of the subcontracts entered into by VISIT FLORIDA. VISIT FLORIDA shall be liable for all work performed and all expenses incurred as a result of any subcontract.

b. Any and all subcontracts that VISIT FLORIDA executes with a recipient under which such person or organization receives State financial assistance, as defined in s. 215.97, F.S., and agrees to perform economic development services or similar business assistance services on behalf of VISIT FLORIDA, shall include provisions regulring that such person or organization report on performance, and account for proper use of funds provided under the subcontract (including the provision of audit rights pursuant to Attachment III, Special Audit and Monitoring Requirements, when applicable). VISIT FLORIDA agrees to coordinate with other components of State and local economic development systems, and avoid duplication of existing State and local services and activities.

c. Any and all subcontracts that VISIT FLORIDA executes with a person or organization shall include provisions whereby VISIT FLORIDA and the subcontractors agree to abide by all federal, state, and local laws, including but not limited to, the requirements of s. 215.971, F.S., for agreements with subrecipients of state financial assistance as defined in s. 215.97, F.S.

d. Upon prior written notice of same to VISIT FLORIDA, VISIT FLORIDA shall not object to any of the State of Florida's assignment or transfer of its rights, duties, or obligations under this Agreement to another governmental agency in the State of Florida. This Agreement shall bind the successors, assigns, and legal representatives of VISIT FLORIDA and of any legal entity that succeeds to the obligations of the State of Florida.

## 12. INDEPENDENT CAPACITY OF CONTRACTOR:

a. The Parties agree that VISIT FLORIDA, its officers, agents, and employees, in performance of this Agreement, shall act in the capacity of an independent contractor. Neither VISIT FLORIDA, nor any of its employees or agents, shall be entitled to receive any benefits of state employment, including retirement benefits or any other rights or privileges connected with employment in the State Career Service System. VISIT FLORIDA agrees to take such steps as may be necessary to ensure that each subcontractor of VISIT FLORIDA will be desmed to be an independent contractor and will not be considered or permitted to be an agent of the State of Florida.

b. VISIT FLORIDA shall not pledge the State of Florida's nor DEO's credit nor make the State of Florida or DEO a guarantor of payment or surety for any contract, debt, obligation, judgment lien, or any form of indebtedness.

c. At all times during this Agreement, VISIT FLORIDA shall comply with the reporting and Reemployment Assistance contribution payment requirements of chapter 443, F.S.

13. LIABILITY: To the fullest extent permitted by law, DEO shall not assume any liability for the acts, omissions to act, or negligence of VISIT FLORIDA, its agents, contractors, subcontractors, grantees, subgrantees, servants, or employees. In all instances, VISIT FLORIDA shall be responsible for any injury or property damage resulting from any activities conducted by VISIT FLORIDA. No Party shall be liable to another for special, indirect, punitive,

or consequential damages, including lost data or records, even if the Party has been advised that such damages are possible. No Party shall be liable for lost profits, lost revenue, or lost institutional operating savings. To the fullest extent permitted by law, the State and DEO may, in addition to other remedies available to them at law or equity and upon written notice to VISIT FLORIDA, retain such monies from amounts due VISIT FLORIDA as may be necessary to satisfy any claim for damages, penalties, costs and the like asserted by or against the State or DEO.

#### 14. INDEMNIFICATION:

a. To the fullest extent permitted by law, VISIT FLORIDA, shall fully indemnify, defend, and hold harmless DEO from and against suits, actions, damages and costs of every name and description, including attorneys' fees, arising from or relating to personal injury and damage to real or personal tangible property alleged to be caused in whole or in part by VISIT FLORIDA, its agents, employees, partners or subcontractors within the context of this Agraement; provided, however, that VISIT FLORIDA shall not indemnify for that portion of any loss of damages proximately caused by the negligent act or omission of DEO. Without exception, VISIT FLORIDA, will indemnify and hold harmless the State of Florida and its employees and agents from liability of any nature or kind, including costs and expenses for or on account of any copyrighted, patented, or unpatented invention, process, or article manufactured by VISIT FLORIDA.

b. At DEO's election and upon notification to VISIT FLORIDA, VISIT FLORIDA shall assume the defense or settlement of any third-party claim arising under this Agreement with counsel reasonably satisfactory to DEO; provided, however, that VISIT FLORIDA shall not settle or compromise any such claim in an amount over \$10,000 without DEO's prior written consent. Notwithstanding the foregoing, (a) DEO shall have the right, but not the obligation, at DEO's option and expense, to participate fully in the defense or settlement of any third-party claim; and (b) If VISIT FLORIDA does not continuously defend or settle any third-party claim within 30 days after it is notified of the assertion or commencement thereof, then (I) DEO shall have the right, but not the obligation, to undertake the defense or settlement of such claim for the account and at the risk of VISIT FLORIDA, and (II) VISIT FLORIDA shall be bound by any defense or settlement that DEO may make as to such claim. DEO shall also be entitled to Join VISIT FLORIDA in any third-party claim for the purpose of enforcing any right of Indemnity hereunder.

15. <u>PATENTS, COPYRIGHTS, AND ROYALTIES</u>: If any patentable discovery or invention arises or is developed by VISIT FLORIDA in the course or as a result of work or services performed under this Agreement, VISIT FLORIDA shall provide written notification to DEO of the discovery or invention. The Partles agree that trademarked or copyrightable materials such as books, films, logos, music, art, or other artistic or intellectual property may be created, developed, licensed, owned, assigned, or transferred in the course of or as a result of work or services performed by VISIT FLORIDA or VISIT FLORIDA subcontractors under this Agreement without notification or consent of DEO.

16. **RESPONSIBILITIES OF GOVERNING BOARD OR AUTHORITIES:** The Parties agree that any information, including updates, reports, publications, studies, and any and all reasonably requested information, that is required by federal, State, or local law shall be approved by those persons having the authority to do so prior to submission, and shall be signed only by those persons having the legal authority to do so or appropriately ratified by such an authority.

### 17. AUDITS AND RECORDS:

a. Representatives of DEO, the Chief Financial Officer of the State of Fiorida, the Auditor General of the State of Fiorida, the Fiorida Office of Program Policy Analysis and Government Accountability shall have access to any of VISIT FLORIDA's books, documents, papers, and records, including electronic storage media, as they

may relate to this Agreement, for the purposes of conducting audits or examinations or making excerpts or transcriptions.

b. VISIT FLORIDA shall retain and maintain for a period of five years all records and make such records available for an audit as may be requested. Records shall include independent auditor working papers, books, documents, and other evidence, including, but not limited to, vouchers, bills, invoices, requests for payment, and other supporting documentation, which, according to generally accepted accounting principles, procedures and practices, sufficiently and property reflect all program costs expended in the performance of this Agreement. The records shall be subject at all times to inspection, review, or audit by State personnel of the Office of the Auditor General, Chief Financial Officer, Office of the Chief Inspector General, or other personnel authorized by DEO and copies of the records shall be delivered to DEO upon request.

c. VISIT FLORIDA agrees to reimburse the State with non-State funds for the reasonable costs of investigation incurred by the inspector General, State Auditor General or other authorized State official or agent for investigations of VISIT FLORIDA's compliance with the terms of this or any other agreement between VISIT FLORIDA and the State which results in disallowed costs. Such reasonable costs shall include, but shall not be limited to: salaries of investigators, including overtime; travel and lodging expenses; and expert witness and documentary fees. VISIT FLORIDA understands and will comply with the requirements of s. 20.055(5), F.S., including but not necessarily limited to, the duty of VISIT FLORIDA and any of VISIT FLORIDA's subcontractors to cooperate with the inspector general in any investigation, audit, inspection, review, or hearing pursuant to s. 20.055, F.S.

d. VISIT FLORIDA agrees to comply with all statutorily applicable audit requirements of sections 215.97 and 17.03, F.S., and those found in Attachment IV, *Special Audit and Monitoring Requirements*. The applicable rules of the Auditor General referenced in Attachment IV, *Audit Requirements*, shall include those set forth in chapter 10.700 (certain non-profit organizations), as amanded.

e. VISIT FLORIDA shall include the record keeping requirements described above in all subcontracts and assignments with subrecipients of state funds according to s. 215.97, F.S. For purposes of this Agreement, "subrecipient" shall be defined in accordance with s. 215.97(2)(y), F.S.

f. VISIT FLORIDA shall maintain financial records related to funds paid by VISIT FLORIDA to any parties for work on the matters that are the subject of this Agreement as required by law. As applicable, VISIT FLORIDA shall submit a written independent audit report to DEO specifically covering the period of Agreement expenditures pursuant to sections 288.1266(7), 215.981, 215.97 and 11.45, F. S., and other relevant laws.

**g.** Each Party agrees to provide copies of any audit referencing this Agreement, the audit transmittal letter, and any response to such audit to the other Party within 30 days of receipt.

h. Within 60 calendar days of the close of VISIT FLORIDA's fiscal year, on an annual basis, VISIT FLORIDA shall electronically submit a completed Audit Compliance Certification (a version of this certification is attached hereto as Attachment V) to audit@deo.myilorida.com. VISIT FLORIDA's timely submittal of one completed Audit Compliance Certification for each applicable fiscal year will fulfill this requirement within all agreements (e.g., subcontracts, subgrants, memorandums of understanding, memorandums of agreement, economic incentive award agreements, etc.) between DEO and VISIT FLORIDA.

i. VISIT FLORIDA shall (i) maintain all funds VISIT FLORIDA received pursuant to this Agreement in bank accounts separate from its other operating or other special purposes accounts, or (ii) expressly designate in VISIT FLORIDA's business records and accounting system, maintained in good faith and in the regular course of business, that such funds originated from this Agreement. VISIT FLORIDA shall not commingle the funds provided under this Agreement with any other funds, projects, or programs. DEO may, in its sole and absolute discretion, disallow costs that result from purchases made with commingled funds.

### 18. ACCESS TO RECORDS AND PUBLIC RECORDS REQUIREMENTS:

a. VISIT FLORIDA shall keep and maintain public records required by DEO to perform VISIT FLORIDA's responsibilities hereunder. VISIT FLORIDA shall, upon request from DEO's custodian of public records, provide DEO with a copy of the requested records or allow the records to be inspected or copied within a reasonable time per the cost structure provided in chapter 119, F.S., and in accordance with all other requirements of chapter 119, F.S., or as otherwise provided by law. Should VISIT FLORIDA cease operations or cease receiving State appropriations, VISIT FLORIDA shall transfer, at no cost, to DEO all public records in possession of VISIT FLORIDA or keep and maintain public records required by DEO to perform the service. If the VISIT FLORIDA keeps and maintains public records. All records stored electronically must be provided to DEO, upon request from DEO's custodian of records, in a format that is compatible with the information technology systems of DEO.

b. If DEO does not possess a record requested through a public records request, DEO shall notify VISIT FLORIDA of the request as soon as practicable, and VISIT FLORIDA must provide the records to DEO or allow the records to be inspected or copied within a reasonable time. Subject to paragraph e. of this Article 18, if VISIT FLORIDA does not comply with DEO's request for records, DEO shall enforce the provisions set forth in this Agreement. If VISIT FLORIDA fails to provide public records to DEO within a reasonable time it may be subject to paralities under s. 119.10, F.S.

c. DEO does not endorse any VISIT FLORIDA, commodity, or service.

d. VISIT FLORIDA acknowledges that DEO is subject to the provisions of chapter 119, F.S., relating to public records and that reports, invoices, and other documents VISIT FLORIDA submits to DEO under this Agreement may constitute public records under F.S. VISIT FLORIDA shall cooperate with DEO regarding DEO's efforts to comply with the requirements of chapter 119, F.S.

e. If VISIT FLORIDA submits records to DEO that are confidential and exempt from public disclosure as trade secrets or proprietary confidential business information, such records should be identified as such by VISIT FLORIDA prior to submittal to DEO. Failure to identify the legal basis for each exemption from the requirements of chapter 119, F.S., prior to submittal of the record to DEO serves as VISIT FLORIDA's waiver of a claim of exemption. VISIT FLORIDA shall ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement if the VISIT FLORIDA does not transfer the records to DEO upon termination of the Agreement.

f. VISIT FLORIDA shall allow public access to all records made or received by VISIT FLORIDA in conjunction with this Agreement, unless the records are exempt from s. 24(a) of Article I of the State Constitution and s. 119.07(1), F.S. For records made or received by VISIT FLORIDA in conjunction with this Agreement, VISIT FLORIDA shall respond to requests to inspect or copy such records in accordance with chapter 119, F.S. DEO may unilaterally cancel this Agreement if VISIT FLORIDA refuses to allow public access to all documents, papers, letters, or other material made or received in conjunction with the Agreement, unless the records are exempt from s. 24(a) of Art. I of the State Constitution and s. 119.07(1), F.S.

g. IF VISIT FLORIDA HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, F.S., TO VISIT FLORIDA'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS by telephone at 850-245-7140, via e-mail at PRRequest@deo.myflorida.com, or by mail at Department of Economic Opportunity, Public Records Coordinator, 107 East Madison Street, Caldwell Building, Tailahassee, Florida 32399-4128.

h. In addition to VISIT FLORIDA's responsibility to directly respond to each request it receives for records made or received by VISIT FLORIDA in conjunction with this Agreement and to provide the applicable public records in response to such request, VISIT FLORIDA shall notify DEO of the receipt and content of such request by sending an e-mail to PRRequest@deo.myfiorida.com within three working days from receipt of such request.

I. VISIT FLORIDA shall notify DEO verbally within 24 chronological hours and in writing within 72 chronological hours if any data in VISIT FLORIDA's possession related to this Agreement is subpoenaed or improperly used, copied, or removed (except in the ordinary course of business) by anyone except an authorized representative of DEO. VISIT FLORIDA shall cooperate with DEO in taking all steps as DEO deems advisable to prevent misuse, regain possession, and/or otherwise protect the state's rights and the data subject's privacy.

19. <u>GOVERNING LAW</u>: This Agreement is executed and entered into in the State of Fiorida, and shall be construed, performed, and enforced in all respects in accordance with the laws and rules of the State of Fiorida. Without limiting other provisions of this Agreement, including but without limitation, Article 22, *Dispute Resolution*, the exclusive venue of any legal or equitable action that arises out of or relates to the Agreement shall be the appropriate court in Leon County, Fiorida; in any such action, the Parties waive any right to jury trial. Should any term of this Agreement conflict with any applicable law, rule, or regulation, the applicable law, rule, or regulation shall control over the provisions of this Agreement.

**20. STRICT COMPLIANCE:** VISIT FLORIDA agrees that all acts to be performed by it in connection with this Agreement must be performed in strict conformity with all local, State and federal laws and regulations.

### 21. DEFAULTS, SANCTIONS AND REMEDIES:

a. If VISIT FLORIDA fails to comply with any of the terms of this Agreement, DEO may exercise any remedies available at law or in equity, including but without limitation, the right to (i) impose sanctions as Financial Consequences, as described Attachment III, Sanctions, (ii) impose Financial Consequences which withhold and pro-rate or reduce payments as provided in Attachment I, Scope of Work, (iii) withhold portions or all of Quarter 3 and Quarter 4 payments as described in Attachment VI, Payment Schedule, or (iii) terminate this Agreement in accordance with the terms hereof.

b. Except as otherwise provided herein, if VISIT FLORIDA defaults in the performance of any duty, obligation, covenant, or agreement imposed on it or made by it in this Agreement or by law, then DEO may provide a notice of the default to VISIT FLORIDA. VISIT FLORIDA shall have 30 calendar days following the date of the notice of default, either to cure the default, or to demonstrate to the satisfaction of DEO that corrective action has been taken and will likely result in curing the default within a period of time that DEO agrees is reasonable. If VISIT FLORIDA fails to cure the default within the timeframe established above, whether immediately or otherwise or make such demonstration to the satisfaction of DEO, DEO may exercise any remedy available to it under the law or in equity, including, without limitation the right to terminate this Agreement, or withhold all or any portion of payment(s) to VISIT FLORIDA until such time as DEO determines, in DEO's sole Page 8 of 41.

discretion, that the default has been cured. For avoidance of doubt, VISIT FLORIDA's failure to comply with any applicable statutory or legal requirement, including but not limited to the match requirement of s. 288.1226(6), F.S., and the transparency requirements of s. 288.1226(13), F.S., as determined by DEO, is a default in the performance of this Agreement as contemplated by this paragraph.

c. Except as otherwise provided herein or required by law, following the termination of this Agreement, all funds which as of the date of termination DEO previously provided to VISIT FLORIDA but are not yet expended by VISIT FLORIDA, shall revert to the State of Florida General Revenue Fund. Except as otherwise provided herein or required by law, the requirement for the return of and method of repayment of any such unexpended funds shall be at the sole and absolute discretion of DEO.

d. VISIT FLORIDA shall make any payments or refunds to DEO under this Agreement as follows: (a) when VISIT FLORIDA, its independent auditor or agent, discovers an overpayment due to unearned or disailowed expenditures, VISIT FLORIDA shall automatically pay to DEO such any overpayment with non-State funds, no later than 40 calendar days after each such overpayment; or (b) when DEO first discovers an overpayment, imposes a sanction, financial consequence or other such financial remedy available pursuant to this Agreement or by law, DEO shall notify VISIT FLORIDA in writing, and VISIT FLORIDA shall pay to DEO each such payments with non-State funds no later than 40 calendar days after receiving DEO's notification. Payments should be sent to DEO's Agreement Manager, and made payable to the "Department of Economic Opportunity." Should payment not be made in a timely manner, DEO shall be entitled to charge interest at the lawful rate of interest on the outstanding balance beginning 40 calendar days after the date of notification or discovery.

22. DISPUTE RESOLUTION: The Parties agree they will seek to resolve any disputes between them regarding their responsibilities as soon as possible and at the lowest level reasonable, in order to conserve the resources of the Parties. The Parties further agree to use their best efforts to assure speedy and non-confrontational resolution of any and all disputes between them. If informal efforts are unsuccessful, the Parties agree to engage a mutually accepted volunteer mediator to assist them in resolving any outstanding issues. If, within a reasonable time after engaging a mutually accepted volunteer mediator, the Parties are unable to resolve any outstanding issues, the Parties agree that formal resolution, including but not limited to any remedies available at law or in equity may be sought. This Article is subject and subordinate to, and shall not be construed as a limitation on, any other provisions herein, including, but not limited to Article 14, *Indemnification*, or Article 21, *Defaults, Sanctions and Remedies*.

23. FORCE MAJEURE AND NOTICE OF DELAY FROM FORCE MAJEURE: Neither Party shall be liable to the other for any delay or failure to perform under this Agreement if such delay or failure is neither the fault nor the negligence of the Party or its employees or agents and the delay is due directly to acts of God, wars, acts of public enemies, strikes, fires, floods, or other similar cause wholly beyond the Party's control, or for any of the foregoing that affects subcontractors or suppliers if no alternate source of supply is available. However, in the event of delay from the foregoing causes, the Party shall take all reasonable measures to mitigate any and all resulting delay or disruption in the Party's performance obligation under this Agreement. If the delay is excusable under this Article, the delay will not result in any additional charge or cost under the Agreement to either Party. In the case of any delay VISIT FLORIDA believes is excusable under this Article, VISIT FLORIDA shall notify DEO in writing of the delay or potential delay and describe the cause of the delay either: (1) within 20 calendar days after the cause that creates or will create the delay first arose, if VISIT FLORIDA could reasonably foresee that a delay could occur as a result; or (2) within five calendar days after the date EFI/Division of Tourism or VISIT FLORIDA first had reason to believe that a delay could result, if the delay is not reasonably foreseeable. THE FOREGOING SHALL CONSTITUTE VISIT FLORIDA'S SOLE REMEDY OR EXCUSE WITH RESPECT TO DELAY. Providing notice in strict accordance with this Article is a condition precedent to such

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remedy. DEO, in its sole discretion, will determine if the delay is excusable under this Article and will notify EFI/Division of Tourism or VISIT FLORIDA of its decision in writing. No claim for damages, other than for an extension of time, shall be asserted against DEO. VISIT FLORIDA shall not be entitled to an increase in the Agreement price or payment of any kind from DEO for direct, indirect, consequential, impact, or other costs, expenses or damages, including but not limited to costs of acceleration or inefficiency arising because of delay, disruption, interference, or hindrance from any cause whatsoever. If performance is suspended or delayed, in whole or in part, due to any of the causes described in this Article, after the causes have ceased to exist, VISIT FLORIDA shall perform at no increased cost, unless DEO determines, in its sole discretion, that the delay will significantly impair the value of the Agreement to DEO or the state, in which case, DEO may do any or all of the following: (1) accept allocated performance or deliveries from VISIT FLORIDA, provided that VISIT FLORIDA grants preferential treatment to DEO with respect to products or services subjected to allocation; (2) purchase from other sources (without recourse to and by VISIT FLORIDA for the related costs and expenses) to replace all or part of the products or services that are the subject of the delay, which purchases may be deducted from the Agreement quantity; or (3) terminate the Agreement in whole or in part.

24. <u>SEVERABILITY</u>: If any term or provision of this Agreement is found by a court of competent jurisdiction to be lilegal, invalid, or unenforceable, then such term or provision shall be severed from this Agreement. This Agreement and the rights and obligations of the Parties shall be construed as if this Agreement did not contain such severed term or provision, and this Agreement otherwise shall remain in full force and effect.

25. <u>PRESERVATION OF REMEDIES</u>: No delay or omission to exercise any right, power, or remedy accruing to either Party upon breach or default under this Agreement will impair any such right, power, or remedy of either Party, nor will such delay or omission be construed as a waiver of any such breach or default or any similar breach or default.

26. <u>DISCRIMINATORY VENDOR</u>: VISIT FLORIDA shall disclose to DEO If it or any of its affiliates, as defined by s. 287.134(1)(a.), F.S., appears on the discriminatory vendor list. An entity or affiliate placed on the discriminatory vendor list pursuant to s. 287.134, F.S., may not: (1) submit a bid, proposal, or reply on a contract or agreement to provide any goods or services to a public entity; (2) submit a bid, proposal, or reply on a contract or agreement, with a public entity for the construction or repair of a public building or public work; (3) submit bids, proposals, or replies on leases of real property to a public entity; (4) be awarded or perform work as a contractor, subcontractor, grantee, supplier, sub-grantee, or consultant under a contract or agreement with any public entity; or (5) transact business with any public entity. VISIT FLORIDA affirms that it is aware of the provisions of s. 287.134(2) (a), F.S., and that at no time has VISIT FLORIDA been placed on the Discriminatory Vendor List. VISIT FLORIDA further agrees that it shall not violate such law. VISIT FLORIDA shall insert a provision in accordance with this Article, in all subcontracts for services in relation to this Agreement.

27. <u>NON-DISCRIMINATION</u>: VISIT FLORIDA shall not discriminate against any employee employed in the performance of this Agreement, or against any applicant for employment because of age, race, sex, creed, color, handlcap, national origin, or marital status. VISIT FLORIDA shall insert a provision in accordance with this Article, in all subcontracts for services in relation to this Agreement.

28. <u>HARASSMENT-FREE WORKPLACE</u>: VISIT FLORIDA shall provide a harassment-free workplace, with any allegation of harassment given priority attention and action by management. VISIT FLORIDA shall insert a provision in accordance with this Article, in all subcontracts for services in relation to this Agreement.

29. <u>PUBLIC ENTITY CRIMES AND CONVICTED VENDORS</u>: VISIT FLORIDA affirms that it is aware of the provisions of s. 287.133(2) (a), F.S., and that at no time has VISIT FLORIDA been convicted of a Public Entity Crime. VISIT FLORIDA agrees that it shall not violate such law and further acknowledges and agrees that any conviction during

the term of this Agreement may result in the termination of this Agreement in accordance with s. 287.133(4), F.S. VISIT FLORIDA shall disclose to DEO if or any of its affiliates, as defined in s. 287.133(1)(a), F.S., is on the convicted vendor list. A person or affiliate placed on the convicted vendor list following a conviction for a public entity crime is prohibited from performing under this Agreement for a period of 36 months from the date of being placed on the convicted vendor list. VISIT FLORIDA shall insert a provision in accordance with this Article in all contracts for services in relation to this Agreement.

# 30. EMPLOYMENT ELIGIBILITY VERIFICATION:

a. Executive Order 11-116, signed May 27, 2011, by the Governor of Florida, requires DEO contracts in excess of nominal value to expressly require VISIT FLORIDA to:

- 1. Utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by VISIT FLORIDA during the Agreement term; and,
- Include in all subcontracts under this Agreement, the requirement that subcontractors performing work or providing services pursuant to this Agreement utilize the E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the term of the subcontract.

**b. E-Verify** is an internet-based system that allows an employer, using information reported on an employee's Form I-9, Employment Eligibility Verification, to determine the eligibility of all new employees hired to work in the United States after the effective date of the required Memorandum of Understanding (MOU); the responsibilities and elections of federal contractors, however, may very, as stated in Article H.D.1.c., of the MOU. There is no charge to employers to use E-Verify. DEO of Homeland Security's E-Verify system can be found at:

## http://www.dhs.gov/files/programs/gc\_1185221678150.shtm

c. If VISIT FLORIDA does not have an E-Verify MOU in effect, VISIT FLORIDA must enroll in the E-Verify system prior to hiring any new employee after the effective date of this Agreement.

### 31. LOBBYING:

a. VISIT FLORIDA shall not use any State financial assistance, as defined in s. 215.971, F.S., received pursuant to this Agreement, for lobbying the Legislature, the judicial branch, or any State agency. Pursuant to s. 11.062, F.S., VISIT FLORIDA shall insert a provision in accordance with this Article in its subcontracts for services in relation to this Agreement, to the extent that State financial assistance is received by such contractors pursuant to those subcontracts, and only to the extent of such State financial assistance.

b. VISIT FLORIDA will notify DEO in writing within 24 hours of any request for testimony or VISIT FLORIDA's participation in Congressional, Legislative, and other State or federal hearings, agency meetings, committees, task forces, or the like. Upon discovery, VISIT FLORIDA shall report all known or suspected instances of VISIT FLORIDA's or VISIT FLORIDA's agent's, contractor's or employee's, operational fraud or criminal activities to DEO in writing within 24 hours of VISIT FLORIDA's discovery of such instance(s).

32. <u>ATTORNEY FEES</u>: Unless authorized by law and agreed to in writing by DEO, DEO shall not be liable to pay attorney fees, interest, or cost of collection in conjunction with this Agreement.

### 33. ASSIGNMENTS:

a. Except as otherwise provided in this Agreement, neither party may assign, delegate, nor otherwise transfer its rights, duties, or obligations under this Agreement without the prior written consent of the other Party, which consent will not be unreasonably withheld. Any assignment, delegation, or transfer in violation of this Article is void *ab initio*. VISIT FLORIDA hereby agree that it shall remain responsible for all work performed and all expenses incurred in connection with this Agreement, regardless of an assignment, delegation, or transfer.

34. <u>AGREEMENT MANAGERS</u>: The following Agreement Managers are appointed by the Parties to facilitate the terms of this Agreement:

VISIT FLORIDA's Agreement Manager:	DEO's Agreement Manager:
Matilde Miller	Demetris Thomas
2540 West Executive Center Circle, Suite 200	107 East Madison Street, MSC 80
Tallahassee, Florida	Caldwell Building, Tallahassee, Florida 32399
(850) 488 - 5607	(850) 245-7393
Fax – (850) 201 - 6902	Fax (850)
Email: mmiller@visitflorida.org	Email: demetris.thomas@deo.myflorida.com

In the event that any of the information provided in above changes, including the designation of a new Agreement Manager, after the execution of this Agreement, the Party making such change will notify all other Parties in writing of such change. Such changes shall not require a formal amendment to the Agreement.

**35.** <u>NOTICES</u>: The contact information provided in accordance with Article 34, Agreement Managers, shall be used by the Parties for all communications under this Agreement. Where the term "written notice" is used to specify a notice requirement herein, said notice shall be effective when received by the other party's Agreement Manager. Written notice shall be deemed to have been given (i) when personally delivered; (ii) when transmitted via facsimile with confirmation of receipt or email with confirmation of receipt if the sender on the same day sends a confirming copy of such notice by a recognized overnight delivery service (charges prepaid); (iii) the day following the day (except if not a business day then the next business day) on which the same has been delivered prepaid to a recognized overnight delivery service; or (iv) the third business day following the day on which the same is sent by certified or registered mail, postage prepaid, with return receipt.

If VISIT FLORIDA becomes certain that it will be unable to make use of a material sum of the funds appropriated, VISIT FLORIDA shall provide written notice of such to DEO within 10 working days of VISIT FLORIDA's discovery of the shortfall.

# 36. AMENDMENT AND MODIFICATION:

a. This Agreement may not be altered, modified, amended, or changed in any manner, except pursuant to a written agreement executed and delivered by each of the Parties. Additionally, any such modification, amendment or change becomes effective as of the last date signed by the necessary Parties or such date as the Parties may agree therein.

**b.** This Agreement may not be renewed.

**37.** <u>ATTACHMENTS</u>: Attached to and made a part of this Agreement are the following Attachments; each of which are incorporated into and are an integral part of this Agreement:

Attachment IScope of WorkAttachment IATransparency RequirementsAttachment IIReportsAttachment IIISanctionsAttachment IVAudit RequirementsAttachment VAudit Compliance CertificationAttachment VIPayment Schedule

38. VENDORS ON SCRUTINZIED COMPANIES LISTS: By executing this Agreement, VISIT FLORIDA certifies that It is not: (1) listed on the Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725, F.S., (2) engaged in a boycott of Israel, (3) listed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473, F.S., or (4) engaged in business operations in Cuba or Syria. Pursuant to s. 287.135(5), F.S., DEO may immediately terminate this Agreement for cause if VISIT FLORIDA is found to have submitted a false certification as to the above or if VISIT FLORIDA is placed on the Scrutinized Companies that Boycott Israel List, is engaged in a boycott of Israel, has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or has been engaged in business operations in Cuba or Syria, during the term of the Agreement. If DEO determines that VISIT FLORIDA has submitted a faise certification, DEO will provide written notice to VISIT FLORIDA. Unless VISIT FLORIDA demonstrates in writing, within 90 calendar days of receipt of the notice, that DEO's determination of false certification was made in error, DEO shall bring a civil action against VISIT FLORIDA. If DEO's determination is upheid, a civil penalty equal to the greater of \$2 million or twice the amount of this Agreement shall be imposed on VISIT FLORIDA, and VISIT FLORIDA will be ineligible to bid on any Agreement with a Florida agency or local governmental entity for three years after the date of DEO's determination of false certification by VISIT FLORIDA. In the event that federal law ceases to authorize the States to adopt and enforce the contracting prohibition identified herein, this provision shall be null and void. VISIT FLORIDA shall insert a provision in accordance with this Article in all subcontracts for services in relation to this Agreement.

39. <u>TIME IS OF THE ESSENCE</u>: Time is of the essence regarding the performance obligations set forth in this Agreement. Deadlines for performance for VISIT FLORIDA's obligation to timely complete deliverables and submit reports, information and documentation, contained in herein, specifically, Attachments I, IA, and II, shall be strictly construed.

40. EXECUTION IN COUNTERPARTS: This Agreement may be executed in one or more counterparts, any one of which need not contain the signature of more than one Party, but all such counterparts taken together will constitute one and the same instrument.

41. AUTHORITY OF VISIT FLORIDA'S SIGNATORY: Upon execution, VISIT FLORIDA shall return the executed copies of this Agreement in accordance with the instructions DEO provided along with documentation confirming and certifying that the below signatory has authority to bind VISIT FLORIDA to this Agreement as of the date of execution. Such documentation may be in the form of a legal opinion from VISIT FLORIDA's attorney, VISIT FLORIDA's Certificate of Status, VISIT FLORIDA's resolutions or bylaws specifically authorizing the below signatory to execute this Agreement, VISIT FLORIDA's certificates of incumbency, and any other reliable documentation demonstrating such authority, which shall be incorporated by reference into this Agreement. DEO may, at its sole and absolute discretion, request additional documentation related to the below signatory's authority to bind VISIT FLORIDA to this Agreement.

42. ENTIRE AGREEMENT: WAIVER: This Agreement embodies the entire agreement of the Parties with respect to the subject matter hereof. There are no provisions, terms, conditions, or obligations other than those

contained in this Agreement; and this Agreement supersedes all previous communications, representations, negotiations, understandings or agreements, either verbal or written, between the Parties. If an ambiguity or question of intent or interpretation arises, this Agreement shall be construed as if drafted jointly by the Parties, and no presumption or burden of proof shall arise favoring or disfavoring any Party by virtue of the authorship of any of the provisions of this Agreement. No waiver by any Party of any of the provisions hereof shall be effective unless explicitly set forth in writing and signed by the Party so waiving. No waiver by any Party shall operate or be construed as a waiver in respect of any failure, breach or default not expressly identified by such written waiver, whether of a similar or different character, and whether occurring before or after that waiver. No failure to exercise, or deiay in exercising, any right, remedy, power or privilege arising from this Agreement shall operate or be construed as a waiver thereof; nor shall any single or partial exercise of any right, remedy, power or privilege hereunder preclude any other or further exercise thereof or the exercise of any other right, remedy, power or privilege.

IN WITNESS WHEREOF, and in consideration of the mutual covenants set forth above and in the attachments hereto, the Parties have caused to be executed this Agreement by their undersigned duly authorized officials.

FLORIDA TOURISM INDUSTRY MARKETING CORPORATION d/b/a VISIT ELORIDA

Signature on behelt often Lawson

Title President & CEO

Date

8/25/17\_

DEPARTMENT OF ECONOMIC OPPORTUNITY

By Title Date

Approved as to form and legal sufficiency, subject only to full and proper execution by the Parties

OFFICE OF THE GENERAL COUNSEL DEPARTMENT OF ECONOMIC OPPORTUNITY

Approved Date: 8/25/17
### ATTACHMENT ! SCOPE OF WORK

### I. PROGRAM OVERVIEW:

This Agreement is made to support and fund Florida's tourism promotion and marketing activities, services, functions, and programs. The funding for this Agreement is specified in section 26, Chapter 2017-233, Laws of Florida.

### II. VISIT FLORIDA PROGRAM RESPONSIBILITIES AND OBLIGATIONS:

- A. VISIT FLORIDA, shall serve as the official entity for tourism promotion and marketing activities, services, functions, and programs for the State.
- B. VISIT FLORIDA shall assist DEO in the preparation of any report or document that involves tourismrelated matters.
- C. VISIT FLORIDA shall advise DEO on the development of domestic and international tourism marketing programs featuring Florida.
- D. VISIT FLORIDA shall make recommendations on the tourism portion of the annual Governor's report to the Legislature on the State of the business climate and economic development in Florida.
- E. Pursuant to s. 288.0655, F.S., VISIT FLORIDA shall participate with the Department of Environmental Protection, the Florida Fish and Wildlife Conservation Commission, DEO, and others as appropriate, in the development of guidelines and criteria governing submission, review, evaluation, and funding of applications for the Rural infrastructure Fund grant program. Pursuant to s. 288.0655, F.S., VISIT FLORIDA shall also participate with the organizations listed above in the review and evaluation of the applications and the economic benefit of the projects and their long-term viability for recommendation to DEO for its final decision. VISIT FLORIDA will make available to potentially-eligible rural communities and organizations the information about the program which is approved by DEO.
- F. An officer of VISIT FLORIDA or their designee shall attend periodic strategy meetings called by DEO. These meetings are designed to increase the communication and cooperation among DEO's various partners and improve the efficiency in economic development projects. In addition to those projects surfacing during these periodic meetings, VISIT FLORIDA agrees to independently seek projects and promotional opportunities consistent with VISIT FLORIDA's 4-year Marketing Plan with the intent of involving one or more of DEO's, EFI's Division of Tourism's, or VISIT FLORIDA's partners or appropriate State agencies.
- G. VISIT FLORIDA shall contract with EFI for VISIT FLORIDA'S staff support and supervision of the tourism promotion and marketing services, functions, and programs for the State, pursuant to s. 288.923(3), F.S. The contract shall be known as the "Operating Agreement." Employees of VISIT FLORIDA, and not employees of any State agency, shall perform support and supervision.
- H. VISIT FLORIDA shall provide DEO with a copy of the Operating Agreement when amended, revised, extended or updated.
- I. Pursuant to the Operating Agreement, VISIT FLORIDA shall, on behalf of EFI, be responsible for the staffing of all Welcome Centers. VISIT FLORIDA shall employ all Welcome Center staff and continue the selection, display, and distribution of tourism information through the Florida Welcome Centers, including the Capitol Welcome Center. All funds received by VISIT FLORIDA, as the result of the staffing of Centers shall be separately accounted for, deposited in appropriate accounts for VISIT FLORIDA, and used exclusively for the Welcome Center functions and operations in accordance with the 4-year marketing plan.
- J. VISIT FLORIDA shall continue the collection of data relative to visitor counts and visitor profiles by means of the methodology agreed to by VISIT FLORIDA and the Consensus Estimating Conference Principals

defined in s. 216.136, F.S. VISIT FLORIDA agrees that any contractual agreement between EFI and VISIT FLORIDA concerning the collection of tourism research data will include this commitment.

- K. VISIT FLORIDA agrees to maintain an Economic Risk Response Fund. This Fund shall be used to respond to circumstances which have caused, or have the serious potential to cause, a decline in Florida's tourism industry. The President and CEO of VISIT FLORIDA, in consultation with the VISIT FLORIDA Board will determine when such a circumstance occurs that will require release of the funds. Once such funds are expended from the Fund the VISIT FLORIDA staff must make a recommendation to the Board of Directors for a plan to replenish the Fund. The Parties agree that VISIT FLORIDA established this Fund.
- L. VISIT FLORIDA shall collaborate with EFI's Division of Tourism in the development of a 4-year marketing plan. The 4-year marketing plan shall, at a minimum, contain all the elements specified in s. 288.923(4)(c), F. S.
- M. VISIT FLORIDA shall establish and implement policies and procedures regarding approval of the location, value and content of the Florida advertising or signage required as a condition of State funding to all professional sports facility applicants under s. 288.11625(5)(a)7.b., F.S. VISIT FLORIDA will approve or deny any applicant submittal and forward any documentation relating to the professional sports facilities advertising and signage requirement set forth in s. 288.11625(5)(a)7.b., F.S., to DEO on VISIT FLORIDA letterhead.
- N. VISIT FLORIDA shall report on its performance and assistance to Florida is For Veterans, Inc., with the research and marketing activities, programs, and campaigns specified in s. 295.23, F.S., and expenditure of \$1 million annually to market the State to veterans as a permanent home and disseminate information to improve veterans' knowledge and access to benefits. VISIT FLORIDA shall collaborate with Florida is For Veterans, Inc., in compliance with s. 295.23, F.S., on the scope, process, and focus of the marketing campaign.
- O. VISIT FLORIDA shall consider the Florida Unique Abilities Partner Program in the development of marketing campaigns, and specifically in any targeted marketing campaign for individuals who have a disability or their families as contemplated by s. 413.801(8)(b), F.S., and demonstrate in writing VISIT FLORIDA's compliance with this statutory requirement upon DEO's specific written request for such documentation.
- P. VISIT FLORIDA shall prepare and file with the Chief Financial Officer, using generally accepted accounting principles, the financial and other information necessary for the preparation of annual financial statements for the State of Florida as of June 30, due annually on or before September 30. Financial information and other information as necessary for the preparation of annual financial statements for the fiscal year ending June 30 will be provided to DEO by the date specified by the Chief Financial Officer.
- Q. If applicable, VISIT FLORIDA shall deposit and invest the \$10,000,000 advance in an independent and separate interest bearing account(s), until funds advanced have been totally expended in accordance with the terms of this Agreement. The interest shall be returned to DEO on a quarterly basis until all advanced funds have been totally expended.
- R. VISIT FLORIDA shall provide to DEO copies of all reports VISIT FLORIDA publishes for distribution to the general public shall be included in the quarterly report immediately following publication of the report.
- S. VISIT FLORIDA shall continue to track industry recognized measurements of its programs and activities in a manner sufficient to allow determination of the effectiveness of such programs and activities, and shall provide this and other program data upon reasonable notice to DEO.
- T. VISIT FLORIDA is authorized to establish a minority convention grants program for the purpose of attracting national conferences and conventions to Florida pursuant to s. 288.124, F.S. VISIT FLORIDA, shall establish guidelines governing the awarding of the grants and administering the program. VISIT FLORIDA, shall forward grant recommendations to DEO for approval.
- U. Pursuant to the Operating Agreement, VISIT FLORIDA shall, on behalf of EFI establish a cooperative advertising matching grants program for the purpose of publishing tourism advantages of the State

pursuant to s. 288.017, F.S. VISIT FLORIDA, on behalf of EFI, shall establish guidelines governing the awarding of the grants and administering the program. VISIT FLORIDA, shall forward grant recommendations to EFI and EFI shall forward EFI's recommendations to DEO for final approval.

- V. In accordance with s. 288.12266, F.S., VISIT FLORIDA shall create and administer the Targeted Marketing Assistance Program to enhance the tourism business marketing of small, minority, rural, and agritourism businesses in the State. The program shall provide marketing plans, marketing assistance, promotional support, media development, technical expertise, marketing advice, technology training, social marketing support and other assistance to eligible entities, as defined in s. 288.12266(2), F.S. VISIT FLORIDA shall ensure that at least 50 percent of the eligible entities receiving assistance through the program are independently owned and operated businesses with gross revenues not exceeding \$500,000; VISIT FLORIDA shall provide an annual report to DEO, and then in conjunction with DEO, provide the report to the Governor, President of the Senate, and Speaker of the House of Representatives, documenting as such, as required by s. 288.12266(3), F.S.
- W. VISIT FLORIDA's operations shall fully comply with all provisions 258.1226, F.S., including those requiring the posting of contracts and expenditure information online. VISIT FLORIDA acknowledges that DEO has the right to monitor for compliance with these requirements and agrees to cooperate with DEO and respond to all reasonable requests for documentation evidencing such compliance. DEO reserves all rights herein, including but not limited to, Articles 21 and 22 in connection this requirement.
- X. VISIT FLORIDA shall publish external reports detailing public spending on VISIT FLORIDA's website.
- Y. VISIT FLORIDA shall publish all reports that include metrics and return on investment calculations on VISIT FLORIDA's website.
- Z. VISIT FLORIDA shall publish its organizational chart on VISIT FLORIDA's website.
- AA. VISIT FLORIDA shall publish employee position and salary information on VISIT FLORIDA's website.
- BB. VISIT FLORIDA shall publish relevant audits, tax returns, financial reports and summaries online.
- CC. VISIT FLORIDA shall publish all statutorily required reports on VISIT FLORIDA's website.
- DD.VISIT FLORIDA shall ensure that an Independent third party evaluates and validates the value of contributed media value for VISIT FLORIDA's match contributions under s. 288.1226(6)(b)4, F.S., no less than every three years from July 1, 2017.
- EE. VISIT FLORIDA shall provide DEO with all materials provided to the VISIT FLORIDA Board of Directors simultaneously with providing the information to the VISIT FLORIDA Board members or the public, whichever occurs first. Examples of such material include but are not limited to: announcements, agendas, and board meetings materials in relation to Board of Directors, Executive Board of Directors, and Committee meetings. DEO's Agreement Manager will provide VISIT FLORIDA with a list of DEO staff to whom all such materials must be provided.
- FF. VISIT FLORIDA agrees to update its website with the information required by statute and herein at a minimum of at least once each fiscal quarter.
- III. DEO will:
  - A. Monitor the ongoing activities of VISIT FLORIDA via phone calls, quarterly dask reviews of the documentation submitted for payment requests, and annual site visits to verify that all activities are being performed in accordance with the Agreement to the extent required by law or deemed necessary by DEO in DEO's discretion.
  - B. Perform contract management responsibilities pursuant to the Agreement and applicable law.
  - C. Review VISIT FLORIDA's invoices described herein, and process such invoices on a timely basis.
  - D. Maintain paper or electronic copies of all documents submitted to DEO to the extent required by law.
  - E. Reply to reasonable inquirles from VISIT FLORIDA.
  - F. DEO will submit fixed-price payment requests only upon satisfactory documentation and completion of the Deliverables at the Minimum Level of Service described below in Article IV, Deliverables.

### FUNDING AGREEMENT NO.: S818-003

### **IV. DELIVERABLES:**

- A. Payment shall be made based on DEO's review and approval of the documentation submitted for each Minimum Level of Service, as stated below. DEO's approval shall not be unreasonably withheld.
- B. The payment amount for each quarter does not establish the value of the Deliverables. Attachment II of this Agreement contains quarterly and annual reports required by statute. The submission of the statutorily-required reports contained in Attachment II shall not be the basis for payment under this Agreement, except as otherwise specifically provided herein.

For the first quarter, July 1 – September 30, 2017, VISIT FLORIDA, shall perform the following Deliverables and submit the required Minimum Level of Service documentation on or before October 31, 2017. The quarterly payment amount shall be as specified in Attachment VI, *Payment Schedule*.

Deliverables 1. Operate Official State Welcome Centers. (Article II, item I, above.)	Minimum Leval of Service At a minimum, during the quarter, VISIT FLORIDA Official State Highway Welcome Centers shall be open 85% of the number of required days to be open during the quarter. VISIT FLORIDA shall have the Official State Highway Welcome Centers open from 8-5pm daily. Required days shall not include VISIT FLORIDA staff holidays, closures due to renovations, natural disasters, and closure by DOT of any facility due to partial or total destruction or other declared State of emergency. Documentation shall.include: - Highway Welcome Center should be open during the quarter, and Number of days the Center was open as evidenced by the actual number of days that visitor counts are documented.	Financial Consequences Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each percentage point less than 85.
2. Provide Florida tourism partners with domestic and international event opportunities. (Article II, Item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall coordinate and/or participate in one domestic/intérnational event opportunities to network and/or communicate information to travel professionals, tour operators, travel agents, meeting planners, or consumers as documented for each submitted event with a summary, including date(s), of the event, and at least one of the following: - Florida tourism partner participation list, or - Copy of event program or agenda showing VISIT FLORIDA's participation, or	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each event count below the minimum.

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## FUNDING AGREEMENT NO.: 5818-003

3. Develop Florida travel promotion packages (Article II, item A, above.)	<ul> <li>Copy of contract or involce for booth space/event participation</li> <li>At a minimum, during the quarter, VISIT FLORIDA shall develop and advertise 10 promotion packages as documented by a detailed summary of each submitted. promotion, which shall include the following:         <ul> <li>Promotion name or theme,</li> <li>Dates of the promotion,</li> <li>Media partner name,</li> <li>Media type,</li> <li>Generated media value,</li> <li>Number of impressions, and</li> <li>Participating tourism industry partner names.</li> </ul> </li> </ul>	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each travel promotion count below the minimum.
4. Conduct media relations and swareness activities. (Article II, Item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall distribute a total of 10 press releases or media alerts. Documentation for each submitted proactive media relations and awareness activity shall include a copy of at least one of the following:. - Press release, or - Media alert	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each number below the minimum.
5. Maintain consumer website. (Article II, Item A & FF, above.)	At a minimum, during the quarter, the VISIT FLORIDA website shall document that the official web site – VISITFLORIDA.com – was up and available to consumers for Florida travel information 90% of the time it was required to be up and available during the quarter, and updated at least once during the quarter. Documentation shall include: Third party reporting displaying availability of VISITFLORIDA.com to consumers.	Fallure to meet the Minimum Level of Service during the guarter shall result in a reduction of the total payment for this guarter of \$36,200.00 for each percentage point less than 90.
6. Advertise to consumers and travel trade. (Article II, item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall complete and place a total of 8 advertisements for the travel trade, international, or domestic consumers in at least one of the following and provide dated documentation of each submitted advertisement: Digital, Print, Broadcast or	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each advertisement less than the minimum.

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7. Distribute content via the internet. (Article II, item A, above.)	Out of home (such as: billboards, cinema, train stations, taxi cabs, or other non-traditional media channel) At a minimum, during the quarter, VISIT FLORIDA shall produce a total of 35 content pieces (articles or photographs or videos) for VISIT FLORIDA branded platforms, i.e. social media or website, to provide resources to visitors, as documented by at least one of the following: Dated screen shot or Screen shot with report displaying URL and publish date of the submitted content posted on the VISIT FLORIDA web site and/or social media sites.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each item of content not produced for VISIT FLORIDA branded platforms less than the minimum.
8. Provide visitor research. (Article II, itèm J above.)	At a minimum, during the quarter, VISIT FLORIDA shall complete the Florida Visitor Estimates, as documented by: - A copy of the report of the calendar quarterly visitor volume estimates and tourism indicators for Quarter 2 (April 2017-June 2017*) * Visitor volume estimates are reported on the calendar year.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$5,000.00 for each day the report is late until setisfactorily submitted as determined by DEO in its sole and absolute discretion.

For the second quarter, October 1 ~ December 31, 2017, VISIT FLORIDA shall perform the following Deliverables and submit the required Minimum Level of Service documentation on or before January 31, 2018. The quarterly payment amount shall be as specified in Attachment VI, *Payment Schedule*.

1. Operate Official State At a minimum, during the quarter, VISIT Failure to meet the M	
	ng the
Welcome Centers. FLORIDA Official State Highway Welcome Level of Service durin	
(Article II, item I, above.) Centers shall be open 85% of the number of required days to be open during the quarter. VISIT FLORIDA shall have the Official State Highway Welcome Centers open from 8-Spm dally. Required days shall not include VISIT FLORIDA staff holidays, closures due to renovations, natural disasters, and closure by DOT of any facility due to partial or total destruction or other declared State of emergency. Documentation shall include: - Highway Welcome Center shall not unclude: - Number of days the Center should be open during the quarter, and Number of days each Center was open as evidenced by the actual number of days that visitor counts are documented.	t for this 00 for each

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2. Provide Florida At a minimum, during the quarter, VISIT tourism partners with FLORIDA shall coordinate and/or participate domestic and In five domestic/international event international event opportunities to network and/or opportunities. communicate information to travel (Article II, item A, professionals, tour operators, travel agents, meeting planners, or consumers as above.) documented for each submitted event with a summary, including date(s), of the event, and at least one of the following: Fiorida tourism partner participation list, OP. Copy of event program or agenda showing VISIT FLORIDA's participation, OF ÷... Copy of contract or invoice for booth space/event participation 3. Develop Florida travel At a minimum, during the guarter, VISIT promotion packages FLORIDA shall develop and advertise 40 (Article II, Item A. promotion packages as documented by a above.) detailed summary of each submitted promotion, which shall include the following: Promotion name or theme. Dates of the promotion, Media partner name. Media type. Generated media value. Number of impressions, and Participating tourism Industry partner names. 4. Conduct media At a minimum, during the quarter, VISIT relations and awareness FLORIDA shall distribute a - total of 10 press activities. releases or media alerts. Documentation for (Article II, Item A, each submitted proactive media relations above.) and awareness activity shall include a copy of at least one of the following: Press release, or Media elert 5. Maintain consumer At a minimum, during the quarter, the VISIT FLORIDA website shall document that the website. official web site - VISITFLORIDA.com - was (Article II, item A & FF, up and available to consumers for Florida above.)

Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each event count below the minimum.

Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each travel promotion count below the minimum.

At a minimum, during the quarter, the VISIT FLORIDA website shall document that the official web site – VISITFLORIDA.com – was up and available to consumers for Florida travel information 90% of the time it was required to be up and available during the quarter, and updated at least once during the quarter. Documentation shall include: Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each number below the minimum.

Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each percentage point less than 90.

	Third party reporting displaying availability of VISITFLORIDA.com to consumers.	
6. Advertise to consumers and travel trade. (Article II, item A, abova.)	At a minimum, during the quarter, VISIT FLORIDA shall complete and place a total of 6 advertisements for the travel trade, International, or domestic consumers in at least one of the following and provide dated documentation of each submitted advertisement: Digital, Print, Broadcast or Out of home (such as: billiboards, cinema, train stations, taxl cabs, or other non-traditional media channel)	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each advertisement less than the minimum.
7. Distribute content via the internet. (Article II, îtem A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall produce a total of 35 content pleces (articles or photographs or videos) for VISIT FLORIDA branded platforms, i.e. social media or website, to provide resources to visitors, as documented by at least one of the following: Dated screen shot or Screen shot with report displaying URL and publish date of the submitted content posted on the VISIT FLORIDA web site and/or social media sites.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each Item of content not produced for VISIT FLORIDA branded platforms fess than the minimum.
8. Provide visitor research. (Article II, item J, above.)	At a minimum, during the quarter, VISIT FLORIDA shall complete the Florida Visitor Estimates, as documented by: - A copy of the report of the calendar quarterly visitor volume estimates and tourism indicators for Quarter 3 (July 2017-September 2017*) * Visitor volume estimates are reported on the calendar year.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$5,000.00 for each day the report is late until satisfactorily submitted as determined by DEO in its sole and absolute discretion.

For the third quarter, January 1 – March 31, 2018, VISIT FLORIDA, shall perform the following Deliverables and submit the required Minimum Level of Service documentation on or before April 30, 2018. The quarterly payment amount shall be as specified in Attachment VI, *Payment Schedule*.

 Deliverables
 Minimum Level of Service
 Fluin

 1. Operate Official State
 At a minimum, during the quarter, VISIT
 Fallure

 Welcome Centers.
 FLORIDA Official State Highway Welcome
 Level of Quarter

 (Article II, Item I, above.)
 Centers shall be open 85% of the number of required days to be open during the quarter.
 reduct

Financial Consequences Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment

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VISIT FLORIDA shall have the Official State Highway Welcome Centers open from 8-5pm daily. Required days shall not include VISIT FLORIDA staff holidays, closures due to renovations, natural disasters, and closure by DOT of any facility due to partial or total destruction or other declared State of emergency. Documentation shall include:

- Highway Welcome Center location,
- Number of days the Center should be open during the quarter, and

Number of days each Center was open as evidenced by the actual number of days that visitor counts are documented. At a minimum, during the quarter, VISIT FLORIDA shall coordinate and/or participate in seven domestic/international event opportunities to network and/or communicate information to travel professionals, tour operators, travel agents, meeting planners, or consumers as documented for each submitted event with a summary, including date(s), of the event, and at least one of the following:

- Florida tourism partner participation list, or
- Copy of event program or agenda showing VISIT FLORIDA's participation, or
- Copy of contract or invoice for booth space/event participation

At a minimum, during the quarter, VISIT FLORIDA shall develop and advertise 40promotion packages as documented by a detailed summary of each submitted promotion, which shall include the following:

- Promotion name or theme,
- Dates of the promotion,
- Media partner name,
- Media type,
- Generated media value,
- Number of Impressions, and
- Participating tourism industry partner names.

4. Conduct media relations and awareness activities. (Article II, item A, above.)

3. Develop Florida travel

promotion packages

(Article II, Item A.

above.)

2. Provide Florida

domestic and

apportunities.

above.)

(Article II, item A,

tourism partners with

International event

At a minimum, during the quarter, VISIT FLORIDA shall distribute a - total of 10 press releases or media aierts. Documentation for each submitted proactive media relations for this quarter of \$36,200.00 for each percentage point less than 85.

Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each event count below the minimum.

Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each travel promotion count below the minimum.

Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00

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	and awareness activity shall include a copy of at least one of the following: Press release, or Media alert	for each number below the minimum.
5. Maintein consumer website. (Article II, Item A & FF, above.)	At a minimum, during the quarter, the VISIT FLORIDA website shall document that the official web site VISITFLORIDA.com was up and available to consumers for Florida travel information 90% of the time it was required to be up and available during the quarter, and updated at least once during the quarter. Documentation shall include: Third party reporting displaying availability of VISITFLORIDA.com to consumers.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each percentage point less than 90.
6. Advertise to consumers and travel trade. (Article II, item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall complete and place a total of 8 advertisements for the travel trade, international, or domestic consumers in at least one of the following and provide dated documentation of each submitted advertisement: Digital, - Print, Broadcast or - Out of home (such as: biilboards, cinema,	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each advertisement less than the minimum.
	train stations, taxi cabs, or other non- traditional media channel}	
7. Distribute content via the internet. (Article II, Item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall produce a total of 35 content pleces (articles or photographs or videos) for VISIT FLORIDA branded platforms, i.e. social media or website, to provide resources to visitors, as documented by at least one of the following: Dated screen shot or Screen shot with report displaying URL and publish date of the submitted content posted on the VISIT FLORIDA web site and/or social media sites.	Fallure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each item of content not produced for VISIT FLORIDA branded platforms less than the minimum.
8. Provide visitor	At a minimum, during the quarter, VISIT FLORIDA shall complete the Florida Visitor	Fallure to meet the Minimum Level of Service during the
research. (Article II, item J, above.)	Estimates, as documented by: - A copy of the report of the calendar quarterly visitor volume estimates and tourism indicators for Quarter 4 (October 2017-December 2017*)	quarter shall result in a reduction of the total payment for this quarter of \$5,000.00 for each day the report is late until satisfactorily submitted as
	Dece 24 of 41	

### FUNDING AGREEMENT NO .: 5818-003

• Visitor volume estimates are reported on the calendar year.

determined by DEO in its sole and absolute discretion.

For the fourth quarter, April 1 – June 30, 2018, VISIT FLORIDA, shall perform the following Deliverables and submit the required Minimum Level of Service documentation on or before July 31, 2018. The quarterly payment amount shall be as specified in Attachment VI, *Payment Schedule*.

Deliverables	Minimum Level of Service	Financial Consequences
1. Operate Official State Welcome Centers.	At a minimum, during the quarter, VISIT FLORIDA Official State Highway Welcome	Failure to meet the Minimum Level of Service during the
(Article II, item I, above.)	Centers shail be open 85% of the number of required days to be open during the quarter. VISIT FLORIDA shail have the Official State Highway Welcome Centers open from 8-5pm daily. Required days shall not include VISIT FLORIDA staff holidays, closures due to renovations, natural disasters, and closure by DOT of any facility due to partial or total destruction or other declared State of emargency. Documentation shall include: - Highway Welcome Center location, - Number of days the Center should be open during the quarter, and Number of days each Center was open as evidenced by the actual number of days that visitor counts are documented.	quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each percentage point less than 85.
2. Provide Fiorida tourism partners with domestic and international event opportunities. (Article II, item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall coordinate and/or participate in four domestic/international event opportunities to network and/or - communicate information to travel professionals, tour operators, travel agents, meeting planners, or consumers as documented for each submitted event with a summary, including date(s) of the event, and at least one of the following: Florida tourism partner participation list, or Copy of event program or agenda showing VISIT FLORIDA's participation, or Copy of contract or invoice for booth space/event participation.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each event count below the minimum.
3. Develop Florida travel promotion packages	At a minimum, during the quarter, VISIT FLORIDA shall develop and advertise 40 promotion packages as documented by a	Failure to meet the Minimum Level of Service during the quarter shall result in a
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### FUNDING AGREEMENT NO.: SB18-003

(Article II, item A, above.)	detailed summary of each submitted promotion, which shall include the following: Promotion name or theme, Dates of the promotion, Media partner name, Media type, Generated media value, Number of impressions, and Participating tourism industry partner names.	reduction of the total payment for this quarter of \$36,200.00 for each travel promotion count below the minimum.
4. Conduct media relations and awareness activities. (Article II, item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall distribute a - total of 10 press releases or media alerts. Documentation for each submitted proactive media relations and awareness activity shall include a copy of at least one of the following: - Press release, or - Media alart	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each number below the minimum.
5. Maintain consumer website. (Article II, item A & FF, above.)	At a minimum, during the quarter, the VISIT FLORIDA website shall document that the official web site – VISITFLORIDA.com – was up and available to consumers for Florida travel information 90% of the time it was required to be up and available during the quarter, and updated at least once during the quarter. Documentation shall include: - Third party reporting displaying availability of VISITFLORIDA.com to consumers.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each percentage point less than 90.
6. Advertise to consumers and travel trade. (Article II, item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall complete and place a total of 8 advertisements for the travel trade, international, or domestic consumers in at least one of the following and provide dated documentation of each submitted advertisement: Digital, Print, Broadcast or Out of home (such as: billboards, cinema, train stations, taxi cabs, or other non-traditional media channel)	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each advertisement less than the minimum.

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7. Distribute content via the internet. (Article II, item A, above.)	At a minimum, during the quarter, VISIT FLORIDA shall produce a total of 35 contant pieces (articles or photographs or videos) for VISIT FLORIDA branded platforms, i.e. social media or website, to provide resources to visitors, as documented by at least one of the following: Dated screen shot or Screen shot with report displaying URL and publish date of the submitted contant posted on the VISIT FLORIDA web site and/or social media sites.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$36,200.00 for each item of content not produced for VISIT FLORIDA branded platforms less than the minimum.
8. Provide visitor research. (Article II, item J, above.)	At a minimum, during the quarter, VISIT FLORIDA shall complete the Florida Visitor Estimates, as documented by: A copy of the report of the calendar quarterly visitor volume estimates and tourism indicators for Quarter 1 (January 2018-March 2018*) * Visitor volume estimates are reported on the calendar year.	Failure to meet the Minimum Level of Service during the quarter shall result in a reduction of the total payment for this quarter of \$5,000.00 for each day the report is late until satisfactorily submitted.

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### ATTACHMENT II

### REPORTS

The following reports shall be submitted to DEO as specified below. The submission of these reports shall not be the basis for payment under this Agreement except as otherwise specifically provided herein. Except as otherwise provided herein, failure to submit the required reports shall result in financial sanctions as specified in Attachment III, Sonctions, of the Agreement.

### **REPORT SUBMISSION REQUIREMENTS:**

- A. On or before execution of this Agreement VISIT FLORIDA shall submit the following to DEO:
  - 1. A detailed FY2017-2018 operating budget specifying the use of State funds under this Agreement. Fursuant to s. 288.1226(12), F.S., the proposed operating budget shall contain specific amounts to be expended on advertising, marketing, promotions, events, other capital outlay, salaries and benefits for each VISIT FLORIDA employee.
  - 2. The most current copy of the report(s) described in section ILCC., Attachment i, Scope of Work.
  - 3. The most current copy of the operating agreement between VISIT FLORIDA and EFI.
  - 4. Written certification, by the Chief Financial Officer of VISIT FLORIDA, that the Economic Risk Response Fund contains at least \$2 million.
  - A copy of the VISIT FLORIDA Board approved, VISIT FLORIDA Annual Marketing Plan for FY2017-2018.
- B. On or before September 15, 2017, VISIT FLORIDA shall provide a report of VISIT FLORIDA's Integration of the Florida Strategic Plan for Economic Development, using a form provided by DEO; VISIT FLORIDA shall list the specific strategies implemented; for each of the implemented strategies VISIT FLORIDA shall provide specific examples of activities and programs accomplished.
- C. On or before August 30, 2017, VISIT FLORIDA shall electronically submit a completed Audit Compliance Certification (a version of this certification is attached hereto as Attachment V to audit@deo.myflorida.com.) VISIT FLORIDA's timely submittal of one completed Audit Compliance Certification for each applicable fiscal year will fulfill this requirement within all agreements (e.g., contracts, subcontracts, grants, subgrants, memoranda of understanding, memoranda of agreement, aconomic incentive award agreements, etc.) between DEO and VISIT FLORIDA.
- D. Using a form provided by DEO, a report detailing expenditures with minority and service-disabled veteran businesses for each quarter FY2017-2018. The report shall also include copies of invoices or a computer printout verifying the data reported. If no expenditures were made to such businesses, VISIT FLORIDA shall submit the form marked "none." The report and required backup documentation shall be submitted to DEO within 10 working days following the end of each quarter (October 10, 2017; January 10, 2018; April 10, 2018; July 10, 2018).
- E. On or before October 15, 2017, VISIT FLORIDA shall provide a copy of the current 4-year marketing plan. Within 30 days following any update of or revision to the 4-year marketing plan, which is approved by the VISIT FLORIDA Board of Directors, VISIT FLORIDA shall provide DEO with a copy of the plan including any recommendations for specific performance standards and measurable outcomes for VISIT FLORIDA.

- F. On or before October 15, 2017 VISIT FLORIDA shall prepare and submit to DEO an annual report documenting tourism promotion and marketing activities, services, functions, and programs containing all the Items specified in s. 288.923(4)(d), F.S. The report shall also detail the procedures and methodologies used for calculating these annual performance measures and provide a final accounting of the FY2016-2017 annual performance measures for the prior fiscal year as required for inclusion in DEO's Annual Report per s. 20.60(11), F.S. and VISIT FLORIDA's integration of the Florida Strategic Plan for Economic Development with a list of the specific strategies Implemented; for each of the implemented strategies VISIT FLORIDA shall provide specific examples of activities and programs accomplished.
- G. For the period covering July 1 September 30, 2017, VISIT FLORIDA shall submit the following to DEO on or before October 31, 2017:
  - A report specifying the April 1 June 30, 2017 activities engaged in by VISIT FLORIDA related to the development and conduction of the marketing campaign, the process for dissemination of information, and an accounting of funds expended to market the State to veterans as required by a. 295-23(3), F.S.
  - Report on the amount of private sector contributions, based on the requirements and categories listed in s. 288.904(2), F.S., with written certification of the amounts in each required category of one-to-one match. The report shall detail the match methodology used and reflect the contributions for the previous fiscal year ending June 30, 2017.
  - 3. A report detailing VISIT FLORIDA's annual return on investment from VISIT FLORIDA's FY2016-2017 domestic advertising campaigns.
  - 4. An annual financial and compliance audit of its financial accounts and records by an independent certified public accountant pursuant to Generally Accepted Auditing Standards and s. 288.1226, F.S. The annual audit shall be in accordance with s. 11.45, s. 215.97 and s. 288.1226(7), F.S. VISIT FLORIDA shall submit to DEO two copies of the audit report and a copy of any auditor recommendations as a result of the audit. A letter shall accompany the above, detailing corrective action taken by VISIT FLORIDA on any adverse findings or recommendations of the auditors. The report may not reveal the identity of any person who has anonymously made a donation to the Florida Tourism Industry Marketing Corporation d/b/a/VISIT FLORIDA.
  - 5. To the extent that Florida is For Veterans, Inc., acts to develop performance measures as required by s. 295.21, F.S., et seq., VISIT FLORIDA shall submit to DED the specific performance measures jointly developed with Florida is For Veterans, Inc., by which the research and marketing campaign is established, as provided in s. 295.23, F.S.
  - 6. A report detailing the specific activities and projects instituted and an accounting of funds expended for the Targeted Marketing Assistance Program under's. 288.12266, F.S., during the reporting quarter and documentation that at least 50 percent of the eligible entities receiving assistance through the program are independently owned and operated businesses with gross revenues not exceeding \$500,000.
  - A fiscal report comparison to the original budget, of State funds, submitted at the beginning of the fiscal year and expenditures, by quarter and year-to-date, of the appropriated State funding relating to this Agreement.
  - 8. A quarterly interest payment to DEO with the interest from, and the account statement(s) of, all independent and separate interest bearing account(s) in which the advance of the State Economic Enhancement and Development fund appropriation (\$10,000,000) has been deposited and invested, in accordance with the terms of this Agreement. Once funds have been totally expended and no interest earned, VISIT FLORIDA shall provide DEO with an account statement(s) and a signed statement from VISIT FLORIDA's Chief Financial Officer to that effect.

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- 9. A Final Reconciliation Report of all FV2016-2017 State funds expended under Agreement SB17-003, including the advance payment. The report shall include a comparison of the total of all expense categories of the State funds, related to Agreement SB17-003, expended during the 2016-2017 fiscal year with the total of all State funds obligated in original budget submitted at the beginning of the 2016-2017 fiscal year, and indicate any unobligated funds that must be returned to the State.
- 10. A report detailing VISIT FLORIDA's s. 288,1226(6), F.S. match requirement methodology and the amount of such match contributions as of the end of reporting quarter.
- 11. A written attestation, signed by an Officer of VISIT FLORIDA, that all documentation submitted with the involce package is true and correct and VISIT FLORIDA is operating in conformity with all the requirements of this Agreement and all applicable laws and regulations. Submission of this document is required for payment. Submission of this document is required for payment.
- 12. A report, covering the period from April 1 June 30, 2017, as required in s. 288.1226(8), F.S., including:
  - A measure of the current vitality of the visitor industry of this State as compared to the vitality of such industry for the year to date and for comparable date of past years;
  - Detailed, unaudited financial statements of the sources and uses of public and private funds;
  - c) Progress towards annual goals and objectives set forth in the 4-year marketing plan;
  - d) A review of all pertinent research findings; and
  - e) Other measures of accountability as requested by EFI and/or DEO.
  - f) VISIT FLORIDA must take all steps necessary to provide all data that is used to develop the report, including source data, to the Office of Economic and Demographic Research.
- H. For the period covering October 1 December 31, 2017, VISIT FLORIDA shall submit the following to DEO on or before January 31, 2018:
  - A report specifying the July 1- September 30, 2017 activities engaged in by VISIT FLORIDA related to the development and conduction of the marketing campaign, the process for dissemination of information and an accounting of funds expended to market the State to veterans as required by s. 295.23(3), F.S.
  - 2. A report detailing the specific activities and projects instituted and an accounting of funds expended for the Targeted Marketing Assistance Program under s. 288.12266, F.S., during the reporting quarter and documentation that at least 50 percent of the eligible entities receiving assistance through the program are independently owned and operated businesses with gross revenues not exceeding \$500,000.
  - A fiscal report comparison of the original budget, of State funds, submitted at the beginning of the fiscal year and expenditures, by quarter and year-to-date, of the appropriated State funding relating to this Agreement.
  - 4. A quarterly interest payment to DEO with the interest from, and the account statement(s) of, all independent and separate interest bearing account(s) in which the advance of the State Economic Enhancement and Development fund appropriation (\$10,000,000) has been deposited and invested, in accordance with the terms of this Agreement. If funds have been totally expended and no interest earned, VISIT FLORIDA shall provide DEO with an account statement(s) and a signed statement from VISIT FLORIDA's Chief Financial Officer to that effect.
  - 5. A report detailing VISIT FLORIDA's s. 288.1226(6), F.S. match requirement methodology and the amount of such match contributions as of the end of reporting quarter.
  - 6. A written attestation, signed by an Officer of VISIT FLORIDA, that all documentation submitted with the invoice package is true and correct and VISIT FLORIDA is operating in conformity with all the requirements of this Agreement and all applicable laws and regulations. Submission of this document is required for payment.

- A report, covering the period from July 1 September 30, 2017, as required in s. 288.1226(8), F.S. Including:
  - A measure of the current vitality of the visitor industry of this State as compared to the vitality of such industry for the year to date and for comparable date of past years;
  - b) Detailed, unaudited financial statements of the sources and uses of public and private funds;
  - c) Progress towards annual goals and objectives set forth in the 4-year marketing plan;
  - d) A review of all pertinent research findings; and
  - e) Other measures of accountability as requested by EFI and/or DEO.
  - f) VISIT FLORIDA must take all steps necessary to provide all data that is used to develop the report, including source data, to the Office of Economic and Demographic Research.
- For the period covering January 1 March 31, 2018, VISIT FLORIDA shall submit the following to DEO on or before April 30, 2018.
  - A report detailing the January 1 March 31, 2018 activities engaged in by VISIT FLORIDA related to the development and conduction of the marketing campaign, the process for dissemination of information and an accounting of funds expended to market the State to veterans as required by s. 295,23(3), F.S.
  - 2. A report detailing the specific activities and projects instituted and an accounting of funds expended for the Targeted Marketing Assistance Program under s. 288.12266, F.S., during the reporting quarter and documentation that at least 50 percent of the eligible entities receiving assistance through the program are independently owned and operated businesses with gross revenues not exceeding \$500,000.
  - A fiscal report comparison of the original budget, of State funds, submitted at the beginning of the fiscal year and expenditures, by quarter and year-to-date, of the appropriated State funding relating to this Agreement.
  - 4. A quarterly interest payment to DEO with the interest from, and the account statement(s) of, all independent and separate interest bearing account(s) in which the advance of the State Economic Enhancement and Development fund appropriation (\$10,000,000) has been deposited and invested, in accordance with the terms of this Agreement. If funds have been totally expended and no interest earned, VISIT FLORIDA shall provide DEO with an account statement(s) and a signed statement from VISIT FLORIDA's Chief Financial Officer to that effect.
  - 5. A report detailing VISIT FLORIDA's s. 288.1226(6), F.S. match requirement methodology and the amount of such match contributions as of the end of reporting quarter. DEO has the right, but not the obligation, in DEO's sole discretion which shall not be unreasonably withheid, to withhold any portion or all of this Quarter 3 payment in a dollar amount equal to the dollar amount of any shortfall of the required s. 288.1226(6), F.S. one-to-one match, which must be verified and approved by DEO, that is required by Quarter's end pursuant to Attachment VI, Payment Schedule (i.e. DEO-approved documentation of \$59,000,000 total match by the end of Quarter 3).
  - 6. A written attestation, signed by an Officer of VISIT FLORIDA, that all documentation submitted with the invoice package is true and correct and VISIT FLORIDA is operating in conformity with all the requirements of this Agreement and all applicable laws and regulations. Submission of this document is required for payment.
  - A report, covering the period from January 1 -- March 31, 2017, as required in s. 288.1226(8), F.S. including:
    - g) A measure of the current vitality of the visitor industry of this State as compared to the vitality of such industry for the year to date and for comparable date of past years;
    - h) Detailed, unaudited financial statements of the sources and uses of public and private funds;
    - Progress towards annual goals and objectives set forth in the 4-year marketing plan;

- ]) A review of all pertinent research findings; and
- k) Other measures of accountability as requested by EFI and/or DEO.
- I) VISIT FLORIDA must take all steps necessary to provide all data that is used to develop the report, including source data, to the Office of Economic and Demographic Research.
- J. On or before June 15, 2018, VISIT FLORIDA shall review all applications and make final grant award recommendations for the Cooperative Advertising Matching Grants and Convention Grants to DEO for approval.
- M. On or before June 25, 2018, VISIT FLORIDA shall provide DEO with a full accounting and final summary of the 288,1226(6), F.S. match requirement contribution.
- L. For the period covering April 1 June 30, 2018, VISIT FLORIDA shall submit the following to DEO on or before July 31, 2018.
  - A report specifying the specific April 1 June 30, 2018 activities engaged in by VISIT FLORIDA related to the development and conduction of the marketing campaign, the process for dissemination of information, and an accounting of funds expended to market the State to veterans as required in s. 295.23(3), F.S.
  - A report detailing the specific activities and projects instituted and an accounting of funds expended for the Targeted Marketing Assistance Program under s. 288.12266, F.S. The report must document that at least 50 percent of the eligible entities receiving assistance through the program are independently owned and operated businesses with gross revenues not exceeding \$500,000.
  - A fiscal report comparison of the original budget, of State funds, submitted at the beginning of the fiscal year and expenditures, by quarter and year-to-date, of the appropriated State funding relating to this Agreement.
  - 4. A reporting detailing the influence of VISIT FLORIDA's tourism promotion and marketing activities, services, functions, and programs on consumers. The report shall contain a calculation of the percentage of consumers that were influenced by VISIT FLORIDA's marketing tools in a calendar year. For the purposes of this report, "Influence" shall be defined as those consumers who made a decision to visit Florida based on VISIT FLORIDA's marketing activities and programs.
  - 5. A report detailing the results of a VISIT FLORIDA client satisfaction survey for FY2017-2018. VISIT FLORIDA, shall contract with an independent research vendor who specializes in surveys and/or marketing research to conduct a comprehensive satisfaction survey of VISIT FLORIDA's Partners and non-Partner representative members of the tourism industry to determine if the tourism industry is satisfied with the tourism promotion and marketing activities, services, functions, and programs of VISIT FLORIDA and its efforts to promote travel to Florida.
  - 6. Provide a quarterly interest payment to DEO with the interest from, and the account statament(s) of, all independent and separate interest bearing account(s) in which the advance of the State Economic Enhancement and Development fund appropriation (\$10,000,000) has been deposited and invested, in accordance with the terms of this Agreement. If funds have been totally expended and no interest earned, VISIT FLORIDA shall provide DEO account statement(s) and a signed statement from VISIT FLORIDA's Chief Financial Officer to that effect.
  - 7. A report and final accounting detailing VISIT FLORIDA's s. 288.1226(6), F.S. match requirement contributions as of the end of the fiscal year, updating the June 25, 2018 report as necessary. DEO has the right, but not the obligation, in DEO's sole discretion which shall not be unreasonably withheld, to withhold any portion or all of this Quarter 4 payment in a dollar amount equal to the dollar amount of any shortfall of the required s. 288.1226(6), F.S. one-to-one match, which must be verified and approved by DEO, that is required by

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Quarter's end pursuant to Attachment VI, Payment Schedule (i.e. DEO-approved documentation of \$76,000,000 total match by the end of Quarter 4).

- 8. A written attestation, signed by an Officer of VISIT FLORIDA, that all documentation submitted with the invoice package is true and correct and VISIT FLORIDA is operating in conformity with all the requirements of this Agreement and all applicable laws and regulations. Submission of this document is required for payment.
- An annual reporting of the measures contained in the table on the following page ("Annual Measures per s. 20.60(11), F.S."), as required for inclusion in DEO's Annual Report per s. 20.60(11), F.S.
- 10. A report, covering the period from April 1 June 30, 2018, as required in s. 288.1226(8), F.S. including:
  - m) A measure of the current vitality of the visitor industry of this State as compared to the vitality of such industry for the year to date and for comparable date of past years;
  - n) Detailed, unaudited financial statements of the sources and uses of public and private funds;
  - o) Progress towards annual goals and objectives set forth in the 4-year marketing plan;
  - p) A review of all pertinent research findings; and
  - g) Other measures of accountability as requested by EFI and/or DEO.
  - r) VISIT FLORIDA must take all steps necessary to provide all data that is used to develop the report, including source data, to the Office of Economic and Demographic Research.

Annual Measure per s. 20.60(11), F.S.	FY 2017-2018
Maintain annual percentage of domestic visitors to Florida influenced by VISIT FLORIDA's primary marketing programs.	30%
Maintain annual share of domestic vacation trips.	15%
Maintain annual share of international visitor spending.	20%
Maintain annual market share in traditional feeder markets.	20%
Growth in annual market share in emerging markets. VISIT FLORIDA Marketing Activities 1. Total number of individual businesses actively participating in VISIT FLORIDA marketing activities. 2. Number of individual businesses, located in Rural Area of Opportunity (RAO)-designated communities, actively participating in VISIT FLORIDA marketing activities and the percentage coverage of the total RAO-designated communities.	17% 1. 12,000 2. 600 / 90%
Total industry investment in VISIT FLORIDA programs	\$75 Million
Number of strategies in the Florida Strategic Plan for Economic Development being implemented by VISIT FLORIDA	4

- End of Attachment -

Page 33 of 41

### ATTACHMENT III SANCTIONS

Pursuant to s. 215.971, F.S., DEO shall impose the following sanctions as Financial Consequences upon the occurrence of the following:

Except as otherwise provided herein, should VISIT FLORIDA fail to submit a report, documentation or information in its entirety by its due date as required by Attachment II of this Agreement, or should DED reject a submittal as insufficient considering the clear requirements of Attachment II, upon written notice from DEO of the specific submittal failure, VISIT FLORIDA shall submit the required report, information or documentation within 10 working days. DEO may, in its sole discretion, grant VISIT FLORIDA a waiver or extension beyond the 10 working days for good cause shown. DEO shall have sole and absolute discretion over extensions and waivers of required reports.

Except as otherwise provided herein, if DEO does not receive the report, documentation or information in accordance with the above paragraph, DEO will assess a Financial Consequence in the amount of \$500.00 for each day after the new submittal date or after DEO provides written notice to VISIT FLORIDA of the rejection, until such time as the report, documentation or information is satisfactorily completed, as determined by DEO considering the clear requirements of Attachment II. However, total Financial Consequence for non-submittal or insufficient submittal of any report, documentation or information shall not exceed \$25,000, provided that VISIT FLORIDA is making a good faith effort to produce the relevant report, documentation or information, or production of said report, documentation or information shall not exceed \$25,000, provided that VISIT FLORIDA is making a good faith effort to produce the relevant report, documentation or information, or production of said report, documentation or information or information is satisfactorily impossible.

-End of Attachment -

### ATTACHMENT IV AUDIT REQUIREMENTS

The administration of resources awarded by DEO to the recipient may be subject to audits and/or monitoring by DEO as described in this Attachment.

### MONITORING

In addition to reviews of audits conducted in accordance with 2 CFR Part 200 and Section 215.97, F.S., as revised (see "AUDITS" below), monitoring procedures may include, but not be limited to, on-site visits by DEO staff, limited scope audits as defined by 2 CFR Part 200, as revised, and/or other procedures. By entering into this agreement, the recipient agrees to comply and cooperate with any monitoring procedures/processes deemed appropriate by DEO. In the event DEO determines that a limited scope audit of the recipient is appropriate, the recipient agrees to comply and cooperate with any monitoring to the recipient regarding such audit. The recipient further agrees to comply and cooperate with any inspections, reviews, investigations, or audits deemed necessary by the Chief Financial Officer (CFO) or Auditor General.

### AUDITS

PART I: FEDERALLY FUNDED This part is applicable if the recipient is a State or local government or a non-profit organization as defined in 2 CFR Part 200, as revised.

- 1. In the event that the recipient expends \$750,000 or more in Federal awards in its fiscal year, the recipient must have a single or program-specific audit conducted in accordance with the provisions of 2 CFR Part 200, as revised. EXHIBIT 1 to this agreement indicates Federal resources awarded through DED by this agreement. In determining the Federal awards expended in its fiscal year, the recipient shall consider all sources of Federal awards, including Federal resources received from DEO. The determination of amounts of Federal awards expended should be in accordance with the guidelines established by 2 CFR Part 200, as revised. An audit of the recipient conducted by the Auditor General in accordance with the provisions of 2 CFR Part 200, as conducted by the recipient conducted by the spect.
- 2. In connection with the audit requirements addressed in Part I, paragraph 1, the recipient shall fulfill the requirements relative to auditee responsibilities as provided in Subpart F of 2 CFR Part 200, as revised.
- 3. If the recipient expends less than \$750,000 in Federal awards in its fiscal year, an audit conducted in accordance with the provisions of 2 CFR Part 200, as revised, is not required. In the event that the recipient expends less than \$750,000 in Federal awards in its fiscal year and elects to have an audit conducted in accordance with the provisions of 2 CFR Part 200, as revised, the cost of the audit must be paid from non-Federal resources (i.e., the cost of such an audit must be paid from the recipient resources obtained from other than Federal entities).
- 4. Title 2 CFR 200, entitled Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, also known as the Super Circular, supersedes and consolidates the requirements of OMB Circulars A-21, A-87, A-110, A-122, A-89, A-102 and A-133 and is effective for Federal awards or increments of awards issued on or after December 26, 2014. Please refer to 2 CFR 200 for revised definitions, reporting requirements and auditing thresholds referenced in this attachment and agreement accordingly.

**PART II: STATE FUNDED** This part is applicable if the recipient is a non-State entity as defined by Section 215.97(2), Florida Statutes.

- 1. In the event that the recipient expends a total amount of State financial assistance equal to or in excess of \$750,000 in any fiscal year of such recipient (for fiscal years ending September 30, 2004 or thereafter), the recipient must have a State single or project-specific audit for such fiscal year in accordance with Section 215.97, Florida Statutes; applicable rules of the Department of Financial Services; and Chapters 10.550 (local governmental entities) or 10.650 (nonprofit and for-profit organizations), Rules of the Auditor General. EXHIBIT 1 to this agreement indicates State financial assistance awarded through DEO by this agreement. In determining the State financial assistance expended in its fiscal year, the recipient shall consider all sources of State financial assistance, including State financial assistance received from DEO, other State agencies, and other non-State entities. State financial assistance does not include Federal direct or pass-through awards and resources received by a non-State entity for Federal program matching requirements.
- 2. In connection with the audit requirements addressed in Part II, paragraph 1, the recipient shall ensure that the audit complies with the requirements of Section 215.97(8), Florida Statutes. This includes submission of a financial reporting package as defined by Section 215.97(2), Florida Statutes, and Chapters 10.550 (local governmental entities) or 10.650 (nonprofit and for-profit organizations), Rules of the Auditor General.
- 3. If the recipient expends less than \$750,000 in State financial assistance in its fiscal year (for fiscal years ending September 30, 2004 or thereafter), an audit conducted in accordance with the provisions of Section 215.97, Florida Statutes, is not required. In the event that the recipient expends less than \$750,000 in State financial assistance in its fiscal year and elects to have an audit conducted in accordance with the provisions of Section 215.97, Florida Statutes, the cost of the audit must be paid from the non-State entity's resources (i.e., the cost of such an audit must be paid from the recipient's resources obtained from other than State entities).
- Additional Information regarding the Florida Single Audit Act can be found at: http://www.myflorida.com/audgen/pages/fisea.htm

PART III: OTHER AUDIT REQUIREMENTS

### N/A

### PART IV: REPORT SUBMISSION

- Copies of reporting packages for audits conducted in accordance with 2 CFR Part 200, as revised, and required by Part I of this agreement shall be submitted, when required by Section .512, 2 CFR Part 200, as revised, by or on behalf of the recipient <u>directly</u> to each of the following:
- A. DEO at each of the following addresses:

Electronic copies (preferred):	or	Paper (hard copy):
Audit@deo.myflorida.com		Department Economic Opportunity
		MSC # 130, Caldwell Building
		107 East Madison Street
		Tailahassee, FL 32399-4126

B. The Federal Audit Clearinghouse designated in 2 CFR Part 200, as revised (the number of copies required by Section .512, 2 CFR Part 200, as revised, should be submitted to the Federal Audit Clearinghouse), at the following address:

Federal Audit Clearinghouse Bureau of the Census 1201 East 10<sup>th</sup> Street Jeffersonville, IN 47132

- C. Other Federal agencies and pass-through entities in accordance with Section .512, 2 CFR Part 200, as revised.
- 2. Pursuant to Section .512, 2 CFR Part 200, as revised, the recipient shall submit a copy of the reporting package described in Section .512, 2 CFR Part 200, as revised, and any management letter issued by the auditor, to DEO at each of the following addresses:

Electronic copies (preferred):	or	Paper (hard copy);
Audit@deo.myflorida.com		Department Economic Opportunity
		MSC # 130, Caldwell Building
		107 East Madison Street
		Tellahassee, FL 32399-4126

- 3. Copies of financial reporting packages required by PART II of this agreement shall be submitted by or on behalf of the recipient <u>directly</u> to each of the following:
- A. DEO at each of the following addresses:

Electronic copies (preferred):	ог	Paper (hard copy):
Audit@deo.myflorida.com		Department Economic Opportunity
		MSC # 130, Caldwell Building
		107 East Madison Street
		Tallehassee, FL 32399-4126

B. The Auditor General's Office at the following address:

Auditor General Local Government Audits/342

Claude Pepper Building, Room 401

111 West Madison Street

Tallahassee, FL 32399-1450

Email Address: flaudgen\_localgovt@aud.State.fl.us

4. Copies of reports or the management letter required by Part III of this agreement shall be submitted by or on behalf of the recipient <u>directly</u> to:

A. DEO at each of the following addresses: N/A

Page 37 of 41

- Any reports, management letter, or other information required to be submitted to DEO pursuant to this
  agreement shall be submitted timely in accordance with 2 CFR Part 200, Florida Statutes, and Chapters
  10.550 (local governmental entities) or 10.650 (nonprofit and for-profit organizations), Rules of the Auditor
  General, as applicable.
- 6. Recipients, when submitting financial reporting packages to DEO for audits done in accordance with 2 CFR Part 200 or Chapters 10.550 (local governmental entities) or 10.650 (non-profit and for-profit organizations), Rules of the Auditor General, should indicate the date that the reporting package was delivered to the recipient in correspondence accompanying the reporting package.

### PART V: RECORD RETENTION

1. The recipient shall retain sufficient records demonstrating its compliance with the terms of this agreement for a period of five (5) years from the date the audit report is issued, or five (5) State fiscal years after all reporting requirements are satisfied and final payments have been received, whichever period is longer, and shall allow DEO, or its designee, CFO, or Auditor General access to such records upon request. The recipient shall ensure that audit working papers are made available to DEO, or its designee, CFO, or Auditor General upon request for a period of five (5) years from the date the audit report is issued, unless extended in writing by DEO. In addition, if any litigation, claim, negotiation, audit, or other action involving the records has been started prior to the expiration of the controlling period as identified above, the records shall be retained until completion of the action and resolution of all issues which arise from it, or until the end of the controlling period as identified above, whichever is longer.

-End of Attachment-

### **EXHIBIT 1 to Attachment IV**

FEDERAL RESOURCES AWARDED TO THE RECIPIENT PURSUANT TO THIS AGREEMENT CONSIST OF THE FOLLOWING: None

COMPLIANCE REQUIREMENTS APPLICABLE TO THE FEDERAL RESOURCES AWARDED PURSUANT TO THIS AGREEMENT ARE AS FOLLOWS: N/A

Federal Program: N/A

STATE RESOURCES AWARDED TO THE RECIPIENT PURSUANT TO THIS AGREEMENT CONSIST OF THE FOLLOWING:

MATCHING RESOURCES FOR FEDERAL PROGRAMS: N/A

SUBJECT TO Section 215.97. Florida Statutes:

State Project

VISIT FLORIDA	\$52,000,000	SEEDTF
VISIT FLORIDA	\$24,000,000	TPTF

COMPLIANCE REQUIREMENTS APPLICABLE TO STATE RESOURCES AWARDED PURSUANT TO THIS AGREEMENT ARE AS FOLLOWS:

Compliance requirements are identified in the Agreement.

NOTE: Title 2 CFR section 200.331, as revised and Section 215.97(5), Florida Statutes, require that the information about Federal Programs and State Projects included in Exhibit 1 be provided to the recipient.

-End of Exhibit-

Page 39 of 41

### FUNDING AGREEMENT NO.: 5818-003

# ATTACHMENT V

Audit Compliance Certification	
--------------------------------	--

Recipient Name:	
FEIN:	Recipient's Fiscal Year:
Contact Person Name and Phone Num	iber:
Contact Person Email Address:	

1. Did Recipient expend State financial assistance, during its fiscal year, that it received under any agreement (e.g., contract, grant, memorandum of agreement, memorandum of understanding, economic incentive award agreement, etc.) between Recipient and DEO of Economic Opportunity (DEO)? \_\_\_\_Yes

If the above answer is yes, also answer the following before proceeding to item 2:

Did Recipient expend \$750,000 or more of State financial assistance (from DEO and all other sources of State financial assistance combined) during its fiscal year? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, Recipient cartifies that it will timely comply with all applicable State single or project-specific audit requirements of s. 215.97, F.S., and the applicable rules of the Department of Financial Services and the Auditor General.

2. Did Recipient expend federal awards, during its fiscal year that it received under any agreement (e.g., contract, grant, memorandum of agreement, memorandum of understanding, economic incentive award agreement, etc.) between Recipient and DEO? \_\_\_\_Yes \_\_\_\_ No

if the above answer is yes, also answer the following before proceeding to execution of this certification:

Did Recipient expend \$750,000 or more in federal awards (from DEO and all other sources of federal awards combined) during its fiscal year? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, Recipient certifies that it will timely comply with all applicable single or program-specific audit requirements of 2 CFR Part 200, Subpart F, as revised.

By signing below, I certify, on behalf of Recipient, that the above representations for items 1 and 2 are true and correct.

Signature of Authorized Representative

Date

Printed Name of Authorized Representative

Title of Authorized Representative

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### VISIT FLORIDA ATTACHMENT VI PAYMENT SCHEDULE

Funding shall be distributed in amounts up to but not to exceed the amounts shown in the Payment Schedule below, subject to the terms of this Agreement and applicable laws.

Payment Schedule FV2017-2	018
Advance	\$10,000,000-SEEDTF
Quarter 1 ending September 30, 2017	\$10,000,000-SEEDTF
	\$ 6,000,000-TPTF
	Quarter 1 Total; \$16,000,000
Quarter 2 ending December 31, 2017	\$10,000,000-SEEDTF
	\$ 6,000,000-тртр
Quarter 3 ending March 31, 2018*	Quarter 2 Total: \$16,000,000 Up to \$11,000,000-SEEDTF* Up to \$ 6,000,000-TPTF*
Quarter 4 ending June 30, 2018**	Quarter 3 Total: Up to \$17,000,000* Up to \$11,000,000-SEEDTF ** Up to \$ 6,000,000-TPTF**
Total Payments	Quarter 4 Total: Up to \$17,000,000 Up to but not to exceed \$76,000,000
SEEDTF (State Economic Enhancement & Development Trust Fund) TPTF (Tourism Promotional Trust Fund)	\$52,000,000-SEEDTF \$24,000,000-TPTF

\*DEO may, in DEO's sole discretion, withhold any amount of match shortfall in the amount of that shortfall from the Quarter 3 payment if VISIT FLORIDA's quarterly match to date is less than the total amount of funds owed through the close of Quarter 3 and DEO determines that VISIT FLORIDA is reasonably likely to fail to secure at least such required match as detailed in Attachment II, Reports, paragraph I.5.; provided however, DEO may consider information VISIT FLORIDA provides with the Quarter 3 invoice demonstrating anticipated Quarter 4 match (e.g., executed contracts for promotions that will take place in Quarter 4), but may withhold any amount DEO determines in DEO's sole discretion is justified given the requirements of s. 288.1226(6), F.S.

\*\*DEO has the right, but not the obligation, in DEO's sole discretion which shall not be unreasonably withheld, to withhold any portion or all of this Quarter 4 payment in a dollar amount equal to the dollar amount of any shortfall of the required s. 288.1226(6), F.S. one-to-one match, which must be verified and approved by DEO, that is required by Quarter's end pursuant to Attachment II, Reports, paragraph L.8. (i.e. DEO-approved documentation of \$76,000,000 in total by the end of Quarter 4).

Page 41 of 41

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 beard	rage public testimony, i asked to limit their ren	While it is a Senate tradition to encourage public testimony, time may not permit meeting. Those who do speak may be asked to limit their remarks so that as may
Lobbyist registered with Legislature: 🖌 Yes 🗌 No	Yes ✔ No	Appearing at request of Chair:
	Florida Chamber of Commerce	Representing Florida Cham
Waive Speaking: In Support Against (The Chair will read this information into the record.)	Information	Speaking: For Against
Zip	State	City
32301 Email cjohnson@flchamber.com	FL	Street Tallahassee
Phone 850-521-1200		Address 136 S Bronough St
		Job Title Policy Director
		Name Carolyn Johnson
Amendment Barcode (if applicable)	Ð	Topic Florida Tourism Marketing
Bill Number (if applicable)		Meeting Date
(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting) 178	f copies of this form to the Ser	2/11/18 (Deliver BOTH

# -Ű

0-001 (10/14/14)

THE FLORIDA SENATE APPEARANCE RECORD (Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)	A SENATE CRECORD Senate Professional Staff conducting the meeting SB 177
Topic House Tourism Marketing	Amendment Barcode (if applicable)
Name Richard Turner	
Job Title Driver U. P. of Portal Rithursont	Consing fishing 224-2250
Street JAMANSSER FL	Email Www. AFRLA. MA
Speaking: For Against Information	Zip Waive Speaking: XIn Support Against (The Chair will read this information into the record.)
Representing Hours Restaurant &	sing /secondian
Appearing at request of Chair:	Lobbyist registered with Legislature: XYes 🗌 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.	lay not permit all persons wishing to speak to be heard at this so that as many persons as possible can be heard.
This form is part of the public record for this meeting.	S-001 (10/14/14)

S-001 (10/14/14)	This form is part of the public record for this meeting.
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.	While it is a Senate tradition to encourage public testimony, time may not per meeting. Those who do speak may be asked to limit their remarks so that as
Lobbyist registered with Legislature:	Appearing at request of Chair: Yes Yo
ndustries of Florida	Representing HSSUCIARED TO
Waive Speaking: I In Support Against (The Chair will read this information into the record.)	Speaking: For Against Information
323// Email <u>bbourseark</u>	City State
Phone 274-7173	Address STG W Adams
	Job Title Senior VD
	Name Krewster Kovis
Amendment Barcode (if applicable)	Topic Tourism Marketing
Bill Number (if applicable)	Meeting Date
<b>APPEARANCE RECORD</b> (Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting) $1 \bigcirc 0$	<b>APPEARANCE</b> (Deliver BOTH copies of this form to the Senator or Senat
THE FLORIDA SENATE	THE FL

S-001 (10/14/14)	This form is part of the public record for this meeting.
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.	While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be he meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard
Lobbyist registered with Legislature: 🔟 Yes 🔲 No	Appearing at request of Chair: Yes No
- ASSOLIATION	Representing MORIDIA ATTIMACTIONS ASSOLI
Waive Speaking: In Support Against (The Chair will read this information into the record.)	Speaking: For Against Information
Zip	City State
27.302 Email	Street TH D
Hydro Phone Byl-ITW	3 2. Coucles Ave.
	Job Title Machi Drant
	Name FUNTFOR BROOM
Amendment Barcode (if applicable)	Topic Whit FUCTION
Bill Number (if applicable)	Meeting Date
APPEARANCE RECORD (Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)	<b>APPEARANCE RE</b> (Deliver BOTH copies of this form to the Senator or Senate Profess
THE FLORIDA SENATE	

S-001 (10/14/14)	This form is part of the public record for this meeting.
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.	While it is a Senate tradition to encourage public testimony, time may not perimeting. Those who do speak may be asked to limit their remarks so that as a
Lobbyist registered with Legislature: VYes 🗌 No	Appearing at request of Chair: Yes No
	Representing Flovida Brawlys Guild
Waive Speaking: In Support Against (The Chair will read this information into the record.)	Speaking: Por Against Information
<u>3 230/</u> Email	TALLAMASSER FL City State
Phone 112 4000	Address <u>315 'S.</u> Calhoun
	Job Title Attorney / General Councel
Amendment Barcode (if applicable)	Topic Florida Tourism Marketing Name Josh Aubuchon
(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting) $I \neq g$ Bill Number (if applicable)	(Deliver BOTH copies of this form to the Sena <i>February</i> 11, 2019 Meeting Date
NCE RECORD	APPEARANCE RE
THE ELORIDA SENATE	



# THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES:

Commerce and Tourism, Vice Chair Appropriations Subcommittee on Transportation, Tourism, and Economic Development Children, Families, and Elder Affairs Governmental Oversight and Accountability Military and Veterans Affairs and Space

JOINT COMMITTEE: Joint Select Committee on Collective Bargaining

SENATOR VICTOR M. TORRES, JR. 15th District

February 11, 2019

Joe Gruters, Chair Commerce and Tourism 404 S. Monroe Street Tallahassee, FL 32399-1100

RE: Request for excusal from February 11, 2019 committee meeting

Dear Chair Gruters:

Due to a family medical issue, I am unable to attend today's meeting of the Committee on Commerce and Tourism. Please accept this letter as a formal request for excusal of this absence. Please let me know if you have any questions or need any additional information.

Respectfully submitted,

m

Victor M. Torres, Jr. Florida State Senator District 15

c: Todd McKay, Staff Director, Committee on Commerce and Tourism Lisa Vickers, Chief of Staff, President Negron

REPLY TO:

101 Church Street, Suite 305, Kissimmee, Florida 34741 (407) 846-5187 FAX: (850) 410-4817
 226 Senate Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5015

Senate's Website: www.flsenate.gov



# THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES: Environmental Preservation and Conservation, *Vice Chair* Appropriations Appropriations Subcommittee on the Environment and Natural Resources Appropriations Subcommittee on Higher Education Education Governmental Oversight and Accountability

JOINT COMMITTEE: Joint Committee on Public Counsel Oversight

SENATOR LINDA STEWART 13th District

February 11, 2019

The Honorable Joe Gruters, Chair Commerce and Tourism Committee 404 South Monroe Street Tallahassee, Florida 32399

Dear Chair Gruters:

Please accept this letter as notice that I will be absent for the beginning of the Commerce and Tourism Committee on Monday, February 11, 2019. I have Senate Bill 130 relating to Sexual Battery Prosecution Time Limitation in the Criminal Justice Committee scheduled for a hearing during that time. I will join Commerce and Tourism upon conclusion of my bill presentation.

If I or my staff can be of any assistance to you, please do not hesitate to reach out to me. Thank you for your consideration and understanding.

Respectfully,

inda Hewart

Linda

c.c. Todd McKay, Staff Director Madeline Reeve, Administrative Assistant

□ 1726 S. Bumby Avenue, Orlando, Florida 32806 (407) 893-2422 FAX: (888) 263-3680

D 205 Senate Office Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5013

Senate's Website: www.flsenate.gov

# CourtSmart Tag Report

Room: EL 110 Caption: Sena	te Commerce Committe	Case No. ee Judge:	:
	2019 2:31:06 PM 2019 2:58:11 PM	Length: 00:27:06	
2:31:09 PM 2:31:22 PM 2:31:31 PM 2:31:52 PM 2:32:23 PM 2:33:22 PM 2:33:35 PM 2:33:48 PM 2:34:33 PM 2:46:05 PM 2:46:05 PM 2:46:53 PM 2:46:53 PM 2:46:53 PM 2:51:13 PM 2:51:33 PM 2:53:16 PM 2:53:16 PM 2:53:30 PM 2:53:36 PM 2:55:28 PM 2:55:28 PM 2:55:58 PM 2:55:58 PM 2:57:12 PM 2:57:23 PM	Chair Gruters calls con AA calls roll Chair's comments SB 180, Sen. Stargel SB 180, Sen. Stargel Sen. Stargel explains AA calls roll on SB 18 SB 180 reported favor Presentation Visit FL, Question Sen. Hutson Response Sen. Young Chair Gruters end pre SB 414, Sen. Lee Comments by Chair Response by bill spon Phillip Swderman, Pol Close by Sen. Lee Roll call on SB 414 Bill reported favorably SB 298, Sen. Montford Waive close Roll call, favorably rep Sen. Hutson chairs an Sen. Gruters waives of Roll call on bill and rep Sen. Wright moves ac	bill o cably Dana Young g sentation sor icy Dir, Americans fo d ort id calls Sen. Gruters lose ported favorably	or Prosperity FL speaking for the bill to report SB 178

Type: