

By the Committee on Commerce, Economic Opportunities, and Consumer Services; and Senator Margolis

310-2021-03

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A bill to be entitled
An act relating to county tourism promotion agencies; amending s. 125.01, F.S.; providing that a county may prohibit under certain circumstances the use of certain names by business entities that are not county tourism promotion agencies; amending s. 125.0104, F.S.; providing names by which such agencies may be called; providing an effective date.

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

Section 1. Paragraph (dd) is added to subsection (1) of section 125.01, Florida Statutes, to read:

125.01 Powers and duties.--

(1) The legislative and governing body of a county shall have the power to carry on county government. To the extent not inconsistent with general or special law, this power includes, but is not restricted to, the power to:

(dd) Prohibit a business entity, other than a county tourism promotion agency, from using names as specified in s. 125.0104(9)(e) when representing itself to the public as an entity representing tourism interests of the county levying the local option tourist development tax under s. 125.0104.

Section 2. Paragraph (e) is added to subsection (9) of section 125.0104, Florida Statutes, to read:

125.0104 Tourist development tax; procedure for levying; authorized uses; referendum; enforcement.--

(9) COUNTY TOURISM PROMOTION AGENCIES.--In addition to any other powers and duties provided for agencies created for the purpose of tourism promotion by a county levying the

1 tourist development tax, such agencies are authorized and
2 empowered to:

3 (e) Represent themselves to the public as convention
4 and visitors bureaus, visitors bureaus, tourist development
5 councils, vacation bureaus, or by any other names specifically
6 designated by ordinance.

7 Section 3. This act shall take effect upon becoming a
8 law.

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10 STATEMENT OF SUBSTANTIAL CHANGES CONTAINED IN
11 COMMITTEE SUBSTITUTE FOR
12 Senate Bill 724

13 The committee substitute replaces the original bill and
14 provides counties with the authority to prohibit a business
15 from using certain names when representing itself as a county
16 tourism-information location; creates a new provision stating
17 the prohibited names; and provides that a county may pass an
18 ordinance adding names to the prohibited name list.
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