

The Florida Senate  
**HOUSE MESSAGE SUMMARY**

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Prepared By: The Professional Staff of the Committee on Commerce and Tourism

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[2020s00362.hms]

BILL: SB 362  
INTRODUCER: Senator Hooper  
SUBJECT: Florida Tourism Marketing  
DATE: March 11, 2020

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**I. Amendments Contained in Message:**

**House Amendment 1 – 657321** (body with title)

**II. Summary of Amendments Contained in Message:**

**House Amendment 1** extends the scheduled repeal date for the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, and the Division of Tourism Marketing within Enterprise Florida, Inc., until October 1, 2023. The underlying Senate bill extended the scheduled repeal date for VISIT FLORIDA until October 1, 2028, and removed the scheduled repeal date for the Division of Tourism Marketing.