1 A bill to be entitled 2 An act relating to the Florida Tourism Industry 3 Marketing Corporation; amending s. 11.45, F.S.; 4 authorizing the Auditor General to audit the 5 corporation; authorizing the corporation to enter into 6 an agreement with the Department of Economic 7 Opportunity for certain purposes and to use certain 8 funds; providing legislative intent; amending s. 9 201.15, F.S.; transferring certain funds to the 10 General Revenue Fund; conforming provisions to changes 11 made by the act; amending s. 212.0606, F.S.; 12 depositing a certain percentage of the rental car surcharge in the General Revenue Fund; conforming 13 14 provisions to changes made by the act; amending s. 272.11, F.S.; transferring responsibility for the 15 Capitol information center from Enterprise Florida, 16 17 Inc., to the department; amending s. 288.0001, F.S.; conforming cross-references; amending s. 288.017, 18 19 F.S.; authorizing the department, rather than Enterprise Florida, Inc., to establish and operate a 20 21 cooperative advertising matching grants program; 22 authorizing the department to contract with VISIT 23 Florida to administer such program; authorizing the 24 department to conduct an annual competitive selection 25 process for the award of program grants; removing a

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26 requirement that the department consider certain 27 recommendations from Enterprise Florida, Inc., in 28 evaluating program grant applications; repealing ss. 29 288.1201 and 288.122, F.S., relating to the State 30 Economic Enhancement and Development Trust Fund and the Tourism Promotional Trust Fund, respectively; 31 32 terminating such trust funds; transferring the balances and revenues of such terminated trust funds 33 to the General Revenue Fund; requiring the department 34 35 to pay outstanding debts and obligations of such 36 terminated trust funds; requiring the Chief Financial 37 Officer to close out and remove such terminated trust funds from state accounting systems; amending s. 38 39 288.1226, F.S.; providing that the corporation is a 40 direct-support organization of the department, rather 41 than Enterprise Florida, Inc.; revising the purposes 42 for which the corporation is an agency; providing that 43 the officers and members of the board of directors of the corporation are subject to certain provisions and 44 45 are public officers or employees of an agency for a certain purpose; requiring the corporation to comply 46 47 with certain per diem and travel expense provisions; 48 providing corporation board members and officers with certain voting authority; requiring such officers and 49 50 members to file a certain annual disclosure; requiring

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51 that such disclosure be placed on the corporation's 52 website; authorizing reimbursement for per diem and 53 travel expenses for corporation board members; 54 requiring such expenses to be paid out of corporation 55 funds; subjecting certain contracts to specified 56 notice and review procedures; prohibiting the 57 execution of certain contracts; limiting the amount of 58 compensation paid to corporation officers, agents, and 59 employees; limiting the value of certain benefits 60 provided to corporation employees; prohibiting certain 61 performance bonuses and severance pay; requiring the 62 Governor to approve certain out-of-state or international travel; requiring the corporation to 63 64 appoint its president and chief executive officer, subject to Senate confirmation; prohibiting the 65 66 corporation from creating or establishing certain 67 entities and expending certain funds that benefit only 68 one entity; requiring a one-to-one match of private to 69 public contributions to the corporation; providing 70 private contribution categories to use when 71 calculating such match; prohibiting certain 72 contributions from being considered private 73 contributions for purposes of such match; requiring the reversion of unmatched public contributions to the 74 75 state treasury by a certain date annually; requiring a

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76 quarterly report to the department; requiring the 77 corporation to provide certain data to the Office of 78 Economic and Demographic Research; prohibiting the 79 expenditure of corporation funds for certain purposes; 80 prohibiting the acceptance or receipt of certain items 81 or services from certain entities; removing a public 82 records exemption; limiting certain expenses of 83 corporation employees; providing an exception; specifying a procedure for the release of appropriated 84 85 funds; providing that the corporation is a governmental entity and subject to the Transparency 86 87 Florida Act; requiring the inclusion of specified information in certain corporation contracts and on 88 89 the corporation's website; requiring specified functionality of the corporation's website; requiring 90 marketing partners to provide annual reports 91 92 containing specified financial data to the 93 corporation; conforming provisions to changes made by 94 the act; amending s. 288.12265, F.S.; transferring 95 responsibility for administering and operating welcome 96 centers from Enterprise Florida, Inc., to the department; amending s. 288.124, F.S.; authorizing 97 98 VISIT Florida, rather than Enterprise Florida, Inc., to establish a convention grants program and 99 100 guidelines governing the award of program grants and

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101 the administration of such program; repealing s.
102 288.826, F.S., relating to the Florida International
103 Trade and Promotion Trust Fund; terminating such trust
104 fund; transferring the balances and revenues of such
105 terminated trust fund to the General Revenue Fund;
106 requiring the department to pay outstanding debts and
107 obligations of such terminated trust fund; requiring
108 the Chief Financial Officer to close out and remove
109 such terminated trust fund from state accounting
110 systems; amending s. 288.904, F.S.; conforming
111 provisions to changes made by the act; amending s.
112 288.92, F.S.; removing a requirement that Enterprise
113 Florida, Inc., include a division related to tourism
114 marketing; conforming provisions to changes made by
115 the act; amending s. 288.923, F.S.; terminating the
116 Division of Tourism Marketing created within
117 Enterprise Florida, Inc.; transferring duties and
118 authority to contract with the corporation from
119 Enterprise Florida, Inc., to the department;
120 conforming a provision to changes made by the act;
121 providing an effective date.
122
123 Be It Enacted by the Legislature of the State of Florida:
124
125 Section 1. Paragraph (x) is added to subsection (3) of
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126 section 11.45, Florida Statutes, to read: 127 11.45 Definitions; duties; authorities; reports; rules.-128 (3) AUTHORITY FOR AUDITS AND OTHER ENGAGEMENTS.-The 129 Auditor General may, pursuant to his or her own authority, or at 130 the direction of the Legislative Auditing Committee, conduct 131 audits or other engagements as determined appropriate by the 132 Auditor General of: 133 (x) The Florida Tourism Industry Marketing Corporation. 134 Section 2. (1) The Florida Tourism Industry Marketing Corporation may enter into an agreement with the Department of 135 136 Economic Opportunity to continue any existing program, activity, 137 duty, or function necessary for the operation of the 138 corporation. 139 (2) Any funds held in trust which were donated to or 140 earned by the Florida Tourism Industry Marketing Corporation may 141 be used by the corporation for the original purposes for which 142 the funds were received. 143 (3) It is the intent of the Legislature that the changes 144 made by this act be accomplished with minimal disruption of 145 services provided to the public and with minimal disruption to 146 employees of any organization. 147 Section 3. Paragraphs (a), (c), and (d) of subsection (4) of section 201.15, Florida Statutes, are amended to read: 148 201.15 Distribution of taxes collected.-All taxes 149 150 collected under this chapter are hereby pledged and shall be

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151 first made available to make payments when due on bonds issued 152 pursuant to s. 215.618 or s. 215.619, or any other bonds 153 authorized to be issued on a parity basis with such bonds. Such 154 pledge and availability for the payment of these bonds shall 155 have priority over any requirement for the payment of service charges or costs of collection and enforcement under this 156 157 section. All taxes collected under this chapter, except taxes 158 distributed to the Land Acquisition Trust Fund pursuant to subsections (1) and (2), are subject to the service charge 159 160 imposed in s. 215.20(1). Before distribution pursuant to this section, the Department of Revenue shall deduct amounts 161 162 necessary to pay the costs of the collection and enforcement of 163 the tax levied by this chapter. The costs and service charge may 164 not be levied against any portion of taxes pledged to debt 165 service on bonds to the extent that the costs and service charge 166 are required to pay any amounts relating to the bonds. All of 167 the costs of the collection and enforcement of the tax levied by this chapter and the service charge shall be available and 168 169 transferred to the extent necessary to pay debt service and any 170 other amounts payable with respect to bonds authorized before 171 January 1, 2017, secured by revenues distributed pursuant to 172 this section. All taxes remaining after deduction of costs shall be distributed as follows: 173

(4) After the required distributions to the LandAcquisition Trust Fund pursuant to subsections (1) and (2) and

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176	deduction of the service charge imposed pursuant to s.
177	215.20(1), the remainder shall be distributed as follows:
178	(a) The lesser of 24.18442 percent of the remainder or
179	\$541.75 million in each fiscal year shall be paid into the State
180	Treasury to the credit of the State Transportation Trust Fund.
181	Of such funds, \$75 million for each fiscal year shall be
182	transferred to the <u>General Revenue Fund</u> State Economic
183	Enhancement and Development Trust Fund within the Department of
184	Economic Opportunity. Notwithstanding any other law, the
185	remaining amount credited to the State Transportation Trust Fund
186	shall be used for:
187	1. Capital funding for the New Starts Transit Program,
188	authorized by Title 49, U.S.C. s. 5309 and specified in s.
189	341.051, in the amount of 10 percent of the funds;
190	2. The Small County Outreach Program specified in s.
191	339.2818, in the amount of 10 percent of the funds;
192	3. The Strategic Intermodal System specified in ss.
193	339.61, 339.62, 339.63, and 339.64, in the amount of 75 percent
194	of the funds after deduction of the payments required pursuant
195	to subparagraphs 1. and 2.; and
196	4. The Transportation Regional Incentive Program specified
197	in s. 339.2819, in the amount of 25 percent of the funds after
198	deduction of the payments required pursuant to subparagraphs 1.
199	and 2. The first \$60 million of the funds allocated pursuant to
200	this subparagraph shall be allocated annually to the Florida
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201 Rail Enterprise for the purposes established in s. 341.303(5). 202 Eleven and twenty-four hundredths percent of the (C) 203 remainder in each fiscal year shall be paid into the State 204 Treasury to the credit of the State Housing Trust Fund. Of such 205 funds, the first \$35 million shall be transferred annually, 206 subject to any distribution required under subsection (5), to 207 the General Revenue Fund State Economic Enhancement and 208 Development Trust Fund within the Department of Economic 209 Opportunity. The remainder shall be used as follows: 210 1. Half of that amount shall be used for the purposes for 211 which the State Housing Trust Fund was created and exists by 212 law. 213 2. Half of that amount shall be paid into the State 214 Treasury to the credit of the Local Government Housing Trust 215 Fund and used for the purposes for which the Local Government 216 Housing Trust Fund was created and exists by law. 217 (d) Twelve and ninety-three hundredths percent of the 218 remainder in each fiscal year shall be paid into the State 219 Treasury to the credit of the State Housing Trust Fund. Of such 220 funds, the first \$40 million shall be transferred annually, 221 subject to any distribution required under subsection (5), to 222 the General Revenue Fund State Economic Enhancement and 223 Development Trust Fund within the Department of Economic 224 Opportunity. The remainder shall be used as follows: 225 1. Twelve and one-half percent of that amount shall be

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deposited into the State Housing Trust Fund and expended by the Department of Economic Opportunity and the Florida Housing Finance Corporation for the purposes for which the State Housing Trust Fund was created and exists by law.

230 2. Eighty-seven and one-half percent of that amount shall 231 be distributed to the Local Government Housing Trust Fund and 232 used for the purposes for which the Local Government Housing 233 Trust Fund was created and exists by law. Funds from this 234 category may also be used to provide for state and local 235 services to assist the homeless.

236 Section 4. Paragraph (a) of subsection (3) of section 237 212.0606, Florida Statutes, is amended to read:

238

212.0606 Rental car surcharge.-

239 (3) (a) Notwithstanding s. 212.20, and less the costs of 240 administration, 80 percent of the proceeds of this surcharge 241 shall be deposited in the State Transportation Trust Fund, 15.75242 percent of the proceeds of this surcharge shall be deposited in 243 the Tourism Promotional Trust Fund created in s. 288.122, and 20 244 4.25 percent of the proceeds of this surcharge shall be 245 deposited in the General Revenue Fund Florida International 246 Trade and Promotion Trust Fund. For the purposes of this 247 subsection, "proceeds" of the surcharge means all funds 248 collected and received by the department under this section, including interest and penalties on delinquent surcharges. The 249 250 department shall provide the Department of Transportation rental

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251 car surcharge revenue information for the previous state fiscal 252 year by September 1 of each year.

253 Section 5. Section 272.11, Florida Statutes, is amended to 254 read:

272.11 Capitol information center.—<u>The Department of</u>
 <u>Economic Opportunity</u> Enterprise Florida, Inc., shall establish,
 maintain, and operate a Capitol information center somewhere
 within the area of the Capitol Center and employ personnel or
 enter into contracts to maintain same.

260 Section 6. Paragraphs (b) and (c) of subsection (2) of 261 section 288.0001, Florida Statutes, are amended to read:

262 288.0001 Economic Development Programs Evaluation.—The 263 Office of Economic and Demographic Research and the Office of 264 Program Policy Analysis and Government Accountability (OPPAGA) 265 shall develop and present to the Governor, the President of the 266 Senate, the Speaker of the House of Representatives, and the 267 chairs of the legislative appropriations committees the Economic 268 Development Programs Evaluation.

(2) The Office of Economic and Demographic Research and
 OPPAGA shall provide a detailed analysis of economic development
 programs as provided in the following schedule:

(b) By January 1, 2015, and every 3 years thereafter, an analysis of the following:

The entertainment industry financial incentive program
 established under s. 288.1254.

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276 The entertainment industry sales tax exemption program 2. 277 established under s. 288.1258. 278 3. VISIT Florida and its programs established or funded under ss. 288.122, 288.1226, 288.12265, and 288.124. 279 280 4. The Florida Sports Foundation and related programs 281 established under ss. 288.1162, 288.11621, 288.1166, 288.1167, 288.1168, 288.1169, and 288.1171. 282 283 (c) By January 1, 2016, and every 3 years thereafter, an analysis of the following: 284 The qualified defense contractor and space flight 285 1. 286 business tax refund program established under s. 288.1045. 287 2. The tax exemption for semiconductor, defense, or space 288 technology sales established under s. 212.08(5)(j). 289 3. The Military Base Protection Program established under 290 s. 288.980. 291 4. The Manufacturing and Spaceport Investment Incentive 292 Program formerly established under s. 288.1083. 293 5. The Quick Response Training Program established under s. 288.047. 294 295 6. The Incumbent Worker Training Program established under s. 445.003. 296 297 7. International trade and business development programs established or funded under s. 288.826. 298 299 Section 7. Subsections (1) and (3) of section 288.017, Florida Statutes, are amended to read: 300

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301 288.017 Cooperative advertising matching grants program.-302 The department Enterprise Florida, Inc., is authorized (1)303 to establish a cooperative advertising matching grants program 304 and, pursuant thereto, to make expenditures and enter into 305 contracts with local governments and nonprofit corporations for 306 the purpose of publicizing the tourism advantages of the state. 307 The department, based on recommendations from Enterprise 308 Florida, Inc., shall have final approval of grants awarded 309 through this program. The department Enterprise Florida, Inc., may contract with VISIT Florida its direct-support organization 310 311 to administer the program.

312 (3) The department Enterprise Florida, Inc., shall conduct 313 an annual competitive selection process for the award of grants 314 under the program. In determining its recommendations for the 315 grant awards, the department commission shall consider the 316 demonstrated need of the applicant for advertising assistance, 317 the feasibility and projected benefit of the applicant's 318 proposal, the amount of nonstate funds that will be leveraged, 319 and such other criteria as the department commission deems 320 appropriate. In evaluating grant applications, the department 321 shall consider recommendations from Enterprise Florida, Inc. The 322 department, however, has final approval authority for any grant 323 under this section.

324 Section 8. <u>Section 288.1201</u>, Florida Statutes, is 325 repealed.

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326	Section 9. (1) The State Economic Enhancement and
327	Development Trust Fund, FLAIR number 40-2-041, within the
328	Department of Economic Opportunity is terminated.
329	(2) All current balances remaining in, and all revenues
330	of, the trust fund shall be transferred to the General Revenue
331	<u>Fund.</u>
332	(3) The Department of Economic Opportunity shall pay any
333	outstanding debts and obligations of the terminated fund as soon
334	as practicable, and the Chief Financial Officer shall close out
335	and remove the terminated fund from various state accounting
336	systems using generally accepted accounting principles
337	concerning warrants outstanding, assets, and liabilities.
338	Section 10. Section 288.122, Florida Statutes, is
339	repealed.
340	Section 11. (1) The Tourism Promotional Trust Fund, FLAIR
341	number 40-2-722, within the Department of Economic Opportunity
342	is terminated.
343	(2) All current balances remaining in, and all revenues
344	of, the trust fund shall be transferred to the General Revenue
345	Fund.
346	(3) The Department of Economic Opportunity shall pay any
347	outstanding debts and obligations of the terminated fund as soon
348	as practicable, and the Chief Financial Officer shall close out
349	and remove the terminated fund from various state accounting
350	systems using generally accepted accounting principles

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351 concerning warrants outstanding, assets, and liabilities. 352 Section 12. Section 288.1226, Florida Statutes, is amended 353 to read: 354 288.1226 Florida Tourism Industry Marketing Corporation; 355 use of property; board of directors; duties; audit.-356 DEFINITIONS.-For the purposes of this section, the (1) 357 term "corporation" means the Florida Tourism Industry Marketing 358 Corporation. ESTABLISHMENT.-The Florida Tourism Industry Marketing 359 (2) 360 Corporation is a direct-support organization of the Department 361 of Economic Opportunity Enterprise Florida, Inc. 362 (a) The Florida Tourism Industry Marketing Corporation is a corporation not for profit, as defined in s. 501(c)(6) of the 363 364 Internal Revenue Code of 1986, as amended, that is incorporated 365 under the provisions of chapter 617 and approved by the 366 Department of State. 367 (b) The corporation is organized and operated exclusively 368 to request, receive, hold, invest, and administer property and 369 to manage and make expenditures for the operation of the 370 activities, services, functions, and programs of this state which relate to the statewide, national, and international 371 372 promotion and marketing of tourism. 373 (c)1. The corporation is not an agency for the purposes of chapters 120 and, 216, and 287; ss. 255.21, 255.25, and 255.254, 374 375 relating to leasing of buildings; ss. 283.33 and 283.35, Page 15 of 40

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376 relating to bids for printing; s. 215.31; and parts I, II, and 377 IV-VIII of chapter 112. However, the corporation shall comply 378 with the per diem and travel expense provisions of s. 112.061. 379 2.a. The corporation is an agency for purposes of chapter 380 287. 381 b. The officers and members of the board of directors of the corporation are subject to ss. 112.313(1) - (8), (10), (12), 382 383 and (15); 112.3135; and 112.3143(2). 384 c. For purposes of ss. 112.313(1)-(8), (10), (12), and (15); 112.3135; and 112.3143(2), the officers or members of the 385 386 board of directors of the corporation are public officers or 387 employees of an agency, respectively, and the corporation is an 388 agency. 389 3. It is not a violation of s. 112.3143(2) or (4) for the 390 officers or members of the board of directors of the corporation 391 to: 392 a. Vote on the 4-year marketing plan required under s. 393 288.923 or vote on any individual component of or amendment to 394 the plan. 395 b. Participate in the establishment or calculation of 396 payments related to the private match requirements of subsection 397 (6). The officer or member must file an annual disclosure 398 describing the nature of his or her interests or the interests 399 of his or her principals, including corporate parents and 400 subsidiaries of his or her principal, in the private match

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401 requirements. This annual disclosure requirement satisfies the 402 disclosure requirement of s. 112.3143(4). This disclosure must 403 be placed on the corporation's website or included in the 404 minutes of each meeting of the corporation's board of directors 405 at which the private match requirements are discussed or voted 406 upon. 407 (d) The corporation is subject to the provisions of 408 chapter 119, relating to public meetings, and those provisions of chapter 286 relating to public meetings and records. 409 410 (3) USE OF PROPERTY.-The Department of Economic 411 Opportunity Enterprise Florida, Inc.: 412 (a) Is authorized to permit the use of property and 413 facilities of the department Enterprise Florida, Inc., by the 414 corporation, subject to the provisions of this section. 415 Shall prescribe conditions with which the corporation (b) 416 must comply in order to use property and facilities of the 417 department Enterprise Florida, Inc. Such conditions shall 418 provide for budget and audit review and for oversight by the 419 department Enterprise Florida, Inc. 420 May not permit the use of property and facilities of (C) 421 the department Enterprise Florida, Inc., if the corporation does 422 not provide equal employment opportunities to all persons, regardless of race, color, national origin, sex, age, or 423 424 religion. 425 (4) BOARD OF DIRECTORS.-The board of directors of the

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426 corporation shall be composed of 31 tourism-industry-related 427 members, appointed by the corporation Enterprise Florida, Inc., 428 in conjunction with the department. Board members shall serve 429 without compensation, but are entitled to receive reimbursement 430 for per diem and travel expenses pursuant to s. 112.061. Such 431 expenses must be paid out of funds of the corporation. 432 (a) The board shall consist of 16 members, appointed in 433 such a manner as to equitably represent all geographic areas of 434 the state, with no fewer than two members from any of the 435 following regions: Region 1, composed of Bay, Calhoun, Escambia, Franklin, 436 1. 437 Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, 438 Okaloosa, Santa Rosa, Wakulla, Walton, and Washington Counties. 439 2. Region 2, composed of Alachua, Baker, Bradford, Clay, 440 Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette, Levy, Madison, Marion, Nassau, Putnam, St. Johns, Suwannee, 441 442 Taylor, and Union Counties. 443 Region 3, composed of Brevard, Indian River, Lake, 3. 444 Okeechobee, Orange, Osceola, St. Lucie, Seminole, Sumter, and 445 Volusia Counties. Region 4, composed of Citrus, Hernando, Hillsborough, 446 4. Manatee, Pasco, Pinellas, Polk, and Sarasota Counties. 447 5. Region 5, composed of Charlotte, Collier, DeSoto, 448 Glades, Hardee, Hendry, Highlands, and Lee Counties. 449 450 Region 6, composed of Broward, Martin, Miami-Dade, 6. Page 18 of 40

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451 Monroe, and Palm Beach Counties.

452 The 15 additional tourism-industry-related members (b) 453 shall include 1 representative from the statewide rental car 454 industry; 7 representatives from tourist-related statewide 455 associations, including those that represent hotels, 456 campgrounds, county destination marketing organizations, 457 museums, restaurants, retail, and attractions; 3 representatives 458 from county destination marketing organizations; 1 459 representative from the cruise industry; 1 representative from 460 an automobile and travel services membership organization that 461 has at least 2.8 million members in Florida; 1 representative 462 from the airline industry; and 1 representative from the space 463 tourism industry, who will each serve for a term of 2 years.

464 (5) POWERS AND DUTIES.—The corporation, in the performance 465 of its duties:

466 May make and enter into contracts and assume such (a) 467 other functions as are necessary to carry out the provisions of 468 the 4-year marketing plan required by s. 288.923, and the 469 corporation's contract with the department that Enterprise 470 Florida, Inc., which are not inconsistent with this or any other 471 provision of law. A proposed contract with a total cost of 472 \$750,000 or more is subject to the notice and review procedures 473 of s. 216.177. If the chair or vice chair of the Legislative 474 Budget Commission, the President of the Senate, or the Speaker 475 of the House of Representatives timely advises the corporation

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476 <u>in writing that such proposed contract is contrary to</u> 477 <u>legislative policy and intent, the corporation may not execute</u> 478 <u>such proposed contract. The corporation may not enter into</u> 479 <u>multiple related contracts to avoid the requirements of this</u> 480 <u>paragraph.</u>

(b) May develop a program to provide incentives and to attract and recognize those entities which make significant financial and promotional contributions towards the expanded tourism promotion activities of the corporation.

(c) May establish a cooperative marketing program with other public and private entities which allows the use of the VISIT Florida logo in tourism promotion campaigns which meet the standards of <u>the department</u> Enterprise Florida, Inc., for which the corporation may charge a reasonable fee.

(d) May sue and be sued and appear and defend in all
actions and proceedings in its corporate name to the same extent
as a natural person.

493 (e) May adopt, use, and alter a common corporate seal.
494 However, such seal must always contain the words "corporation
495 not for profit."

(f) Shall elect or appoint such officers and agents as its
affairs shall require and allow them reasonable compensation.
However, each officer or agent, including the president and
chief executive officer of the corporation, may not receive
compensation, public or private, that exceeds \$130,000 per year.

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501 Shall hire and establish salaries and personnel and (q) 502 employee benefit programs for such permanent and temporary 503 employees as are necessary to carry out the provisions of the 4-504 year marketing plan and the corporation's contract with the 505 department that Enterprise Florida, Inc., which are not 506 inconsistent with this or any other provision of law. However, 507 an employee may not receive compensation, public or private, 508 that exceeds \$130,000 per year. Any retirement, life insurance, 509 or health insurance benefits provided to employees of the 510 corporation may not exceed the value of such benefits provided 511 to employees of the corporation as of January 1, 2017. Any 512 public or private payments of performance bonuses or severance 513 pay to employees of the corporation are prohibited unless 514 specifically authorized by law. The Governor shall review and 515 approve or deny requests for out-of-state or international 516 travel by employees and board members of the corporation and 517 individuals whose travel will be paid for by the corporation, 518 regardless of the source of the funds used for such travel. 519 Shall appoint a president and chief executive officer (h) 520 of the corporation who shall serve subject to confirmation by 521 the Senate provide staff support to the Division of Tourism 522 Promotion of Enterprise Florida, Inc. The president and chief 523 executive officer of the Florida Tourism Industry Marketing 524 Corporation shall serve without compensation as the director of the division. 525

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(i) May adopt, change, amend, and repeal bylaws, not inconsistent with law or its articles of incorporation, for the administration of the provisions of the 4-year marketing plan and the corporation's contract with <u>the department</u> Enterprise Florida, Inc.

531 (j) May conduct its affairs, carry on its operations, and 532 have offices and exercise the powers granted by this act in any 533 state, territory, district, or possession of the United States 534 or any foreign country. When Where feasible, appropriate, and recommended by the 4-year marketing plan developed by the 535 536 Division of Tourism Promotion of Enterprise Florida, Inc., the 537 corporation may collocate the programs of foreign tourism offices in cooperation with any foreign office operated by any 538 539 agency of this state.

(k) May appear on its own behalf before boards,
commissions, departments, or other agencies of municipal,
county, state, or federal government.

543 May request or accept any grant, payment, or gift, of (1) 544 funds or property made by this state or by the United States or 545 any department or agency thereof or by any individual, firm, 546 corporation, municipality, county, or organization for any or 547 all of the purposes of the 4-year marketing plan and the corporation's contract with the department Enterprise Florida, 548 Inc., that are not inconsistent with this or any other provision 549 550 of law. Such funds shall be deposited in a bank account

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established by the corporation's board of directors. The corporation may expend such funds in accordance with the terms and conditions of any such grant, payment, or gift, in the pursuit of its administration or in support of the programs it administers. The corporation shall separately account for the public funds and the private funds deposited into the corporation's bank account.

558 (m) Shall establish a plan for participation in the 559 corporation which will provide additional funding for the 560 administration and duties of the corporation.

(n) In the performance of its duties, may undertake, or contract for, marketing projects and advertising research projects.

(o) In addition to any indemnification available under chapter 617, the corporation may indemnify, and purchase and maintain insurance on behalf of, directors, officers, and employees of the corporation against any personal liability or accountability by reason of actions taken while acting within the scope of their authority.

570(p)Shall not create or establish any other entity,571corporation, or direct-support organization.

572 (q) Shall not expend funds, public or private, that 573 directly or indirectly benefit only one company, corporation, or 574 business entity.

575

(6) MATCHING REQUIREMENTS.-

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576 (a) A one-to-one match is required of private to public 577 contributions to the corporation. Public contributions include 578 all state appropriations to the corporation. (b) 579 For purposes of calculating the required one-to-one 580 match, the corporation shall receive matching private 581 contributions and assign such contributions to one of two 582 private match categories. The corporation shall maintain 583 documentation of such categorized contributions on file and make 584 such documentation available for inspection upon reasonable 585 notice during its regular business hours. Contribution details 586 shall be included in the quarterly reports required under 587 subsection (8). The private match categories are: 588 1. Direct cash contributions from private sources, which 589 include, but are not limited to, cash derived from strategic 590 alliances, contributions of stocks and bonds, and partnership 591 contributions. 592 2. Fees for services, which include, but are not limited 593 to, event participation, research, and brochure placement and 594 transparencies. 595 596 Contributions from a government entity or from an entity that 597 received more than 50 percent of its revenue in the previous 598 fiscal year from public sources, including revenue derived from 599 taxes, fees, or other government revenues, are not considered 600 private contributions for purposes of calculating the required

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601 one-to-one match.

(c) If the corporation fails to meet the one-to-one match
 requirements of this subsection, the corporation shall revert
 all unmatched public contributions to the state treasury by June
 30 of each fiscal year.

606 (7) (6) ANNUAL AUDIT. - The corporation shall provide for an 607 annual financial audit in accordance with s. 215.981. The annual 608 audit report shall be submitted to the Auditor General; the 609 Office of Program Policy Analysis and Government Accountability; 610 Enterprise Florida, Inc.; and the department for review. The Office of Program Policy Analysis and Government Accountability; 611 612 Enterprise Florida, Inc.; the department; and the Auditor 613 General have the authority to require and receive from the 614 corporation or from its independent auditor any detail or 615 supplemental data relative to the operation of the corporation. 616 The department shall annually certify whether the corporation is 617 operating in a manner and achieving the objectives that are 618 consistent with the policies and goals of the department 619 Enterprise Florida, Inc., and its long-range marketing plan. The 620 identity of a donor or prospective donor to the corporation who 621 desires to remain anonymous and all information identifying such 622 donor or prospective donor are confidential and exempt from the provisions of s. 119.07(1) and s. 24(a), Art. I of the State 623 624 Constitution. Such anonymity shall be maintained in the 625 auditor's report.

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626 (8) (7) REPORT.—The corporation shall provide a quarterly 627 report to the department Enterprise Florida, Inc., which shall: 628 (a) Measure the current vitality of the visitor industry 629 of this state as compared to the vitality of such industry for 630 the year to date and for comparable quarters of past years. 631 Indicators of vitality shall be determined by the department 632 Enterprise Florida, Inc., and shall include, but not be limited to, estimated visitor count and party size, length of stay, 633 634 average expenditure per party, and visitor origin and 635 destination. 636 (b) Provide detailed, unaudited financial statements of 637 sources and uses of public and private funds. Measure progress towards annual goals and objectives 638 (C) 639 set forth in the 4-year marketing plan. 640 Review all pertinent research findings. (d) Provide other measures of accountability as requested 641 (e) 642 by the department Enterprise Florida, Inc. 643 644 The corporation must take all steps necessary to provide all data that is used to develop the report, including source data, 645 646 to the Office of Economic and Demographic Research. 647 (9) (8) PROHIBITIONS; CORPORATE FUNDS; GIFTS.-Notwithstanding per diem and travel expenses authorized pursuant 648 s. 112.061, funds of the corporation may not be expended for 649 food, beverages, lodging, entertainment, or gifts for employees 650

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651	of the corporation, board members of the corporation, or
652	employees of a tourist or economic development entity that
653	receives revenue from a tax imposed pursuant to s. 125.0104, s.
654	125.0108, or s. 212.0305. An employee or board member of the
655	corporation may not accept or receive food, beverages, lodging,
656	entertainment, or gifts from a tourist or economic development
657	entity that receives revenue from a tax imposed pursuant to s.
658	125.0104, s. 125.0108, or s. 212.0305 PUBLIC RECORDS EXEMPTION
659	The identity of any person who responds to a marketing project
660	or advertising research project conducted by the corporation in
661	the performance of its duties on behalf of Enterprise Florida,
662	Inc., or trade secrets as defined by s. 812.081 obtained
663	pursuant to such activities, are exempt from s. 119.07(1) and s.
664	24(a), Art. I of the State Constitution. This subsection is
665	subject to the Open Government Sunset Review Act in accordance
666	with s. 119.15 and shall stand repealed on October 2, 2021,
667	unless reviewed and saved from repeal through reenactment by the
668	Legislature.
669	(10) (9) LODGING EXPENSES.—Lodging expenses for an employee
670	of the corporation may not exceed \$150 per day, excluding taxes.
671	However, an employee of the corporation may expend his or her
672	own funds for any lodging expenses in excess of \$150 per day.
673	(11) RELEASE OF APPROPRIATIONSNotwithstanding s.
674	216.192, and in accordance with s. 216.351, the annual plan for
675	release of appropriations for the Department of Economic
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676	Opportunity shall be quarterly. On July 1 of each fiscal year,
677	25 percent of the original operating budget of the corporation
678	shall be released. The balance of the appropriation shall be
679	held in reserve. By August 15 of each fiscal year, the
680	Department of Economic Opportunity shall submit a proposed
681	operating budget for the corporation including amounts to be
682	expended on advertising, events, other operating capital outlay,
683	and salaries and benefits for each employee to the Legislative
684	Budget Commission. Upon approval of the plan by the Legislative
685	Budget Commission, the remainder of the operating budget for the
686	corporation shall be released pursuant to this subsection.
687	(12) TRANSPARENCY
688	(a) The corporation is a governmental entity as defined in
689	s. 215.985 and, therefore, is subject to the Transparency
690	<u>Florida Act.</u>
691	(b) A contract entered into between the corporation and
692	any other entity, including a local government, private, or
693	nonprofit entity, that receives public funds from the state or
694	from a tax imposed pursuant to s. 125.0104, s. 125.0108, or s.
695	212.0305 shall include:
696	1. The purpose of the contract.
697	2. Specific performance standards and responsibilities for
698	each entity.
699	3. A detailed project or contract budget, if applicable.
700	4. The value of any services provided.

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701	5. The salaries of all employees and board members of the
702	entity and the projected travel and entertainment expenses for
703	such employees and board members.
704	(c)1. If a marketing partner receives public funds from
705	the state or from a tax imposed pursuant to s. 125.0104, s.
706	125.0108, or s. 212.0305, the marketing partner shall annually
707	report all public and private financial data to the corporation.
708	2. The financial data shall include:
709	a. The total amount of revenue received from public and
710	private sources.
711	b. The operating budget.
712	c. Employee and board member salary and benefit details.
713	d. An itemized account of all funds spent by a third party
714	on behalf of the corporation or a board member or an employee of
715	the corporation.
716	e. Itemized travel and entertainment expenditures.
717	(d) The following information must be posted on the
718	corporation's website:
719	1. A plain language version of each proposed and executed
720	contract exceeding \$35,000 with a private entity, municipality,
721	city, town, or vendor of services, supplies, or programs,
722	including marketing, or for the purchase or lease or use of
723	lands, facilities, or properties.
724	2. Any agreement entered into between the corporation and
725	any other entity, including a local government, private entity,
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726	or nonprofit entity, that receives public funds or funds from a
727	tax imposed pursuant to s. 125.0104, s. 125.0108, or s.
728	212.0305.
729	3. Video recordings of each board meeting.
730	4. A detailed report of expenditures following each
731	marketing event paid for with the corporation's funds. Such
732	report must be posted within 10 business days after the event.
733	5. An annual itemized accounting of the total amount of
734	funds spent by any third party on behalf of the corporation or
735	any board member or employee of the corporation.
736	6. An annual itemized accounting of the total amount of
737	travel and entertainment expenditures by the corporation.
738	(e) The corporation's website must:
739	1. Allow users to navigate to related sites to view
740	supporting details.
741	2. Enable a taxpayer to email questions to the corporation
742	and make such questions and the corporation's responses publicly
743	viewable.
744	(13) REPEAL.—This section is repealed October 1, 2019,
745	unless reviewed and saved from repeal by the Legislature.
746	Section 13. Section 288.12265, Florida Statutes, is
747	amended to read:
748	288.12265 Welcome centers
749	(1) Responsibility for the welcome centers is assigned to
750	the Department of Economic Opportunity Enterprise Florida, Inc.,
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751 which shall contract with the Florida Tourism Industry Marketing752 Corporation to employ all welcome center staff.

753 (2) The Department of Economic Opportunity Enterprise 754 Florida, Inc., shall administer and operate the welcome centers. 755 Pursuant to a contract with the Department of Transportation, 756 the Department of Economic Opportunity Enterprise Florida, Inc., 757 shall be responsible for routine repair, replacement, or 758 improvement and the day-to-day management of interior areas 759 occupied by the welcome centers. All other repairs, 760 replacements, or improvements to the welcome centers shall be 761 the responsibility of the Department of Transportation. The 762 Department of Economic Opportunity Enterprise Florida, Inc., may 763 contract with the Florida Tourism Industry Marketing Corporation 764 for the management and operation of the welcome centers.

765 Section 14. Section 288.124, Florida Statutes, is amended 766 to read:

767 288.124 Convention grants program.-VISIT Florida 768 Enterprise Florida, Inc., is authorized to establish a 769 convention grants program and, pursuant to that program, to 770 recommend to the department expenditures and contracts with 771 local governments and nonprofit corporations or organizations 772 for the purpose of attracting national conferences and conventions to Florida. Preference shall be given to local 773 774 governments and nonprofit corporations or organizations seeking 775 to attract minority conventions to Florida. Minority conventions

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are events that primarily involve minority persons, as defined 776 777 in s. 288.703, who are residents or nonresidents of the state. 778 VISIT Florida Enterprise Florida, Inc., shall establish 779 guidelines governing the award of grants and the administration 780 of this program. The department has final approval authority for 781 any grants under this section. The total annual allocation of 782 funds for this program shall not exceed \$40,000. 783 Section 15. Section 288.826, Florida Statutes, is 784 repealed. Section 16. (1) The Florida International Trade and 785 786 Promotion Trust Fund, FLAIR number 40-2-338, within the 787 Department of Economic Opportunity is terminated. 788 (2) All current balances remaining in, and all revenues 789 of, the trust fund shall be transferred to the General Revenue 790 Fund. 791 (3) The Department of Economic Opportunity shall pay any 792 outstanding debts and obligations of the terminated trust fund 793 as soon as practicable, and the Chief Financial Officer shall 794 close out and remove the terminated trust fund from various 795 state accounting systems using generally accepted accounting 796 principles concerning warrants outstanding, assets, and 797 liabilities. Section 17. Subsection (3) of section 288.904, Florida 798 799 Statutes, is amended to read: 800 288.904 Funding for Enterprise Florida, Inc.; performance

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and return on the public's investment.-801 802 (3) (a) Specifically for the marketing and advertising 803 activities of the Division of Tourism Marketing or as contracted 804 through the Florida Tourism Industry Corporation, a one-to-one 805 match is required of private to public contributions within 4 806 calendar years after the implementation date of the marketing 807 plan pursuant to s. 288.923. 808 (b) For purposes of calculating the required one-to-one match, matching private funds shall be divided into four 809 810 categories. Documentation for the components of the four private 811 match categories shall be kept on file for inspection as determined necessary. The four private match categories are: 812 813 1. Direct cash contributions, which include, but are not 814 limited to, cash derived from strategic alliances, contributions 815 of stocks and bonds, and partnership contributions. 816 2. Fees for services, which include, but are not limited 817 to, event participation, research, and brochure placement and 818 transparencies. 819 Cooperative advertising, which is the value based on 820 cost of contributed productions, air time, and print space. 821 4. In-kind contributions, which include, but are not 822 limited to, the value of strategic alliance services contributed, the value of loaned employees, discounted service 823 824 fees, items contributed for use in promotions, and radio or 825 television air time or print space for promotions. The value of

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826 air time or print space shall be calculated by taking the actual 827 time or space and multiplying by the nonnegotiated unit price 828 for that specific time or space which is known as the media 829 equivalency value. In order to avoid duplication in determining 830 media equivalency value, only the value of the promotion itself shall be included; the value of the items contributed for the 831 832 promotion may not be included. 833 Section 18. Subsection (1) and paragraph (b) of subsection 834 (2) of section 288.92, Florida Statutes, are amended to read: 835 288.92 Divisions of Enterprise Florida, Inc.-836 Enterprise Florida, Inc., may create and dissolve (1)837 divisions as necessary to carry out its mission. Each division shall have distinct responsibilities and complementary missions. 838 839 At a minimum, Enterprise Florida, Inc., shall have divisions 840 related to the following areas: 841 International Trade and Business Development; (a) 842 (b) Business Retention and Recruitment; 843 (c) Tourism Marketing; 844 (c) (d) Minority Business Development; and 845 (d) (e) Sports Industry Development. 846 (2)847 The following officers and board members are subject (b)1. to ss. 112.313(1)-(8), (10), (12), and (15); 112.3135; and 848 849 112.3143(2): 850 a. Officers and members of the board of directors of the Page 34 of 40

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851 divisions of Enterprise Florida, Inc.

b. Officers and members of the board of directors ofsubsidiaries of Enterprise Florida, Inc.

c. Officers and members of the board of directors of
corporations created to carry out the missions of Enterprise
Florida, Inc.

d. Officers and members of the board of directors of
corporations with which a division is required by law to
contract to carry out its missions.

2. For purposes of applying ss. 112.313(1)-(8), (10), (12), and (15); 112.3135; and 112.3143(2) to activities of the officers and members of the board of directors specified in subparagraph 1., those persons shall be considered public officers or employees and the corporation shall be considered their agency.

866 3. It is not a violation of s. 112.3143(2) or (4) for the 867 officers or members of the board of directors of the Florida 868 Tourism Industry Marketing Corporation to:

a. Vote on the 4-year marketing plan required under s.
288.923 or vote on any individual component of or amendment to
the plan.

b. Participate in the establishment or calculation of
payments related to the private match requirements of s.
288.904(3). The officer or member must file an annual disclosure
describing the nature of his or her interests or the interests

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876	of his or her principals, including corporate parents and
877	subsidiaries of his or her principal, in the private match
878	requirements. This annual disclosure requirement satisfies the
879	disclosure requirement of s. 112.3143(4). This disclosure must
880	be placed either on the Florida Tourism Industry Marketing
881	Corporation's website or included in the minutes of each meeting
882	of the Florida Tourism Industry Marketing Corporation's board of
883	directors at which the private match requirements are discussed
884	or voted upon.
885	Section 19. Section 288.923, Florida Statutes, is amended
886	to read:
887	288.923 Division of Tourism marketing; definitions;
888	responsibilities
889	(1) There is created within Enterprise Florida, Inc., the
890	Division of Tourism Marketing.
891	(2) As used in this section, the term:
892	(a) "Tourism marketing" means any effort exercised to
893	attract domestic and international visitors from outside the
894	state to destinations in this state and to stimulate Florida
895	resident tourism to areas within the state.
896	(b) "Tourist" means any person who participates in trade
897	or recreation activities outside the county of his or her
898	permanent residence or who rents or leases transient living
899	quarters or accommodations as described in s. 125.0104(3)(a).
900	(c) "County destination marketing organization" means a
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901 public or private agency that is funded by local option tourist 902 development tax revenues under s. 125.0104, or local option 903 convention development tax revenues under s. 212.0305, and is 904 officially designated by a county commission to market and 905 promote the area for tourism or convention business or, in any 906 county that has not levied such taxes, a public or private 907 agency that is officially designated by the county commission to 908 market and promote the area for tourism or convention business.

909 (d) "Direct-support organization" means the Florida910 Tourism Industry Marketing Corporation.

911 (2) (3) The Department of Economic Opportunity Enterprise 912 Florida, Inc., shall contract with the Florida Tourism Industry 913 Marketing Corporation, a direct-support organization established 914 in s. 288.1226, to execute tourism promotion and marketing 915 services, functions, and programs for the state, including, but 916 not limited to, the activities prescribed by the 4-year 917 marketing plan. The division shall assist to maintain and 918 implement the contract.

919 <u>(3)</u>(4) The <u>department's</u> division's responsibilities and 920 duties include, but are not limited to:

921 (a) Maintaining and implementing the contract with the922 Florida Tourism Industry Marketing Corporation.

923 (b) <u>Ensuring that the corporation develops</u> Advising the
 924 department and Enterprise Florida, Inc., on development of
 925 domestic and international tourism marketing campaigns featuring

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926 Florida.

927 (c) Developing<u>, in collaboration with the corporation</u>, a 928 4-year marketing plan.

929 1. At a minimum, the marketing plan shall discuss the 930 following:

931 Continuation of overall tourism growth in this state. a. 932 b. Expansion to new or under-represented tourist markets. 933 Maintenance of traditional and loyal tourist markets. с. Coordination of efforts with county destination 934 d. marketing organizations, other local government marketing 935 936 groups, privately owned attractions and destinations, and other 937 private sector partners to create a seamless, four-season 938 advertising campaign for the state and its regions.

939 e. Development of innovative techniques or promotions to
940 build repeat visitation by targeted segments of the tourist
941 population.

942 f. Consideration of innovative sources of state funding 943 for tourism marketing.

944

g. Promotion of nature-based tourism and heritage tourism.

h. Development of a component to address emergency
response to natural and manmade disasters from a marketing
standpoint.

948 2. The plan shall be annual in construction and ongoing in 949 nature. Any annual revisions of the plan shall carry forward the 950 concepts of the remaining 3-year portion of the plan and

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951 consider a continuum portion to preserve the 4-year timeframe of 952 the plan. The plan also shall include recommendations for 953 specific performance standards and measurable outcomes for the 954 division and direct-support organization. The department, in consultation with the board of directors of Enterprise Florida, 955 956 Inc., shall base the actual performance metrics on these 957 recommendations. 958 The 4-year marketing plan shall be developed in 3. 959 collaboration with the Florida Tourism Industry Marketing 960 Corporation. The plan shall be annually reviewed and approved by 961 the department board of directors of Enterprise Florida, Inc. 962 (d) Drafting and submitting an annual report required by 963 s. 288.92. The annual report shall set forth for the department division and the direct-support organization: 964 965 Operations and accomplishments during the fiscal year, 1. 966 including the economic benefit of the state's investment and 967 effectiveness of the marketing plan. 968 The 4-year marketing plan, including recommendations on 2. 969 methods for implementing and funding the plan. 970 3. The assets and liabilities of the direct-support 971 organization at the end of its most recent fiscal year. 972 4. A copy of the annual financial and compliance audit conducted under s. 288.1226(7) 288.1226(6). 973 (5) Notwithstanding s. 288.92, the division shall be 974 975 staffed by the Florida Tourism Industry Marketing Corporation. Page 39 of 40

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976 Such staff shall not be considered to be employees of the division and shall remain employees of the Florida Tourism Industry Marketing Corporation. Section 288.905 does not apply to the Florida Tourism Industry Marketing Corporation. <u>(4)-(6)</u> This section is repealed October 1, 2019, unless reviewed and saved from repeal by the Legislature. Section 20. This act shall take effect July 1, 2017.

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