

COMMITTEE MEETING EXPANDED AGENDA

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

**Senator Latvala, Chair
Senator Clemens, Vice Chair**

MEETING DATE: Tuesday, February 10, 2015

TIME: 1:00 —5:00 p.m.

PLACE: 301 Senate Office Building

MEMBERS: Senator Latvala, Chair; Senator Clemens, Vice Chair; Senators Brandes, Detert, Diaz de la Portilla, Gibson, Hukill, Sachs, and Thompson

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	Agency Overviews and Updates on Tourism Promotion and Marketing Programs		Presented

Other Related Meeting Documents

Florida Tourism by the Numbers

Will Seccombe
President & CEO



VISITFLORIDA[®]

VISIT FLORIDA

Mission

To promote travel and drive visitation to and within Florida

Vision

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

Purpose

To brighten the lives of all

All VISIT FLORIDA programs support the Governor's priorities of job creation and making sure Florida is a great place to live, work and visit.



Florida Tourism Has Momentum

- ❖ Tourism-related employment has seen **57** consecutive months of job growth
- ❖ **Three** consecutive years of record visitation
 - **93.7** million visitors in 2013
 - **91.5** million visitors in 2012
 - **87.3** million visitors in 2011
- ❖ Record high visitation for Q1, Q2 & Q3 2014
 - **26.3** million visitors in Q1
 - **24.0** million visitors in Q2
 - **23.7** million visitors in Q3



Florida Tourism by the Numbers

(Year-to-Date 2014 Indicators)

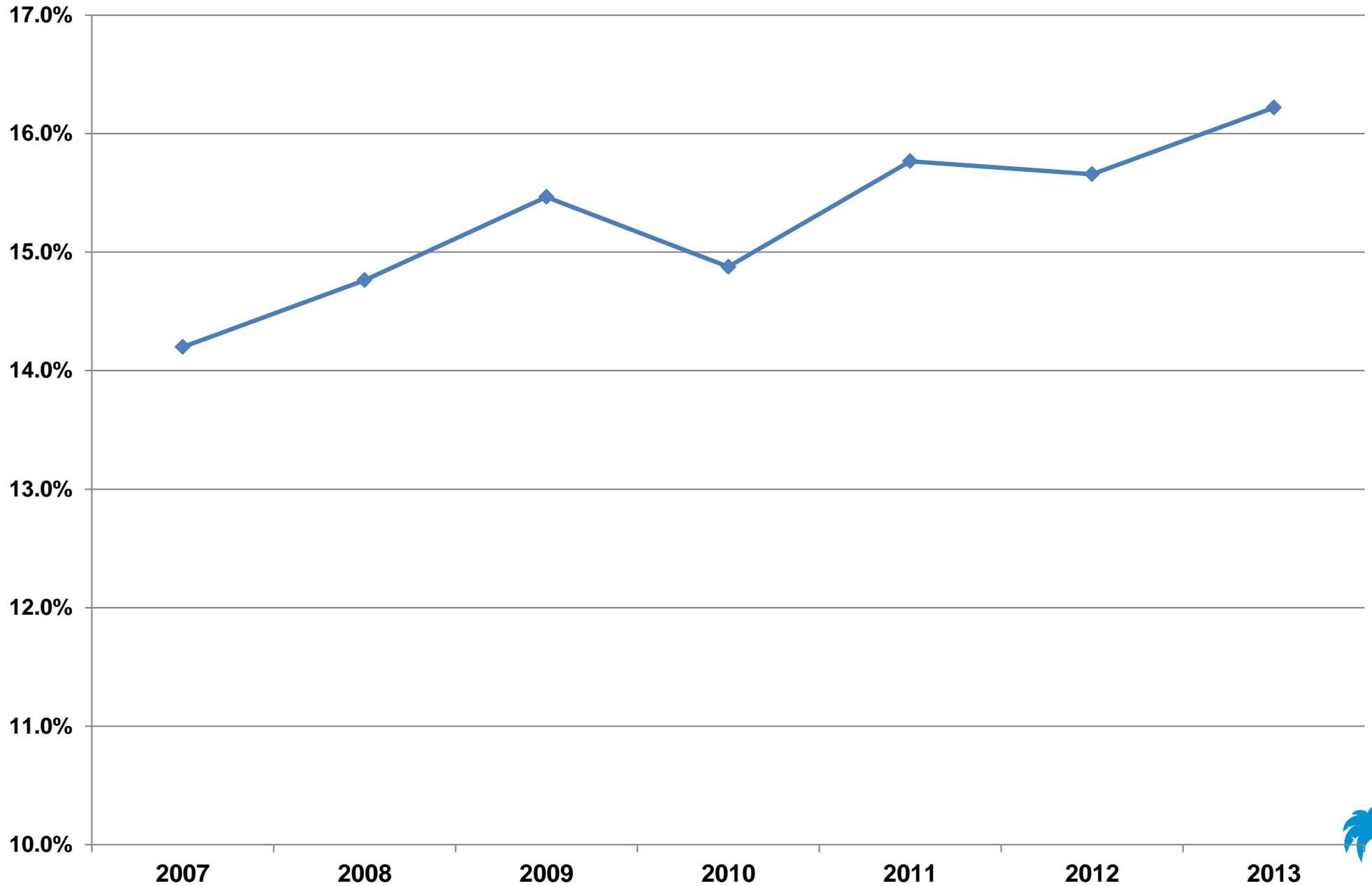
- ❖ \$68.0 B in travel spending YTD October* - **up 7.7%**
- ❖ \$4.1 B in sales tax collections YTD October* - **up 7.7%**
 - 23% of all sales tax generated from travel spending in YTD October* 2014
- ❖ 1,135,700 Floridians employed in 2014* - **up 3.6%**
 - Tourism related employment grew **57** straight months as of December 2014
- ❖ 2014 Hotel average daily rate - **up 5.7%**
- ❖ 2014 Hotel occupancy - **up 4.4%**

*preliminary, subject to change



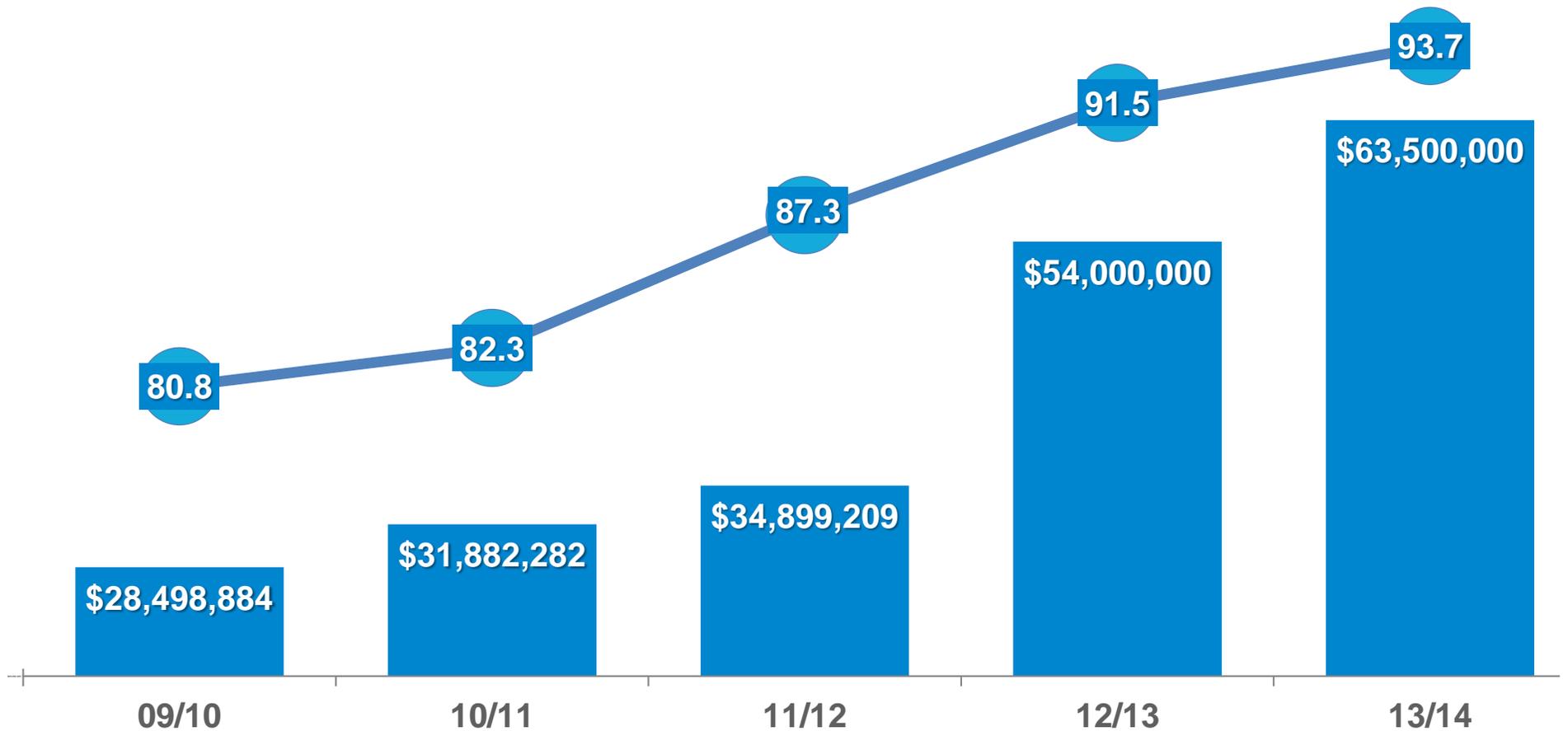
VISITFLORIDA®

Market Share in Vacations



VISIT FLORIDA Total Budget & Visitation: (in millions)

Public Investment Visitation



Return on investment

For every \$1 invested in tourism advertising, VISIT FLORIDA generates **\$300 in tourism spending** and more than **\$18 in new sales tax collections** – paid by visitors, not residents

38% of Florida visitors from domestic markets were significantly influenced by VISIT FLORIDA marketing efforts

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

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



Expanded Efforts in 2012/13

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



Expanded Efforts in 2013/14

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



Expanded Efforts in 2014/15

- ❖ **\$138.5M** budgeted private contribution
- ❖ **\$74M** public funding
 - **\$10.5M** public funding increase over 2013/14
 - **\$5M** for Medical Tourism marketing
 - **\$1.3M** for Florida is for Veterans marketing and research
 - Additional **\$2.2M** in domestic marketing
 - Four major campaigns (Summer, Fall, Winter & Spring)
 - Geographic expansion (21 markets)
 - Additional **\$2M** in International marketing
 - Foundation Five (Brazil, Canada, Germany, Mexico, United Kingdom)
 - AirTeam Florida Grant





VISITFLORIDA[®]

In Florida, we don't have winter.





VISITFLORIDA[®]

Florida Beach Finder

Use the sliders below to find your beach

75M+ Virtual Beach Views



ADVENTUROUS FAMILY FRIENDLY ACTION-PACKED MANICURED

LAI D BACK ROMANTIC SECLUDED AU NATUREL

© 2014 by tripluner

 A blue control panel with four vertical sliders. Each slider has a pink circular knob. The sliders are positioned roughly in the middle of their respective scales. The labels 'ADVENTUROUS' and 'LAI D BACK' are at the top and bottom of the first slider. 'FAMILY FRIENDLY' and 'ROMANTIC' are at the top and bottom of the second. 'ACTION-PACKED' and 'SECLUDED' are at the top and bottom of the third. 'MANICURED' and 'AU NATUREL' are at the top and bottom of the fourth.



DIGITAL EDITORIAL HUB

EDITORIAL PROMOTIONS

SOCIAL MEDIA

PRINT

PUBLIC RELATIONS



VISITFLORIDA®

Connect via Social Media



[Facebook.com/FloridaTourism](https://www.facebook.com/FloridaTourism)



[Twitter.com/FloridaTourism](https://twitter.com/FloridaTourism)



SunshineMatters.org



Contact Us

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Public Affairs Manager

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VISITFLORIDA®





FLORIDA SPORTS

F O U N D A T I O N

\$44 Billion Industry

Florida Sports Foundation's 2013-2014 Economic Impact Survey of Sports shows Florida Sports and Recreation spending is responsible for \$44.4 billion in total economic impact, or roughly 3.5% of Florida's Gross State Product.

In 2013-2014, Sports Events and Recreation activities attracted more than 13.3 million out-of-state visitors to the state of Florida.

Sports and Recreation activities throughout the state of Florida support over 431,812 jobs.



Grant Program

The Florida Sports Foundation's Grant Programs assist communities and host organizations in attracting sporting events, which bring out-of-state visitors and generate significant economic impact for the state of Florida.

Florida Sports Foundation worked closely with our 27 Regional Sports Commissions assisting them as they bid on events in the state of Florida.

Last year the Florida Sports Foundation awarded 116 grants totaling \$3,205,000, brought in 705,396 out-of-state visitors, which resulted in \$633,020,654 in out-of-state economic impact.





The NCAA announced hosts for 83 of its 89 championships for the 2014-18 seasons and the State of Florida leads the way as the state awarded the most championship site selections with a total of 43. The 43 NCAA Championship events will be held in 16 Florida communities.

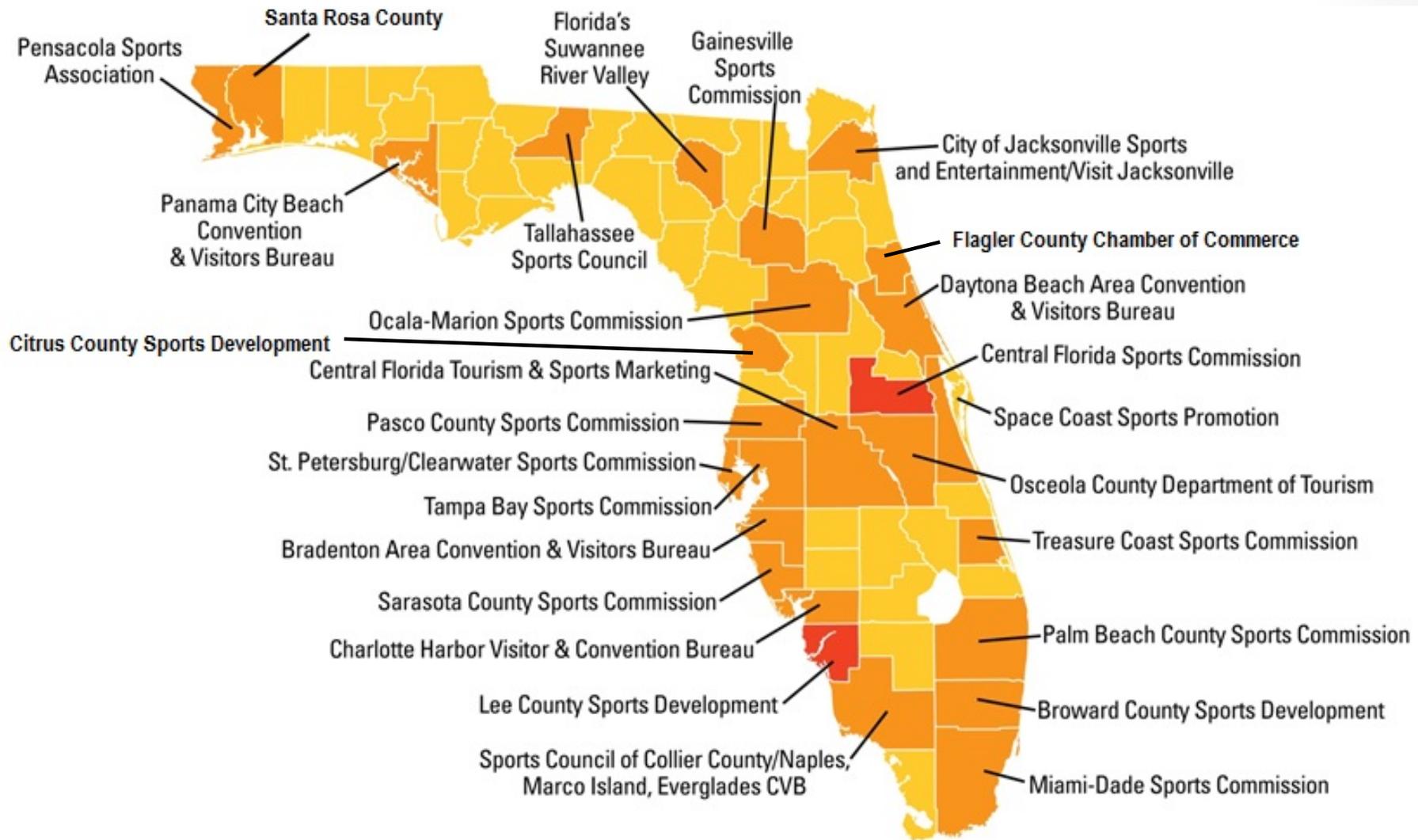
Some highlighted events include: College Football Championship Game, College Football Semi-Final Game, NCAA Women's Final Four-Basketball, NCAA Frozen Four, NCAA Soccer Final Four, and NCAA Men's Regional Basketball Playoffs.



**COLLEGE
FOOTBALL
PLAYOFF**



Florida's Sports Commissions



Specialty License Plates



The sale of Florida's nine professional sports team license plates provides funding for the Foundation to award grants to statewide sports commissions hosting the events.

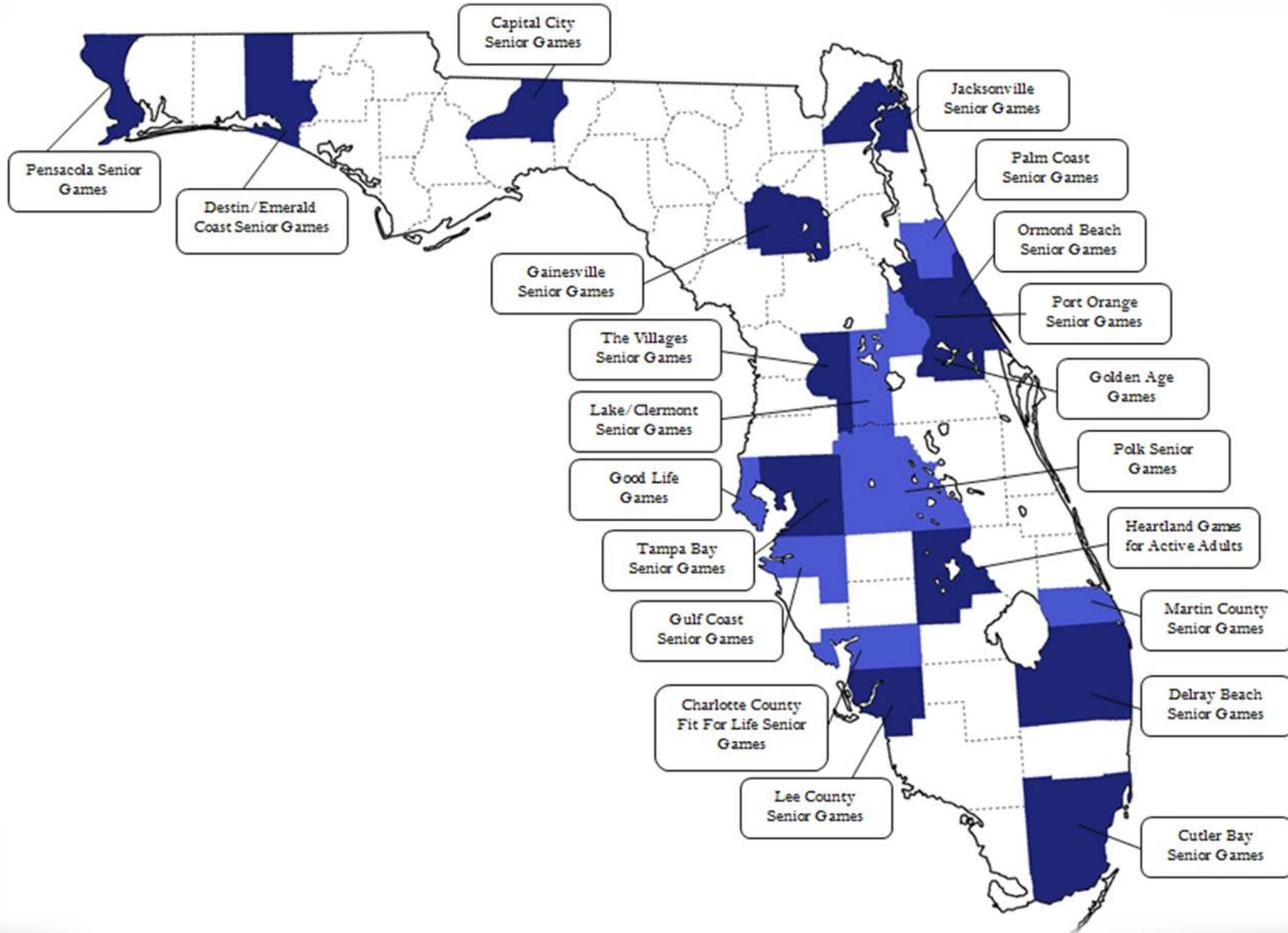
Florida Senior Games

For 23 years, the Florida Senior Games has served as a world-class, Olympic-style international sporting event for athletes 50 years and older.

The Senior Games are dedicated to fitness and wellness, symbolizing Florida's emphasis on promoting healthy aging through sport.



Senior Games Regional Qualifiers



Sunshine State Games

Florida's Sunshine State Games is the longest standing multi-sport festival in the U.S. serving amateur athletes for 35 years. The Sunshine State Games offers diverse sports competition



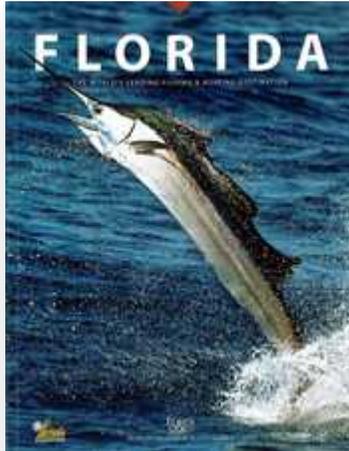
Florida Grapefruit League



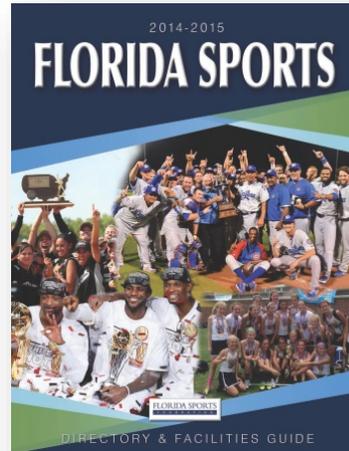
February through March, the State of Florida plays host to 15 Major League Baseball teams for their annual Spring Training. It is a tradition dating back more than 100 years, bringing over 1.5 million fans to the state annually.

Sporting Guides

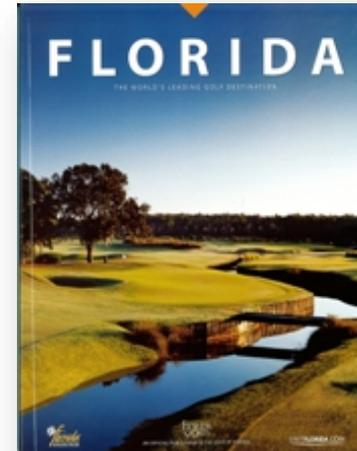
With over 500,000 copies produced in print and digital forms, these publications serve as Official State of Florida sporting guides.



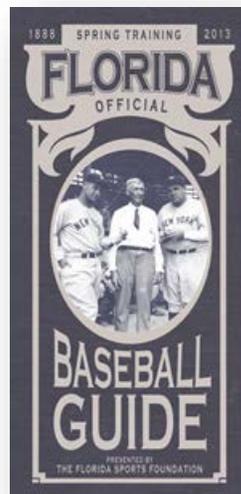
Fishing & Boating



Sports Directory
& Facilities Guide



The World's Leading
Golf Destination



Spring Training
Guide and Mobile
App





State of Florida Funding	FY2014/15
Professional Sports Teams Tag Revenue	\$ 2,600,000
Sunshine State Games Funds	\$ -
Grant Assistance Funding	\$ 1,000,000
Florida Senior Games Funding	\$ 500,000
USOC Tag Revenue	\$ 45,000
Total	\$ 4,145,000
Budgeted Expenses	FY2014/15
Sunshine State Games & Senior Games	\$ 1,020,000
Grant Awards	\$ 2,055,000
Professional Sports League Royalties	\$ 28,100
Professional Sports Team Charities	\$ 278,700
Programs*	\$ 166,300
Marketing*	\$ 171,594
Operating, General & Administration	\$ 425,306
Total	\$ 4,145,000



*Programs & Marketing include: Economic Impact Studies, MLB Spring Training Program, Advertising & Marketing of Tag Program, Publication Distribution, Event Bid Assistance for Communities, Sports Commission/Venue Assessments-Studies, Sports Commission Summit-Bid Presentations, Golf Promotions for State, Fishing/Boating Promotions for State.



John Webb, President

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FLORIDA DEPARTMENT *of* STATE

Senate Transportation, Tourism and Economic Development Appropriations Subcommittee

February 10, 2015



Department of State Cultural Heritage Programs

- DOS promotes cultural heritage tourism through:
 - Programs and Initiatives
 - Museums and Living History
 - Grant Programs
 - Historic Site Management



\$2.5 Billion in Direct Spending in **Cultural Heritage Tourism Activities**



Department of State Cultural Heritage Programs

Promoting 12,000 years of Florida's people, places and cultural achievements

- Florida Main Street
- Mission San Luis
- Museums in the Sea
- Museum of Florida History
- Victory Florida
- Florida Heritage Trail Guides



Department of State Cultural Heritage Programs

Partnerships and Support



- VISIT FLORIDA
- BP Gulf Seafood and Tourism Fund Grant
- Florida Sports Foundation
- Florida Lottery
- Florida Department of Transportation
- Department of Environmental Protection/State Parks
- Department of Agriculture



Department of State Cultural Heritage Programs

Partnerships and Support





FLORIDA DEPARTMENT *of* STATE

dos.state.fl.us



FLORIDA
DEPARTMENT
of STATE

FLORIDA

\$2.55 Billion

in direct spending
in cultural heritage tourism activities
between August 2012 - August 2013

95 Million
visitors in
2013

Every **85** visitors
supports one
Florida job

\$72 Billion
in economic
impact

"Each visitor represents an opportunity to share Florida's history through *cultural heritage tourism*. Florida's story is key to the nation's story, and as this story is shared, the economy is strengthened and visitors gain a broader understanding of the state's *deep history and diverse culture*."
- Secretary of State Ken Detzner

65%
of visitors
participate in
culturally
based
activities

54%
of visitors
participate in
history based
activities



Governor's Funding
Recommendations for FY
2015-2016

\$24.4 Million
State Aid
for Libraries

Cultural Heritage Popular Activities



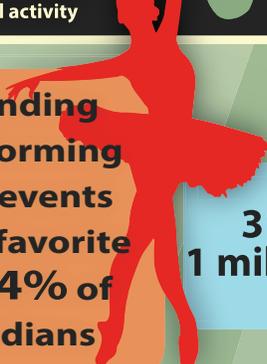
60% of Floridians
say that they would travel
more than 50 miles from
their home and stay
overnight to engage in a
cultural activity



69% of Floridians
say that they would travel
more than 50
miles from their home
and stay overnight to
visit a historic site

\$6.9 Million
Cultural, Museum
and Historic
Preservation
Grants

Attending
performing
arts events
is a favorite
of **44%** of
Floridians



Florida museums serve
31 million visitors and
1 million school children
each year

Florida has
over **400**

MUSEUMS



Florida Department of State

Cultural Heritage Programs

Promoting
12,000 years
of Florida's
people, places
and cultural
achievements



2,000
Viva Florida
partners

905
Viva themed events
statewide

Participation from
67 Florida
counties



over 29,000 visitors
to the 12 Underwater
Preserves

M · F · H
MUSEUM

*of Florida
History*

Over
60,000
visitors
annually



44,000 visitors annually
enjoy this recreated
1703 Spanish and
Indian living
history village



12 shipwrecks in
Florida's Panhandle



Over
\$2.3 Billion
reinvested in Florida Main
Street Communities

22,000
new jobs
created since
Florida Main
Street program
was established



51
publicly
accessible
historic golf
courses



Commemorating
the 70th
anniversary
since then ending of WWII

CourtSmart Tag Report

Room: SB 301

Case:

Type:

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

Started: 2/10/2015 1:00:23 PM

Ends: 2/10/2015 2:41:04 PM

Length: 01:40:42

1:00:27 PM Meeting called to order
1:00:45 PM Sen. Latvala (Chair)
1:01:16 PM TAB 1 Agency Overviews and Updates of Tourism Promotion and Marketing Programs
1:01:31 PM Will Seccombe, President & CEO, Visit Florida
1:06:31 PM Sen. Latvala - asks - about budget and tourism line closer
1:07:03 PM Recording Paused
1:07:05 PM Recording Resumed
1:07:35 PM W. Seccombe
1:08:17 PM Sen. Diaz de la Portilla - asks harder to make gains when at the top
1:08:30 PM W. Seccombe
1:09:12 PM Sen. Diaz de la Portilla - asks is that so because other states are also increasing dollars
1:09:32 PM W. Seccombe
1:10:46 PM Sen. Detert - asks what kind of private contributions
1:11:23 PM W. Seccombe
1:13:31 PM Sen. Detert - asks do you reach out to them
1:13:40 PM W. Seccombe
1:13:54 PM E. Caum
1:13:57 PM Sen. Detert - roads are crowded, do we have a point of diminishing returns
1:14:29 PM W. Seccombe
1:16:12 PM Sen. Gibson - asks how is it a private contribution
1:16:40 PM W. Seccombe
1:17:37 PM Sen. Gibson - comments - not a contribution
1:17:54 PM W. Seccombe
1:18:11 PM Sen. Gibson - asks number of visitor counted
1:18:35 PM W. Seccombe
1:19:34 PM Sen. Gibson - asks why increase budget for repeat visitors
1:20:29 PM W. Seccombe
1:20:39 PM Sen. Thompson - asks how to focus on niche markets
1:21:04 PM W. Seccombe
1:23:05 PM Sen. Thompson - asks to compare theme parks, beach to historic tourism
1:23:19 PM W. Seccombe
1:25:09 PM Sen. Thompson - asks about plans to bring more African American tourists to Florida
1:26:22 PM W. Seccombe
1:26:47 PM Sen. Sachs - comments on shifting the population of tourism around
1:28:25 PM W. Seccombe continues presentation
1:32:34 PM Sen. Latvala - asks about medical tourism and veteran allocations
1:32:53 PM W. Seccombe
1:34:50 PM Sen. Latvala - asks for examples of kind of grants
1:34:56 PM W. Seccombe
1:36:27 PM Sen. Brandes - asks are we getting a better ROI
1:36:46 PM W. Seccombe
1:37:47 PM Sen. Sachs comments about medical tourism in West Palm Beach
1:38:56 PM W. Seccombe
1:39:34 PM Sen. Gibson - asks is there private participation in the medical tourism
1:40:08 PM W. Seccombe
1:40:28 PM Sen. Gibson - asks why are we calling this tourism
1:41:05 PM W. Seccombe
1:45:58 PM Florida Sports Foundation
1:46:55 PM Sen. Latvala comments to committee to prepare observations or requests from their counties
1:48:40 PM John Webb, President
1:55:54 PM Sen. Latvala - asks about stimulating areas that are under utilized
1:56:20 PM J. Webb rural counties more involved now

1:57:57 PM Sen. Sachs comments on having a sports field in West Palm Beach
1:58:43 PM Sen. Clemens
1:59:10 PM Tourist Development Councils
1:59:12 PM Robert Skrob, Executive Director, Florida Association of Destination Marketing Organizations
2:01:51 PM R. Skrob introduces Ed Caum
2:02:44 PM Ed. Caum, Tourism Manager, Pasco County of Tourism Promotion Agencies
2:07:39 PM E. Caum discusses grants
2:09:52 PM Sen. Detert - asks how the bed tax money is used
2:10:12 PM E. Caum
2:10:50 PM Sen. Detert - asks what is a Capital project they would be interested in funding
2:10:58 PM E. Caum
2:11:31 PM Sen. Detert - asks you would be looking for a Professional Baseball team
2:12:29 PM E. Caum
2:13:38 PM Sen. Latvala - asks about the rattlesnake festival
2:13:54 PM E. Caum
2:14:07 PM Sen. Latvala - asks should we consider multi-county efforts
2:14:56 PM E. Caum
2:15:57 PM Sen. Gibson - asks budget funding
2:16:58 PM E. Caum
2:19:37 PM Department of State
2:19:38 PM Kerri Post, Deputy Secretary
2:31:19 PM Sen. Sachs - asks about the African American areas fit into historic funding
2:33:04 PM K. Post comments on grant programs for support
2:33:37 PM Sen. Sachs
2:33:47 PM Sen. Thompson - asks is there a way to developing museum ratings for grants
2:34:37 PM K. Post
2:35:04 PM Sen. Thompson - asks would they have to produce a one to one match
2:35:18 PM K. Post
2:36:00 PM Sen. Thompson
2:36:33 PM Sen. Gibson - asks is there a funding application process
2:38:26 PM K. Post
2:38:48 PM Sen. Gibson - comments on need for collaboration on applications
2:39:33 PM Sen. Latvala
2:39:52 PM Closing Remarks
2:40:25 PM Meeting adjourned

THE FLORIDA SENATE
APPEARANCE RECORD



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

Meeting Date _____

Bill Number (if applicable) _____

Topic TOURISM

Amendment Barcode (if applicable) _____

Name Will Seccombe

Job Title President & CEO

Address 2540 W. EXECUTIVE CENTER CIR.

Phone 850 205-3803

Street

TALLAHASSEE FL 32310

Email will@VISITFLORIDA.org

City

State

Zip

Speaking: For Against Information

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

Representing VISIT FLORIDA

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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

THE FLORIDA SENATE

APPEARANCE RECORD



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

2-10-15

Meeting Date

Bill Number (if applicable)

Topic SPORTS Dev. Fla Sports Found.

Amendment Barcode (if applicable)

Name John Webb

Job Title President

Address 101 N Monroe St

Phone 850-241-3223

Tallahassee FL 323

Email JWebb@FLASPORTS.com

Speaking: For Against Information

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

Representing Tourism Day Senate Comm.

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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THE FLORIDA SENATE
APPEARANCE RECORD



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2/10/15
Meeting Date

Bill Number (if applicable)

Topic Florida Tourism

Amendment Barcode (if applicable)

Name Robert Skrob

Job Title Executive Director

Address 1390 Timberlane Rd
Street

Phone 800 222 6000

Tallahassee FL 32312
City State Zip

Email Robert@FADMO.org

Speaking: For Against Information

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

Representing Florida Association of Distributive Marketing Organizations

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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THE FLORIDA SENATE
APPEARANCE RECORD



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2/10/15
Meeting Date

Bill Number (if applicable)

Topic Florida Tourism

Amendment Barcode (if applicable)

Name Ed Caum

Job Title Pasco County Tourism Manager

Address 10131 Buzena Dr

Phone 912-620-0529

New Port Richey FL 34655
City State Zip

Email ecaum@pascocountyfl.net

Speaking: For Against Information

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

Representing Pasco County

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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

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THE FLORIDA SENATE
APPEARANCE RECORD

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



2/10/2015

Meeting Date

Bill Number (if applicable)

Topic Tourism

Amendment Barcode (if applicable)

Name Kerri Post

Job Title Deputy Secretary for Cultural, Historical and Information Programs

Address 500 S. Bronough St.

Phone 850245-6514

Street

Tallahassee

FL

32399

Email kerri.post@dos.myflorida.com

City

State

Zip

Speaking: For Against Information

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

Representing Florida Department of State

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

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S-001 (10/14/14)