

# SENATE STAFF ANALYSIS AND ECONOMIC IMPACT STATEMENT

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

BILL: SB 1210

SPONSOR: Senator Fasano

SUBJECT: Tourism

DATE: March 17, 2003 REVISED: \_\_\_\_\_

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	<u>Kruse</u>	<u>Maclure</u>	<u>CM</u>	<u>Favorable</u>
2.	<u>                    </u>	<u>                    </u>	<u>MS</u>	<u>                    </u>
3.	<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>
4.	<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>
5.	<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>
6.	<u>                    </u>	<u>                    </u>	<u>                    </u>	<u>                    </u>

## I. Summary:

The bill makes the following changes to existing law governing the Florida Commission on Tourism and the Florida Tourism Industry Marketing Corporation (Visit Florida):

- The membership of the Florida Commission on Tourism is increased by one by adding a representative, appointed by the Governor, from the space industry.
- The membership of the board of directors for the Florida Tourism Marketing Corporation (Visit Florida) is increased from 28 to 29 directors to coincide with the increase in membership of the Florida Commission on Tourism.

This bill substantially amends the following sections of the Florida Statutes: 288.1223 and 288.1226.

## II. Present Situation:

The Florida Commission on Tourism and Visit Florida oversee the promotion of the tourism industry for the state. Housed within the Governor's Office of Tourism, Trade, and Economic Development, the commission is responsible for making policy decisions to promote and develop tourism throughout the state. The commission, which was created by the Legislature in 1991, contracts with the Florida Tourism Industry Marketing Corporation or Visit Florida, a direct-support organization created by the Legislature in 1996, to carry out the programs and activities identified in the commission's four-year marketing plan. Visit Florida is a public-private partnership and serves as an umbrella organization under which Florida's tourism promotional campaigns are coordinated. Its mission is to market and facilitate travel to and within Florida for the benefit of the state's residents, economy, and travel and tourism industry.

Visit Florida's primary responsibilities include administering domestic and international advertising campaigns designed to promote the entire state as a tourism destination, conducting domestic and international promotional activities, managing the state's welcome centers, and conducting research on tourism and travel trends.

### **Membership, Florida Commission on Tourism**

The membership of the Florida Commission on Tourism currently consists of 28 members. Seventeen members are appointed by the Governor from the general tourism industry, and 11 additional members, also appointed by the Governor, must come from the following tourism industry areas:

- 3 representatives from the statewide rental car industry;
- 3 representatives from tourist-related statewide associations, including those that represent hotels, campgrounds, and attractions;
- 3 representatives from county destination marketing organizations;
- 1 representative from the cruise industry; and
- 1 representative from the airline industry.

The commission is chaired by the Governor and includes two ex officio members, a member of the Senate appointed by the President of the Senate and a member of the House of Representatives appointed by the Speaker of the House of Representatives.<sup>1</sup>

### **Board of Directors, Visit Florida**

The 28-member board of directors for Visit Florida is appointed from the tourism industry membership of the Florida Commission on Tourism.<sup>2</sup> According to Visit Florida, a policy of ex officio appointments to the board has been established and, unofficially, at least one ex officio director typically is appointed from the space industry. Ex officio members may serve on board subcommittees to provide industry input to the board but may not vote. Recently, Visit Florida's Governance Committee recommended several amendments to Visit Florida's bylaws regarding ex officio appointments. The amendments do not require, but allow, appointments from underrepresented tourism industry areas including space-based tourism, place a limit on the term of office of ex officio members, and limit the total number of ex officio directors to 20.<sup>3</sup> On March 13, 2003, Visit Florida's board sent the amendments back to the Governance Committee for further review. Currently, the President/CEO of the Kennedy Space Center Visitor Complex is listed by Visit Florida as an ex officio director.<sup>4</sup>

---

<sup>1</sup> Section 288.1223(2)(a), F.S.

<sup>2</sup> Section 288.1226(4), F.S.

<sup>3</sup> Visit Florida Board of Directors and Florida Commission on Tourism meeting package, Tab H, Governance Committee Report, p. 7, March 13, 2003.

<sup>4</sup> Visit Florida Board of Directors and Florida Commission on Tourism meeting package, Tab B, Board of Directors (Ex-Officio), p. 1, March 13, 2003.

## Space Tourism

The present membership of the Florida Commission on Tourism includes representatives from some of the largest tourism-related industries. However, many other tourism-related industries are not included in the statutorily required appointments. According to Visit Florida, approximately 75.5 million visitors came to Florida in 2002.<sup>5</sup> Space-based tourism is an active part of the industry. The John F. Kennedy Space Center Visitor Complex hosts approximately 2.2 million visitors every year.<sup>6</sup> According to the Florida Space Authority, there are three Challenger Learning Centers<sup>7</sup> in the state, located in Jacksonville, Tallahassee, and Tampa, and half of the state's science centers host a space exhibit. The Florida Space Authority also stated several space adventure businesses appear to be headed for operation in the state.

### III. Effect of Proposed Changes:

#### Florida Commission on Tourism

The bill changes existing law by adding a member to the Florida Commission on Tourism specifically from the space industry to the 11 additional members appointed by the Governor who must come from certain tourism-related industries. Like the current tourism-related industry categories that must be included in the 11 appointments, the new language does not indicate from which sector of the space industry the representative will be appointed. The proposed change will provide the space industry with a direct voice and vote in the decision-making process of the Florida Commission on Tourism.

#### Visit Florida

The bill changes existing law by adding an additional director to the board of directors of Visit Florida to match the increase in the membership of the Florida Commission on Tourism. The proposed change will provide the space industry with a direct voice and vote in the decision-making process of Visit Florida as well.

### IV. Constitutional Issues:

#### A. Municipality/County Mandates Restrictions:

None.

---

<sup>5</sup> Visit Florida, Florida Facts-Visitor Estimates 4<sup>th</sup> Quarter 2002, *2002 A Record Year For Florida Tourism*, available at <http://www.flausa-media.com> (last visited March 11, 2003).

<sup>6</sup> John F. Kennedy Space Center, NASA Facts Online, Document # IS-2001-07-04-KSC, *America's Spaceport*, available at <http://www-pao.ksc.nasa.gov/educate/docs.htm> (last visited March 11, 2003).

<sup>7</sup> Challenger Learning Centers consist of state-of-the-art, innovative educational simulators located in 46 sites across 29 states, Canada, and the United Kingdom. Each center has a two-room simulator, consisting of a space station with communications, medical, life, and computer science equipment, a mission control room patterned after NASA's Johnson Space Center, and a space lab. The program utilizes an educational model that emphasizes educational content, cooperative learning, problem-solving, and responsible decision-making. See Challenger Learning Centers, *Tell Me More*, available at [http://www.challenger.org/clc/clc\\_tell\\_set.htm](http://www.challenger.org/clc/clc_tell_set.htm) (last visited March 15, 2003).

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

**V. Economic Impact and Fiscal Note:**

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

The state will incur some additional per diem and travel-related expenses authorized by statute to be paid to members of the Florida Commission on Tourism.

**VI. Technical Deficiencies:**

None.

**VII. Related Issues:**

None.

**VIII. Amendments:**

None.