



TOURIST DEVELOPMENT COUNCIL

AGENDA

July 20, 2017

3:00 PM

Administration Building,
4th Floor, BCC Meeting Room, 477 Houston Street,
Green Cove Springs, FL 32043
Reschedule of May Meeting

Call to Order

1. Call to Order

Public Comments

Presentations

2. Thrasher-Horne Center for the Performing Arts & conference Center

Approval of Minutes

3. Approval of Minutes

Bed Tax Collections Analysis

Budget

4. Bed Tax Collection Analysis
5. FY16-17 Special Event Grant Update
6. Budget Review

New Business

7. Out of Cycle Grant Request - Town of Penney Farms 90th Anniversary Celebration
Event is planned for September 2017.

8. FY17-18 Grant Application & Workshop
9. FY17-18 Proposed Budget & Marketing Plan
10. Director's Report

11. Legislative Update - VISIT FLORIDA

VISIT FLORIDA portion begins in line 595 (pg. 24) and continues through line 1036 (pg. 42).

12. Strategic Plan

At our last meeting, many of you mentioned as a priority that you wanted to see us develop a strategic plan. Please be prepared to discuss the following items at the July 20 meeting:

- **What do you want this strategic plan to tell us? How will we use it?**
- **Review the following companies that may be considered for the effort, as**

they specialize in various aspects of destination marketing strategic plan development.

1. **DMOProz**
2. **Destination Marketing Association International (DMAI) – Destination NEXT**
3. **PGAV**
4. **Solimar International**
5. **Destination Think!**
13. Website Map
14. Military Museum Trail Brochure
15. Fairgrounds Master Plan Research Project Funding
16. Policy for Product Development/Enhancements and Film Development

Old Business

17. Bed Tax Increase
18. Upcoming Events Update
19. County-wide Branding

Adjournment



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC DATE: 7/11/2017

FROM: Kimberly
Morgan

SUBJECT:

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:47 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:20 PM	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: Kimberly Morgan

DATE: 5/9/2017

FROM: Ann Mitchell,
Administrative Assistant

SUBJECT:

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:46 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:22 PM	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

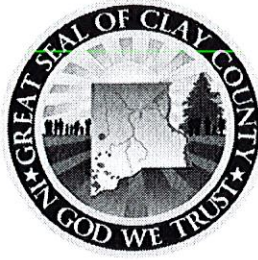
ATTACHMENTS:

Description

- ▢ March Meeting

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/13/2017 - 6:07 PM	
County Manager	Kopelousos, Stephanie	Approved	7/14/2017 - 11:30 AM	



**TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES**

March 22, 2017

3:00 PM

Administration Building, 4th Floor, BCC Meeting Room

Call to Order

The Clay County Tourist Development Council (TDC) met on the above date and time in the BCC Meeting Room, 4th floor of the Clay County Administration Building, 477 Houston Street, Green Cove Springs, Florida.

Chairman Mike Cella called the meeting to order at 3:03 p.m.

TDC members introduced themselves.

Present:

Connie Thomas
Bob Olson
Marina Mathews
Pat Sickles
Kathy White
Steve Hart
Susan Hill

Absent:

Kelly Mosley

Public Comments

James Otto, 2908 Blanding Boulevard, Middleburg, Florida, provided a Power Point presentation. He spoke about traffic on US Highway 17, impact fees, Spring Park, fairground improvements, tennis court repairs, and a sign purchased at the fairground office.

Presentations

VIDEO 1. Fair Presentation

Tasha Hyder, General Manager, Clay County Fair, Inc., provided an overview of new events planned for the 2017 Clay County Fair. She announced that the Clay County Fair, Inc., purchased an LED sign at their office and it will be used throughout the year to advertise various events held at the fairgrounds. The fair updated their website launching a new appearance and user-friendly features. This year, all of the fair advertising

was cohesively combined into one unified theme. The booklet-style fair schedule was revised to small pocket-size. Ms. Hyder thanked the TDC for their support and invited them to attend their Ribbon Cutting Ceremony, on Thursday, March, 30, 2017, at 1:50 p.m.

Kimberly Morgan, Director of Tourism and Film Development, showed the TDC a plaque that was presented at the fair luncheon on March 21, 2017, where they were recognized as a Blue Ribbon Sponsor.

Connie Thomas arrived at 3:08 p.m.

Approval of Minutes

VIDEO 2. January 25, 2017 TDC Meeting Minutes

Chairman Cella stated that the TDC meeting of August 19, 2017 was not included with the TDC Meeting Schedule listed on page two, item three, of the January 25, 2017 BCC Meeting Minutes.

After discussion, Pat Sickles moved, seconded by Kathy White, and carried 7-0, to approve the TDC Minutes of January 25, 2017, with the addition of the TDC meeting of August 19, 2017 on the TDC Meeting Schedule, page two, item three.

Bed Tax Collections Analysis

VIDEO 3. Annual Analysis

Ms. Morgan, provided a five-year analysis of bed tax collections, including the annual analysis with data month-over-month and year-to-date data. The goal for this report is to help define need periods so they know when events should be recruited. Items 3 and 4 of the agenda were combined for discussion.

VIDEO 4. 5-Year History by Month With Projection for Future

Ms. Morgan, presented the five-year history by month with a projection for the future.

VIDEO 5. Consideration For Increase from 3% to 4% or 5%

Ms. Morgan provided a state-wide bed tax percentage comparison of Florida counties. She explained that Clay County is one of nine counties in the State that charge a 3 percent Tourist Development Tax (TDT). Flagler County recently voted to increase their TDT tax to 5 percent. More than 52 percent of the State's counties charge more than Clay County. If the County's TDT tax was increased by one cent, the TDC would have an additional \$203,688.13 that could be used for marketing.

Chairman Cella stated that an increase of funds is crucial to re-brand the County. The TDT has not increased since its inception. Raising the tax by one cent would

be consistent and comparable with our surrounding counties. If the TDC voted to increase the tax, it would be presented to the Board for their approval and then implemented. This will be placed on the May 24, 2017 TDC agenda for further discussion.

Ms. Morgan announced that she will present a budget and marketing plan for an additional one cent tax increase at their next TDC meeting.

County Attorney Grimm stated that if the TDC approved the tax increase and it was presented to a Board in June, a collection could begin as early as August.

Budget

Ms. Morgan stated that she is diligently working to complete the 17/18 budget and a marketing plan to present at their May meeting.

New Business

VIDEO 6. Priorities

Chairman Cella asked for priority recommendations.

Marina Mathews suggested: 1) A five-year strategic plan; and, 2) Funding to implement their plans and goals.

Bob Olson suggested: 1) A five-year or ten-year strategic plan; 2) Signature events; and, 3) Invest in infrastructure, specifically, the Clay County fairgrounds.

Susan Hill suggested enhancing the County's website. Chairman Cella stated that Ms. Morgan and the County's MIS Department are collaborating to enhance tourism on the County's website.

Pat Sickles suggested that lodging be included in their strategic planning.

Discussion ensued regarding the Outer Beltway, its interchanges, tolls and exits. Attracting tourism to our County by utilizing our water-ways was also discussed.

Chairman Cella suggested: 1) Creating an event that will attract tourists everyday.

Connie Thomas suggested: 1) Eco-tourism - opening up our water-ways for sporting activities.

Steve Hart announced that there will be a press conference this week regarding a bill sponsored by our Legislators for water restoration in our region. If approved, the bill will provide approximately 35 million dollars a year. Mr. Hart suggested the following priorities: 1) Marketing Clay County through social media; and, 2) More TDC participation in events such as Clay Day in Tallahassee, to market our County. The City of Keystone Heights has an airpark where a museum is being developed. The museum will have a flight simulator that could be one of those everyday events that Clay

County needs to attract tourism.

Kathy White suggested: 1) Including venues that will attract notoriety nationwide in their five-year plan; and, 2) Casinos.

Chairman Cella stated that their TDT funds can be used for infrastructure and facilities. He asked that additional ideas be forwarded to Ms. Morgan.

VIDEO 7. TDC Subcommittee Recommendation for Promotional Grants

Chairman Cella thanked the TDC Subcommittee for their effort to make the grant process efficient.

Ms. Morgan thanked the TDC Subcommittee for their time and expertise. She provided a Power Point presentation that included the following topics: The Process and Timeline, Three-tier Funding Categories, Budget Under Current Plan, Budget Under Revised Plan, Workshop Information, Scoring, Purpose, Soundness of Proposed Event, Stability and Management Capacity, Quality of Proposed Event, and The Application Process.

After discussion, Marina Mathews moved, seconded by Connie Thomas, and carried 7-0, to approve the TDC Subcommittee Recommendation for Promotional Grants as presented. This proposal will be presented to the Board for their consideration.

VIDEO 8. Director's Report

Ms. Morgan informed the TDC that the Visit Florida Marketing Grant for a digital marketing campaign has been submitted and notification should be received in June. Several event coordinators has contacted her about having an event in Clay County including; Vintage Days, a Robotics Competition - Clay County School Board, and a family reunion. She is working to connect those individuals with the appropriate venue. The Visitors Guide is almost complete and will be placed in the next edition of the Clay Today. New this season, is the "Top Ten Things to Do in Clay County", and a highlight on the County's independent restaurants. An update on her 90-day plan was provided. A budget and marketing plan will be presented at their next meeting. Country Music Television (CMT) was in town last week to work on a documentary of the Lynyrd Skynrd Band, which will premiere in 2018. A special shout-out to the Clay County Archives and developer of the property for their knowledge and assistance. Lynrd Skynrd wrote and practiced their music at the "Hell House", located on the property being developed.

Connie Thomas commented that more venues are needed to accommodate class reunions in the County. Event coordinators are seeking venues in our surrounding counties. Ms. Morgan stated that she would provide a venue list to the Clay County School Board for class reunions.

VIDEO 9. Legislative Update

Chairman Cella stated that tourism may take a hit this Legislative Session due to budget

constraints and regulations.

Ms. Morgan commented that Visit Florida is modeled by other states in our country. It works, but unfortunately, we are handing it over to our friends in Texas and California. She stated that she wasn't sure if vacation rental legislation would impact Florida significantly, but it may define what a vacation rental is and make it consistent state-wide.

Old Business

VIDEO 10. RV Parks

Ms. Morgan stated that at their last meeting she was asked if RV Parks were required to pay tax. She reported that RV Parks and boat slips are required to pay tax, with the exception of the RV's at the fairgrounds during the Clay County Fair. This exemption is statute driven for fair associations throughout the State. She reported that Clay County has an RV Park at Whitey's and Gold Head Branch State Park.

Chairman Cella commented that it was unfortunate that the TDT is not enforced. There has been discussion with the Tax Collector's Office regarding a compliance notice and that may be considered in the future.

VIDEO 11. FY 16/17 Special Event Grant Update

Ms. Morgan provided an update on the FY 16-17 TDC Special Event Grants.

VIDEO 12. AirBNB

This item is Tabled to the next TDC Meeting of May 24, 2017.

VIDEO 13. Upcoming Events Update

Ms. Morgan provided an update on the 2017 Calendar of Events and informed the TDC that she has been working with the IT Department to get the events posted on the County's website. It will appear in the Visitors Guide.

Chairman Cella asked members to forward additional events to Ms. Morgan.

VIDEO 14. Rebranding Update

Chairman Cella commented that the Board approved Burdette-Ketchum, Jacksonville, Florida, for Clay County's re-branding. This firm is instrumental in numerous other projects in Duval County to brand Jacksonville. More information is forthcoming.

County Attorney Grimm stated that the previous motion made by the TDC to amend their Minutes of January 25, 2017, adding the TDC Meeting of August 19, 2017, should have been August 23, 2017.

After discussion, Bob Olson moved, seconded by Pat Sickles, and carried 7-0, to amend the previous motion adding the TDC Meeting of August 23, 2017, rather than August 19, 2017.

Adjournment

There being no further business, the Chairman adjourned the meeting at 5:06 p.m.

Attest:



Committee Chairman



Recording Secretary

TOURIST DEVELOPMENT COUNCIL**March 22, 2017****3:00 p.m.**

NAME	REPRESENTATION	SIGNATURE
Commissioner Mike Cella	Chairman	<i>Mike Cella</i>
Kimberly Morgan	Director of Tourism & Film Development	<i>Kimberly Morgan</i>
Connie Thomas	Town of Orange Park Council (Municipal)	<i>Connie Thomas</i>
Bob Olson	Thrasher-Horne Conference Center (Citizen)	<i>Bob Olson</i>
Marina Mathews	Moosehaven (Citizen)	<i>M.S. Mathews</i>
Kelly Mosley	Clay County School District (Citizen)	
Pat Sickles	River Park Inn Bed & Breakfast (Hotel)	<i>Pat Sickles</i>
Kathy White	Stay Suites of America (Hotel)	<i>Kathy White</i>
Steve Hart	City of Keystone Heights (Municipal)	<i>Steve Hart</i>
Susan Hill	Holiday Inn Orange Park (Hotel)	<i>Susan Hill</i>



TOURIST DEVELOPMENT COUNCIL

AGENDA

March 22, 2017

3:00 PM

Administration Building,
4th Floor, BCC Meeting Room, 477 Houston Street,
Green Cove Springs, FL 32043

Call to Order

Public Comments

Presentations

1. Fair Presentation

Approval of Minutes

2. January 25, 2017 TDC Meeting Minutes

Bed Tax Collections Analysis

3. Annual Analysis
4. 5-Year History by Month With Projection for Future
5. Consideration For Increase from 3% to 4% or 5%

Budget

New Business

6. Priorities
7. TDC Subcommittee Recommendation for Promotional Grants
8. Director's Report
9. Legislative Update

Old Business

10. RV Parks
11. FY 16/17 Special Event Grant Update
12. AirBNB
13. Upcoming Events Update
14. Rebranding Update

Adjournment



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC DATE: 7/11/2017

FROM: Kimberly
Morgan

SUBJECT:

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Bed Tax Collection Analysis

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:47 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:18 PM	

Bed Tax Collections

TDT Collections as of July 7, 2017

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2015-16 YTD Total	2016-17	2016-17 YTD Total	Monthly Change Over Prior Year	YTD Change Over Prior Year
October	\$ 36,327	\$ 36,279	\$ 37,544	\$ 40,775	\$ 47,452	\$ 51,105	\$ 51,105	\$ 52,353	\$ 52,353	2.44%	2.44%
November	\$ 32,707	\$ 39,001	\$ 35,267	\$ 42,220	\$ 41,860	\$ 47,348	\$ 98,453	\$ 50,814	\$ 103,167	7.32%	4.79%
December	\$ 28,991	\$ 30,375	\$ 35,938	\$ 37,256	\$ 40,439	\$ 40,608	\$ 139,061	\$ 42,758	\$ 145,925	5.29%	4.94%
January	\$ 39,184	\$ 38,493	\$ 42,500	\$ 39,465	\$ 47,582	\$ 51,080	\$ 190,141	\$ 46,949	\$ 192,874	-8.09%	1.44%
February	\$ 32,867	\$ 41,459	\$ 39,668	\$ 43,866	\$ 47,528	\$ 53,513	\$ 243,654	\$ 49,147	\$ 242,021	-8.16%	-0.67%
March	\$ 40,904	\$ 45,404	\$ 45,085	\$ 51,215	\$ 55,545	\$ 56,665	\$ 300,319	\$ 53,777	\$ 295,798	-5.10%	-1.51%
April	\$ 35,195	\$ 39,773	\$ 42,429	\$ 43,944	\$ 52,598	\$ 55,276	\$ 355,595	\$ 50,955	\$ 346,754	-7.82%	-2.49%
May	\$ 35,392	\$ 40,754	\$ 43,436	\$ 43,152	\$ 54,908	\$ 55,962	\$ 411,557	\$ 51,677	\$ 398,430	-7.66%	-3.19%
June	\$ 39,845	\$ 42,111	\$ 43,557	\$ 46,339	\$ 51,817	\$ 50,755	\$ 462,312				
July	\$ 35,373	\$ 40,544	\$ 41,493	\$ 45,284	\$ 53,124	\$ 49,984	\$ 512,297				
August	\$ 36,923	\$ 36,082	\$ 44,611	\$ 56,039	\$ 49,189	\$ 48,152	\$ 560,449				
September	\$ 30,981	\$ 32,545	\$ 38,721	\$ 39,633	\$ 47,977	\$ 44,796	\$ 605,245				
Total	\$ 424,690	\$ 462,819	\$ 490,249	\$ 529,187	\$ 590,019	\$ 605,245		\$ 398,430			

Keep in mind that collections are generally a month behind the lodging sales transaction.

Includes monthly collections and delinquent collections from previous month(s)



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Grant Tracking Form

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:48 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:21 PM	

FY 16-17 TDC Special Event Grants

Special Event	FY 15-16 Amount	FY16-17 Request	Approved Reimbursable Grant Amount	Grant application Rec'd	Reimbursement Info Received	Paid	Variance
American Pride 4th of July	\$2,500	\$3,000	\$2,450	x		\$0	\$0
Armed Forces Car Show	\$2,600	\$3,000	\$2,600	x	x	\$2,309	-\$291
Black Creek 5k	\$1,500	\$1,500	\$1,500	x	x	\$500	-\$1,000
Calavida	\$3,000	\$10,000	\$3,500	x	x	\$2,820	-\$680
Chili Cook off (Moosehaven)	\$1,500	\$3,000	\$3,000	x	x	\$1,489	-\$1,511
Christmas on Walnut Street	\$1,500	\$2,500	\$2,500	x	x	\$1,500	-\$1,000
Clay County Agricultural Fair	\$49,950	\$50,000	\$50,000	x	x	\$0	\$0
Concert on the Green	\$1,200	\$1,500	\$1,200	x	x	\$1,200	\$0
Hellcat 10 & 50	\$1,500	\$2,000	\$1,500	x	x	\$1,500	\$0
Memorial Day Riverfest	\$2,000	\$2,500	\$2,350	x		\$0	\$0
Our Country Day	\$1,500	\$1,500	\$1,500	x		\$0	\$0
Penney Farms Historic Run	\$1,450	\$1,500	\$1,450	x	x	\$1,450	\$0
Scottish Games & Festival	\$25,000	\$30,000	\$30,000	x	x	\$0	\$0
Soul Food Festival	\$1,750	\$2,000	\$1,820	x	x	\$1,650	-\$170
Town of OP Fall Festival	\$5,000	\$15,000	\$10,000	x	x	\$10,000	\$0
Totals	\$101,950	\$129,000	\$115,370			\$24,418	-\$4,652

Updated July 7, 2017



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ FY16-17 Budget YTD

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:47 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:19 PM	

**2016-17 TDC Budget
as of 7/17/17**

Account #	Account Name	Budget	Expenditure	Encumbrance	Actual Expense	Balance
512000	Regular Salaries	56,473	32,390	24083.21	56,473	0
521000	FICA Taxes	4321	2340.68	1980.32	4,321	0
522000	Retirement Contributions	4280	2445.99	1834.01	4,280	0
523000	Health Insurance	17567	8922.44	8644.56	17,567	0
523100	Life Insurance	48	25.96	22.04	48	0
523200	Dental Insurance	181	82.72	98.28	181	0
531000	Professional Services	30,000	16200	13800	30,000	0
	Research		14400			
	Budget Transfer to Dues, Subscriptions		1000			
	Photographer			5000		
	Digital Content			8800		
	Budget Transfer to Legal Advertising		200			
	Budget Transfer to Telephone/Communications		600			
534500	Administrative Expense	17,907	17907	0	17,907	0
540000	Travel and Per Diem	2000	899.53	885	1,785	215
	Budget Transfer from Promotional Activities	500				
	Clay Day		179			
	NFHLA Rose Awards		47			
	Mileage		21.23			
	FADMO Marketing Summit		652.3			
	Rental Car (FADMO)			150		
	Rental Car (VF GC17)			150		
	VISIT FLORIDA Governor's Conference on Tourism			585		
541100	Telephone/Communications	0	600	0	600	0
	Budget Transfer from Professional Services	600				
541200	Postage & Freight	500	278.94		279	221

	Budget Transfer from Printing & Binding	300				
	Tourism Summit		118.66			
	Shipping brochures to VISIT FL Welcome Ctr		134.6			
	Postage		25.68			
546100	Repairs & Maintenance	0	0	0	0	0
547000	Printing & Binding	1500	514.59	0	515	985
	Business Cards		22.5			
	Purchasing Stamp		71.09			
	Tourism Summit Invitations		121			
	Budget Transfer to Postage & Freight		300			
548000	Promotional Activities	305,000	178,986	118300	297,286	7,714
	Clay Today		800	800		
	Visit Jacksonville		882	0		
	Our Country Day		0	1500		
	The Black Creek 5K		500	0		
	Town of Orange Park - Fall Festival		10,000	0		
	City of Green Cove Springs - Christmas On Walnut		1,500	0		
	JC Penney Memorial Highway		1,450	0		
	Calavida		2,820	0		
	Moosehaven - Chili Cook Off		1,489	0		
	Moosehaven - July 4th		0	2450		
	Clay County Fair		0	50,000		
	City of Green Cove Springs - Riverfest		0	2350		
	City of Green Cove Springs - SoulFood Festival		1,650	0		
	Concert on the Green		1,200	0		
	Military Museum - Hellcat Race		1,500	0		
	Military Museum - Armed Forces Day		2,308	0		
	Jax Scottish Games & Festival		0	30000		

	St. Johns River State College/Thrasher Horne Center		125,000	0		
	FL First Coast of Golf	0	25,500	0		
	Digital Marketing Campaign	0	0	31200		
	VISIT FLORIDA Welcome Center Brochure Rack Space		572			
	Promotional Brochure Reprint		621			
	Tradeshaw Materials		26			
	Tourism Summit		119			
	SpeedPro Imaging (tablecloth & retractables)	0	550	0		
	Budget Transfer to Training & Certification		300			
	Budget Transfer to Office Supplies		200			
548003	Thrasher-Horne Center for the Arts	0	0	0	0	0
548004	Tourism Advertising/Marketing	0	0	0	0	0
548005	Reimbursement Grants	0	0	0	0	0
549200	Legal Advertising	200	21.7	0	22	178
	Public Notice Ads - 2/23/17 - Clay Today		21.7			
549300	Training & Certification	800	295	459	754	46
	Budget Transfer from Promotional Activities	300				
	FADMO Marketing Summit Reg		295			
	VISIT FL Governor's Conference Reg			459		
549999	Tax Collector Commission	11,000	7968.63	0	7,969	3,031
551000	Office Supplies	400	325.41	0	325	75
	Office Supplies (2/27/17)		89.29			
	Office Supplies (3/31/17)		97.55			

	Office Supplies (3/31/17)		67.46			
	Office Supplies (4/24/17)		23.45			
	Office Supplies (4/28/17)		39.28			
	Office Supplies (6/13/17)		8.38			
	Budget Transfer from Professional Services to Office Supplies	200				
552000	Operating Supplies	0	0	0	0	0
552300	Food	0	0	0	0	0
554000	Books, Publications, Dues, Membership	3,000	1819	2000	3,819	181
	FADMO Dues		1424			
	VISIT FLORIDA Dues		395			
	Budget Transfer from Professional Services	1,000	0			
	STR/Hotel Forecasting Tool			2000		
563000	Infrastructure	0	0	0	0	0
564200	M&E - Non-Capitalized	500	227	0	227	273
		456,977			426,450	12,920

	Expenses within the line item that are already spent or encumbered
	Budget Transfer
	Planned projects for future yet to be approved, allocated or encumbered.

Budget Breakdown		Budget percentage
Destination Marketing/ Tourism Operations	207,340	45%
Sponsorship	125,000	27%
Event Grants	110,717	24%
Unencumbered Funds	13,920	3%
	456,977	1



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE: 7/11/2017

FROM: Kimberly
Morgan

SUBJECT: Event is planned for September 2017.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Grant application

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:48 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:22 PM	

Kimberly Morgan

From: webform@claycountygov.com
Sent: Tuesday, May 16, 2017 12:52 PM
To: Kimberly Morgan
Subject: Clay County, FL: Tourist Development Grant Application

A new entry to a form/survey has been submitted.

Form Name: Clay County Tourist Development Council Grant Application FY 2016-17
Date & Time: 05/16/2017 12:51 PM
Response #: 38
Submitter ID: 10414
IP address: 23.126.200.38
Time to complete: 40 min. , 27 sec.

Survey Details: Answers Only

Page 1

1. Town of Penney Farms
Penney Farms Old-Fashioned Farm Day
09/09/2017
9:00 a.m. - 4:00 p.m.
Kohler Park and Town streets
www.penneyfarmsfl.govoffice2.com
4100 Clark Avenue
Penney Farms
Florida
32079-1041
(904) 529-9078
(904) 284-4405
2. cathiepenneyfarms@bellsouth.net
(904) 529-1496
(904) 612-8464
\$6,148,819
\$1,200
3. First Time Event
Not answered
0
0
0
0
This is the first year
N/A
N/A
4. The Old-fashioned Farm Day has been chosen as the event to celebrate our 90th anniversary as a municipality. It will show the public what Penney Farms used to be like and share the wonderful history of our town in the years of 1920 - 1940. It is planned to have a display of old farm equipment along one of our streets, exhibits of old-time crafts

and demonstrations of former skills such as black-smith work which are seldom seen today. There will be country music, bands and singing groups as well as story-telling, games and contests. Food trucks will be on hand for refreshments.

Objectives:

1. To celebrate the 90th of the Town
2. To share our rich history
3. To bring visitors and future residents to Penney Farms
4. To bring our community together for a common cause
5. To develop an event that could grow into an annual event

20

1000

500

We are projecting using figures the number of persons who attend local activities from the retirement community and the town at large on a regular basis. Also we looked at events for scenic highway like the 5K run where persons come from surrounding counties and out-of-state and Penney Retirement Community events such as the annual Holiday Sale and the Circle of Family and Friends weekend.

Our committee is planning to do a great number of press releases; calendar requests; social media and on-line advertising and announcements on digital billboards ahead of the event.

We will also try to do some additional limited advertising for the event on radio and in other rural newspapers

5. Town of Penney Farms
\$3,000
Scenic Highway
\$ 1,000
Historical Society
\$250
Community Sponsors
\$3,000 anticipated
Vendors
\$500
\$7,750
6. Bradford County Telegraph
\$300
Gainsville Sun
\$350
Palatka Daily News
\$250
Baker County Press
\$200
Ocala Star Banner
\$120
Not answered
Not answered
Not answered
Not answered
Not answered
Not answered
Not answered
Not answered
Not answered
Not answered
7. \$1,500

- 8.
1. Visitors and relatives of residents will be encouraged to come and stay in the County.
 2. If hotels wish to have coupons to hand out to attendees with special offers we will promote
 3. The J.C. Penney Memorial Scenic Highway will have a booth where hotel promotions can be handed out.
 4. A visitor board showing nearby eating places, other weekend activities and future events can be made available
 5. Tourist " Welcome to the County" materials can be handed out if provided by TDC.
- With or without a TDC grant the Town of Penney Farms will solicit sponsors among businesses associated with agriculture and related interests, individuals and groups interested with history or the preservation of the small town atmosphere in the future.

Thank you,
Clay County, FL

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Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:49 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:21 PM	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Marketing Plan
- ▣ FY 17-18 Proposed Budget

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:48 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:21 PM	

Division Description:

The Tourism & Film Development Division is responsible for planning, organizing and directing tourism activities and functions in the county. The division is responsible for developing marketing and public relations strategies and creating promotional/advertising materials (Internet, social media, articles, print advertising, brochures and visitor's guides) to brand an image of the county to leisure visitors and potential groups (i.e.: military reunions, small corporate and/or association meetings, etc.). Additionally the division administers budgetary allocations under established county ordinance and state law for the appropriate expenditures of the Tourist Development Trust Fund; serves as a direct liaison to the Tourist Development Council (TDC), representatives of the film industry and special event and sports tournament organizers; and implements and provides guidance to community special event organizers to help improve tourism participation.

Division Mission:

The Tourism & Film Development Division's mission is to strengthen the county's economy by developing awareness of the county's unique natural, recreational, historical and cultural assets to leisure travelers. With guidance from the Clay County Tourist Development Council, the Board of Commissioners and County Manager, the division strives to promote quality special events, sports tournaments and visitor experiences while encouraging preservation of the county's quality of life.

FY2016-17 Accomplishments:

- Tourist Development Tax collections were \$605,000 for FY15-16, a 2.5% increase although hotel room inventory decreased by 500 units.
- Created an industry product database that serves as an inventory of all of Clay County's tourism product. This inventory includes, but is not limited to the following businesses: accommodations, meeting facilities, dining & nightlife, attractions, retail shopping, golf courses, events, spa services, etc.
- Connected CMT documentary team to the Clay County Archives and local developer to gain history and access to a variety of significant sites related to Lynyrd Skynyrd. Documentary is expected to premiere on CMT in 2018.
- With the guidance of the TDC, restructured the event grant standards, application and metrics to encourage event growth.
- Began a referral process with the Parks & Recreation department so that they refer to tourism any inquiries that could not be serviced by Parks & Recreation facilities in an effort to keep the business in Clay County.
- Launched Clay County's first visitor profile research project.
- Established a Clay County photo library to be used to brand the County in social media, publications, documents (internal and external), reports, presentations, etc.). Worked with MIS to give access to designated images to various departments.
- Hosted an industry strategic planning session to build future marketing and sales activities.

FY2017-18 Goals & Objectives

Strategy: Improve and encourage engagement of the local tourism industry business community to ensure that their business needs, strengths and assets are included in the county's tourism marketing and sales efforts.

Objective: Engage at least one representative from each of the recognized hospitality/tourism sectors (accommodations, attractions/things to do, dining & nightlife, retail shopping, golf courses, events, meeting space/venues, etc.) in content development, communication updates, calendar of events updates and other strategic destination marketing and communications efforts.

Tactics:

- Conduct an annual Tourism Summit to create an opportunity for both input into the county's marketing and sales efforts, developing unified market solutions, and education sessions related to tourism related trends and marketing and sales best practices.
- Continuously update database of tourism related businesses that include business name, address, phone number, brief description and contact information for marketing and sales contacts.
- Distribute monthly communication to the tourism industry to encourage consistent messaging about things to see and do, upcoming events and general department activity.

Strategy: Attract more leisure visitors to Clay County via various information distribution channels.

Objective: Increase annual TDT collections by a minimum of 2% over FY16-17.

Tactics:

- Work with MIS to develop a social media strategy that highlights events, attractions and unique/original content that engages the consumer.
- Work with MIS to revamp the website with easier navigation, developing relevant content and visitor friendly tools and resources.
- Create the first ever digital marketing campaign targeting leisure visitors.
- Continue to encourage marketing best practices and tools to Special Event Grant recipients.
- Pursue new events produced by the county – BBQ Championship, Cycling Race, etc.
- Develop an intensive public relations strategy targeting niche markets that fit our visitor profile.
- Continue Visitor Profile and Destination Research to help us target the right audience for our destination.
- Create a Visitors Guide two times per year to promote destination assets.
- Provide VISIT FLORIDA with adequate content to promote our area in their content.

Objective: Work with Florida's First Coast of Golf (FFCG) to increase the tourist rounds of golf played and golf travel room nights in Clay County and increasing golf course participation by 50% and 25 mentions in FFCG content.

Tactics:

- Build a relationship with all the Clay County golf courses so that they are aware of the marketing and sales efforts with FFCG and Clay County Tourism.
- Supply FFCG with content to be used in digital marketing campaigns, videos and all content used in FFCG's marketing and sales efforts.
- FFCG supply Clay County Tourism with golf centric content for use on its site.
- Participate in a FFCG golf media familiarization tour and/or golf tour operator familiarization tour.

Objective: Join and be an active participant in the Florida Outdoor Writers Association to gain a minimum of 10 trusted media contacts that produce 10 mentions/stories about Clay County destination assets.

Tactics:

- Join the Outdoor Writers Association and participate in their meetings and opportunities.
- Begin gathering information about hosting an outdoor writers' familiarization tour.
- Invite at least 3 media writers to Clay County to introduce them to our natural destination product and assets.

Strategy: Pursue group business that will fill our destination's need periods and pursue markets that will provide the opportunity for leisure retargeting for future return visits.

Objective: Distribute 10 group leads to area hoteliers.

Tactics:

- Continue to work with MIS to revamp the website with easier navigation, developing relevant content and group friendly tools and resources.
- Invite military reunions to enjoy the three area military museums in Clay County.
- Pursue sports tournaments like pickle ball, frisbee golf, etc.

Strategy: Continuously evaluate Clay County's product and communicate assets and deficiencies in an effort to continue to build successful tourism experiences.

Objective: Keep an inventory of destination product assets and share that with county leadership and industry professionals.

Tactics:

- Create a tourism destination fact sheet with county area and municipality descriptions, assets and information.
- Be a resource for events seeking a venue within the county

- Be a resource for tourism related businesses that may need destination research, calendar information, etc. for efforts of starting a new business, relocating or expanding their business to Clay County.
- Update the county on needs and/or enhancements that are needed within the county to continue to attract visitors.

Strategy: Provide assistance to film/TV crews that are seeking information about a topic, filming site selections or general information for their project.

Objective: Respond to 5 film/TV leads from the state of FL Film Office and service a minimum of 2 film crews.

Tactics:

- Coordinate any premiere events for film/TV projects developed in prior years.
- Develop a film/TV fact sheet for the destination
- Develop a film/TV section on the website

Performance Measurements:

Number of Special Events Supported by Grants: 15

Number of Special Events Serviced: 20

Number of Published Articles: 35

Group Leads: 10

Film/TV lead responses: 5

Social Media Engagement:

Facebook

- Increase Facebook followers from 2,900 to 5,000, a 72% increase.
- Local base (numbers) – currently 2,100 to 2,500
- Out of County base (numbers) – currently 800 to 2,500

Instagram: Create an Instagram account that will have at least 2,500 followers in the first year.

YouTube: Create a YouTube Channel that will have at least 2,500 followers in the first year.

2017-18 Proposed TDC Budget

Account #	Account Name	Budget
512000	Regular Salaries	\$74,701
5210000	FICA Taxes	\$5,715
522000	Retirement Contributions	\$5,956
523000	Health Insurance	\$17,567
523100	Life Insurance	\$48
523200	Dental Insurance	\$181
531000	Professional Services	\$47,400
	Public Relations Software	\$12,000
	Event Coordination Contract	\$12,000
	Research	\$8,400
	Digital Content	\$15,000
534500	Administrative Expense (3%)	\$17,500
540000	Travel and Per Diem	\$5,250
	FADMO Marketing Summit (May)	\$1,500
	FADMO Annual Meeting (Dec)	\$1,500
	Governor's Conf on Tourism (Sept)	\$1,500
	FL Tourism Day	\$500
	Clay Day	\$250
541100	Telephone/Communications	\$600
541200	Postage & Freight	\$200
546100	Repairs & Maintenance	\$0
547000	Printing & Binding	\$1,500
548000	Promotional Activities	\$10,500
	Community Events	\$500
	County Sponsored Events	\$10,000
548003	Thrasher-Horne Center for the Arts	\$125,000
548004	Tourism Advertising/Marketing	\$83,100
	FL First Coast of Golf	\$25,500
	Digital Marketing Campaign	\$40,000
	Familiarization Tours	\$10,000
	Visitors Guide	\$1,600
	NCAA Golf Championship Co-op Ad	\$2,500
	Outdoor Travel Writers Assn	\$3,500
548005	Reimbursement Grants	\$122,000
	Signature Events	\$100,000
	Special Events	\$22,000
549200	Legal Advertising	\$200
549300	Training & Certification	\$2,500
551000	Office Supplies	\$500
552000	Operating Supplies	\$100
552300	Food	\$2,000
554000	Books, Publications, Dues, Membership	\$6,850

	FADMO Dues	\$1,425
	VISIT FLORIDA Dues	\$400
	Hotel Forecasting/Reporting Tools	\$2,000
	FL Humanities Council	\$125
	YMRC (Your Military Reunion Connection)	\$1,400
	Southeast Tourism Society	\$700
	Visit Jacksonville	\$800
563000	Infrastructure	\$0
564200	M&E - Non-Capitalized	\$500
	Product Development	\$56,132
	Total	\$586,000

Expenses within the line item

Budget Breakdown	3% TDT	Budget percentage
Destination Marketing/Tourism Operations	282,868	48.27%
Sponsorship	125,000	21.33%
Event Grants	122,000	20.82%
Product Development	56,132	9.58%
Total	586,000	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:48 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:20 PM	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM: Kimberly Morgan

SUBJECT: VISIT FLORIDA portion begins in line 595 (pg. 24) and continues through line 1036 (pg. 42).

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

▣ HB 1A Legislation

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:48 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:21 PM	

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1
2 An act relating to economic development; terminating
3 the Displaced Homemaker Trust Fund within the
4 Department of Economic Opportunity; providing for the
5 disposition of balances in and revenues of such trust
6 fund; providing procedures for the termination of the
7 trust fund; repealing ss. 446.50, 446.51, 446.52, and
8 1010.84, F.S., relating to displaced homemaker
9 programs, prohibited discrimination and
10 confidentiality of information related to such
11 programs, and the Displaced Homemaker Trust Fund,
12 respectively; amending ss. 20.60, 28.101, 187.201,
13 445.003, 445.004, 741.01, and 741.011, F.S.;
14 conforming provisions to changes made by the act;
15 amending s. 11.45, F.S.; authorizing the Auditor
16 General to audit the Florida Tourism Industry
17 Marketing Corporation; amending s. 201.15, F.S.;
18 transferring certain funds to the General Revenue
19 Fund; creating s. 288.101, F.S.; creating the Florida
20 Job Growth Grant Fund within the Department of
21 Economic Opportunity; authorizing the department and
22 Enterprise Florida, Inc., to identify projects,
23 solicit proposals, and make certain recommendations;
24 authorizing the Governor to approve certain public
25 infrastructure projects, specified infrastructure

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HB 1A, Engrossed 1

2017A Legislature

26 funding, and workforce training grants; providing
27 definitions; requiring the department to administer
28 contracts for certain projects approved by the
29 Governor; amending s. 288.1168, F.S.; requiring the
30 Department of Revenue to conduct an audit; requiring
31 the department to provide a copy of such audit to the
32 Governor and the Legislature by a specified date;
33 requiring a professional golf hall of fame facility
34 applicant to provide a certified financial report to
35 the Governor and the Legislature; requiring payments
36 to cease under certain conditions; providing a repeal
37 date; amending s. 288.1226, F.S.; requiring the
38 Florida Tourism Industry Marketing Corporation to
39 comply with certain per diem and travel expense
40 provisions; providing corporation board members and
41 officers with certain voting authority; requiring such
42 officers and members to file a certain annual
43 disclosure; requiring that such disclosure be placed
44 on the corporation's website; authorizing
45 reimbursement for per diem and travel expenses for
46 corporation board members; requiring such expenses to
47 be paid out of corporation funds; subjecting certain
48 contracts to specified notice and review procedures;
49 prohibiting the execution of certain contracts;
50 limiting the amount of compensation paid to

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HB 1A, Engrossed 1

2017A Legislature

51 corporation officers, agents, and employees;
52 prohibiting certain performance bonuses and severance
53 pay; removing a requirement that the corporation
54 provide certain support to the Division of Tourism
55 Promotion of Enterprise Florida, Inc.; prohibiting the
56 corporation from creating or establishing certain
57 entities and expending certain funds that benefit only
58 one entity; requiring a one-to-one match of private to
59 public contributions to the corporation; providing
60 private contribution categories to be used for the
61 calculation of such match; prohibiting certain
62 contributions from being considered private
63 contributions for purposes of such match; requiring
64 the reversion of unmatched public contributions to the
65 state treasury by a certain date annually; requiring
66 the corporation to provide certain data to the Office
67 of Economic and Demographic Research; prohibiting the
68 expenditure of corporation funds for certain purposes;
69 prohibiting the acceptance or receipt of certain items
70 or services from certain entities; limiting lodging
71 expenses of corporation employees; providing an
72 exception; requiring the Department of Economic
73 Opportunity to submit a proposed operating budget for
74 the corporation to the Governor and the Legislature;
75 requiring the inclusion of certain corporation

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HB 1A, Engrossed 1

2017A Legislature

76 | contracts on the corporation's website; requiring the
77 | inclusion of specified information in certain
78 | corporation contracts and on the corporation's
79 | website; requiring certain entities that receive a
80 | certain amount of specified funds to report certain
81 | public and private financial data on their websites
82 | and provide such report to the Governor and the
83 | Legislature on a specified date; requiring the report
84 | to include specified financial data; requiring
85 | specified functionality of the corporation's website;
86 | creating s. 288.12266, F.S.; creating the Targeted
87 | Marketing Assistance Program to enhance the tourism
88 | business marketing of small, minority, rural, and
89 | agritourism businesses in the state; providing a
90 | definition; requiring the department and the
91 | corporation to provide an annual report to the
92 | Governor and the Legislature; amending s. 288.124,
93 | F.S.; authorizing the Florida Tourism Industry
94 | Marketing Corporation, rather than Enterprise Florida,
95 | Inc., to establish a convention grants program and
96 | guidelines governing the award of program grants and
97 | the administration of such program; amending s.
98 | 288.901, F.S.; authorizing reimbursement for per diem
99 | and travel expenses for Enterprise Florida, Inc.,
100 | board members; requiring such expenses to be paid out

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HB 1A, Engrossed 1

2017A Legislature

101 of Enterprise Florida, Inc., funds; amending s.
102 288.903, F.S.; subjecting certain contracts to
103 specified notice and review procedures; prohibiting
104 the execution of certain contracts; prohibiting
105 Enterprise Florida, Inc., from creating or
106 establishing certain entities; requiring Enterprise
107 Florida, Inc., to comply with certain per diem and
108 travel expense provisions; amending s. 288.904, F.S.;
109 requiring the reversion of unmatched public
110 contributions to the state treasury by a certain date
111 annually; requiring the Department of Economic
112 Opportunity to submit a proposed operating budget for
113 Enterprise Florida, Inc., to the Governor and the
114 Legislature; requiring the inclusion of executed
115 Enterprise Florida, Inc., contracts on the Enterprise
116 Florida, Inc., website; requiring the inclusion of
117 specified information in certain Enterprise Florida,
118 Inc., contracts and on the Enterprise Florida, Inc.,
119 website; requiring certain entities that receive a
120 certain amount of specified funds to report certain
121 public and private financial data on their websites
122 and provide such report to the Governor and the
123 Legislature on a specified date; requiring the report
124 to include specified financial data; requiring
125 specified functionality of the Enterprise Florida,

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HB 1A, Engrossed 1

2017A Legislature

126 Inc., website; amending s. 288.905, F.S.; limiting the
127 amount of public compensation paid to Enterprise
128 Florida, Inc., employees; prohibiting certain
129 performance bonuses and severance pay; limiting
130 lodging expenses of Enterprise Florida, Inc.,
131 employees; providing an exception; prohibiting certain
132 expenditures; prohibiting the acceptance or receipt of
133 certain items or services from certain entities;
134 amending s. 288.92, F.S.; conforming provisions to
135 changes made by the act; amending s. 288.923, F.S.;
136 conforming a cross-reference; providing
137 appropriations; providing an effective date.

138
139 Be It Enacted by the Legislature of the State of Florida:

140
141 Section 1. (1) The Displaced Homemaker Trust Fund, FLAIR
142 number 40-2-160, within the Department of Economic Opportunity
143 is terminated.

144 (2) All current balances remaining in, and all revenues
145 of, the trust fund shall be transferred to the General Revenue
146 Fund.

147 (3) The Department of Economic Opportunity shall pay any
148 outstanding debts and obligations of the terminated fund as soon
149 as practicable, and the Chief Financial Officer shall close out
150 and remove the terminated fund from various state accounting

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HB 1A, Engrossed 1

2017A Legislature

151 systems using generally accepted accounting principles
152 concerning warrants outstanding, assets, and liabilities.

153 Section 2. Section 446.50, Florida Statutes, is repealed.

154 Section 3. Section 446.51, Florida Statutes, is repealed.

155 Section 4. Section 446.52, Florida Statutes, is repealed.

156 Section 5. Section 1010.84, Florida Statutes, is repealed.

157 Section 6. Paragraph (b) of subsection (10) of section
158 20.60, Florida Statutes, is amended to read:

159 20.60 Department of Economic Opportunity; creation; powers
160 and duties.—

161 (10) The department, with assistance from Enterprise
162 Florida, Inc., shall, by November 1 of each year, submit an
163 annual report to the Governor, the President of the Senate, and
164 the Speaker of the House of Representatives on the condition of
165 the business climate and economic development in the state.

166 (b) The report must incorporate annual reports of other
167 programs, including:

168 ~~1. The displaced homemaker program established under s.~~
169 ~~446.50.~~

170 ~~1.2.~~ Information provided by the Department of Revenue
171 under s. 290.014.

172 ~~2.3.~~ Information provided by enterprise zone development
173 agencies under s. 290.0056 and an analysis of the activities and
174 accomplishments of each enterprise zone.

175 ~~3.4.~~ The Economic Gardening Business Loan Pilot Program

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HB 1A, Engrossed 1

2017A Legislature

established under s. 288.1081 and the Economic Gardening
Technical Assistance Pilot Program established under s.
288.1082.

4.5. A detailed report of the performance of the Black
Business Loan Program and a cumulative summary of quarterly
report data required under s. 288.714.

5.6. The Rural Economic Development Initiative established
under s. 288.0656.

6.7. The Florida Unique Abilities Partner Program.

Section 7. Subsection (1) of section 28.101, Florida
Statutes, is amended to read:

28.101 Petitions and records of dissolution of marriage;
additional charges.—

(1) When a party petitions for a dissolution of marriage,
in addition to the filing charges in s. 28.241, the clerk shall
collect and receive:

(a) A charge of \$5. On a monthly basis, the clerk shall
transfer the moneys collected pursuant to this paragraph to the
Department of Revenue for deposit in the Child Welfare Training
Trust Fund created in s. 402.40.

~~(b) A charge of \$5. On a monthly basis, the clerk shall
transfer the moneys collected pursuant to this paragraph to the
Department of Revenue for deposit in the Displaced Homemaker
Trust Fund created in s. 446.50. If a petitioner does not have
sufficient funds with which to pay this fee and signs an~~

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HB 1A, Engrossed 1

2017A Legislature

201 ~~affidavit so stating, all or a portion of the fee shall be~~
202 ~~waived subject to a subsequent order of the court relative to~~
203 ~~the payment of the fee.~~

204 (b) ~~(e)~~ A charge of \$55. On a monthly basis, the clerk
205 shall transfer the moneys collected pursuant to this paragraph
206 to the Department of Revenue for deposit in the Domestic
207 Violence Trust Fund. Such funds which are generated shall be
208 directed to the Department of Children and Families for the
209 specific purpose of funding domestic violence centers.

210 (c) ~~(d)~~ A charge of \$37.50 ~~32.50~~. On a monthly basis, the
211 clerk shall transfer the moneys collected pursuant to this
212 paragraph ~~as follows:~~

213 ~~1. An amount of \$7.50 to the Department of Revenue for~~
214 ~~deposit in the Displaced Homemaker Trust Fund.~~

215 ~~2. An amount of \$25 to the Department of Revenue for~~
216 ~~deposit in the General Revenue Fund.~~

217 Section 8. Paragraph (b) of subsection (2) of section
218 187.201, Florida Statutes, is amended to read:

219 187.201 State Comprehensive Plan adopted.—The Legislature
220 hereby adopts as the State Comprehensive Plan the following
221 specific goals and policies:

222 (2) FAMILIES.—

223 (b) Policies.—

224 1. Eliminate state policies which cause voluntary family
225 separations.

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HB 1A, Engrossed 1

2017A Legislature

2. Promote concepts to stabilize the family unit to strengthen bonds between parents and children.

3. Promote home care services for the sick and disabled.

4. Provide financial support for alternative child care services.

5. Increase direct parental involvement in K-12 education programs.

6. Promote family dispute resolution centers.

~~7. Support displaced homemaker programs.~~

7.8. Provide increased assurance that child support payments will be made.

~~8.9.~~ Actively develop job opportunities, community work experience programs, and job training programs for persons receiving governmental financial assistance.

~~9.10.~~ Direct local law enforcement authorities and district mental health councils to increase efforts to prevent family violence and to adequately punish the guilty party.

~~10.11.~~ Provide financial, mental health, and other support for victims of family violence.

Section 9. Paragraph (a) of subsection (3) of section 445.003, Florida Statutes, is amended to read:

445.003 Implementation of the federal Workforce Innovation and Opportunity Act.—

(3) FUNDING.—

(a) Title I, Workforce Innovation and Opportunity Act

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HB 1A, Engrossed 1

2017A Legislature

251 funds; Wagner-Peyser funds; and NAFTA/Trade Act funds will be
252 expended based on the 4-year plan of CareerSource Florida, Inc.
253 The plan must outline and direct the method used to administer
254 and coordinate various funds and programs that are operated by
255 various agencies. The following provisions apply to these funds:

256 1. At least 50 percent of the Title I funds for Adults and
257 Dislocated Workers which are passed through to local workforce
258 development boards shall be allocated to and expended on
259 Individual Training Accounts unless a local workforce
260 development board obtains a waiver from CareerSource Florida,
261 Inc. Tuition, books, and fees of training providers and other
262 training services prescribed and authorized by the Workforce
263 Innovation and Opportunity Act qualify as Individual Training
264 Account expenditures.

265 2. Fifteen percent of Title I funding shall be retained at
266 the state level and dedicated to state administration and shall
267 be used to design, develop, induce, and fund innovative
268 Individual Training Account pilots, demonstrations, and
269 programs. Of such funds retained at the state level, \$2 million
270 shall be reserved for the Incumbent Worker Training Program
271 created under subparagraph 3. Eligible state administration
272 costs include the costs of funding for the board and staff of
273 CareerSource Florida, Inc.; operating fiscal, compliance, and
274 management accountability systems through CareerSource Florida,
275 Inc.; conducting evaluation and research on workforce

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

development activities; and providing technical and capacity building assistance to local workforce development areas at the direction of CareerSource Florida, Inc. Notwithstanding s. 445.004, such administrative costs may not exceed 25 percent of these funds. An amount not to exceed 75 percent of these funds shall be allocated to Individual Training Accounts and other workforce development strategies for other training designed and tailored by CareerSource Florida, Inc., including, but not limited to, programs for incumbent workers, ~~displaced homemakers~~, nontraditional employment, and enterprise zones. CareerSource Florida, Inc., shall design, adopt, and fund Individual Training Accounts for distressed urban and rural communities.

3. The Incumbent Worker Training Program is created for the purpose of providing grant funding for continuing education and training of incumbent employees at existing Florida businesses. The program will provide reimbursement grants to businesses that pay for preapproved, direct, training-related costs.

a. The Incumbent Worker Training Program will be administered by CareerSource Florida, Inc., which may, at its discretion, contract with a private business organization to serve as grant administrator.

b. The program shall be administered pursuant to s. 134(d)(4) of the Workforce Innovation and Opportunity Act.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

301 Priority for funding shall be given to businesses with 25
302 employees or fewer, businesses in rural areas, businesses in
303 distressed inner-city areas, businesses in a qualified targeted
304 industry, businesses whose grant proposals represent a
305 significant upgrade in employee skills, or businesses whose
306 grant proposals represent a significant layoff avoidance
307 strategy.

308 c. All costs reimbursed by the program must be preapproved
309 by CareerSource Florida, Inc., or the grant administrator. The
310 program may not reimburse businesses for trainee wages, the
311 purchase of capital equipment, or the purchase of any item or
312 service that may possibly be used outside the training project.
313 A business approved for a grant may be reimbursed for
314 preapproved, direct, training-related costs including tuition,
315 fees, books and training materials, and overhead or indirect
316 costs not to exceed 5 percent of the grant amount.

317 d. A business that is selected to receive grant funding
318 must provide a matching contribution to the training project,
319 including, but not limited to, wages paid to trainees or the
320 purchase of capital equipment used in the training project; must
321 sign an agreement with CareerSource Florida, Inc., or the grant
322 administrator to complete the training project as proposed in
323 the application; must keep accurate records of the project's
324 implementation process; and must submit monthly or quarterly
325 reimbursement requests with required documentation.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

326 e. All Incumbent Worker Training Program grant projects
327 shall be performance-based with specific measurable performance
328 outcomes, including completion of the training project and job
329 retention. CareerSource Florida, Inc., or the grant
330 administrator shall withhold the final payment to the grantee
331 until a final grant report is submitted and all performance
332 criteria specified in the grant contract have been achieved.

333 f. CareerSource Florida, Inc., may establish guidelines
334 necessary to implement the Incumbent Worker Training Program.

335 g. No more than 10 percent of the Incumbent Worker
336 Training Program's total appropriation may be used for overhead
337 or indirect purposes.

338 4. At least 50 percent of Rapid Response funding shall be
339 dedicated to Intensive Services Accounts and Individual Training
340 Accounts for dislocated workers and incumbent workers who are at
341 risk of dislocation. CareerSource Florida, Inc., shall also
342 maintain an Emergency Preparedness Fund from Rapid Response
343 funds, which will immediately issue Intensive Service Accounts,
344 Individual Training Accounts, and other federally authorized
345 assistance to eligible victims of natural or other disasters. At
346 the direction of the Governor, these Rapid Response funds shall
347 be released to local workforce development boards for immediate
348 use after events that qualify under federal law. Funding shall
349 also be dedicated to maintain a unit at the state level to
350 respond to Rapid Response emergencies and to work with state

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

351 emergency management officials and local workforce development
352 boards. All Rapid Response funds must be expended based on a
353 plan developed by CareerSource Florida, Inc., and approved by
354 the Governor.

355 Section 10. Paragraph (b) of subsection (5) of section
356 445.004, Florida Statutes, is amended to read:

357 445.004 CareerSource Florida, Inc.; creation; purpose;
358 membership; duties and powers.—

359 (5) CareerSource Florida, Inc., shall have all the powers
360 and authority not explicitly prohibited by statute which are
361 necessary or convenient to carry out and effectuate its purposes
362 as determined by statute, Pub. L. No. 113-128, and the Governor,
363 as well as its functions, duties, and responsibilities,
364 including, but not limited to, the following:

365 (b) Providing oversight and policy direction to ensure
366 that the following programs are administered by the department
367 in compliance with approved plans and under contract with
368 CareerSource Florida, Inc.:

369 1. Programs authorized under Title I of the Workforce
370 Innovation and Opportunity Act, Pub. L. No. 113-128, with the
371 exception of programs funded directly by the United States
372 Department of Labor under Title I, s. 167.

373 2. Programs authorized under the Wagner-Peyser Act of
374 1933, as amended, 29 U.S.C. ss. 49 et seq.

375 3. Activities authorized under Title II of the Trade Act

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

of 2002, as amended, 19 U.S.C. ss. 2272 et seq., and the Trade Adjustment Assistance Program.

4. Activities authorized under 38 U.S.C. chapter 41, including job counseling, training, and placement for veterans.

5. Employment and training activities carried out under funds awarded to this state by the United States Department of Housing and Urban Development.

6. Welfare transition services funded by the Temporary Assistance for Needy Families Program, created under the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, as amended, Pub. L. No. 104-193, and Title IV, s. 403, of the Social Security Act, as amended.

~~7. Displaced homemaker programs, provided under s. 446.50.~~

7.8. The Florida Bonding Program, provided under Pub. L. No. 97-300, s. 164(a)(1).

~~8.9.~~ The Food Assistance Employment and Training Program, provided under the Food and Nutrition Act of 2008, 7 U.S.C. ss. 2011-2032; the Food Security Act of 1988, Pub. L. No. 99-198; and the Hunger Prevention Act, Pub. L. No. 100-435.

~~9.10.~~ The Quick-Response Training Program, provided under ss. 288.046-288.047. Matching funds and in-kind contributions that are provided by clients of the Quick-Response Training Program shall count toward the requirements of s. 288.904, pertaining to the return on investment from activities of Enterprise Florida, Inc.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

401 ~~10.11.~~ The Work Opportunity Tax Credit, provided under the
402 Tax and Trade Relief Extension Act of 1998, Pub. L. No. 105-277,
403 and the Taxpayer Relief Act of 1997, Pub. L. No. 105-34.

404 ~~11.12.~~ Offender placement services, provided under ss.
405 944.707-944.708.

406 Section 11. Subsections (3), (4), and (5) of section
407 741.01, Florida Statutes, are amended to read:

408 741.01 County court judge or clerk of the circuit court to
409 issue marriage license; fee.—

410 ~~(3) Further, the fee charged for each marriage license~~
411 ~~issued in the state shall be increased by an additional sum of~~
412 ~~\$7.50 to be collected upon receipt of the application for the~~
413 ~~issuance of a marriage license. The clerk shall transfer such~~
414 ~~funds monthly to the Department of Revenue for deposit in the~~
415 ~~Displaced Homemaker Trust Fund created in s. 446.50.~~

416 ~~(3)(4)~~ An additional fee of \$25 shall be paid to the clerk
417 upon receipt of the application for issuance of a marriage
418 license. The moneys collected shall be remitted by the clerk to
419 the Department of Revenue, monthly, for deposit in the General
420 Revenue Fund.

421 ~~(4)(5)~~ The fee charged for each marriage license issued in
422 the state shall be reduced by a sum of \$25 ~~32.50~~ for all couples
423 who present valid certificates of completion of a premarital
424 preparation course from a qualified course provider registered
425 under s. 741.0305(5) for a course taken no more than 1 year

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

426 prior to the date of application for a marriage license. For
427 each license issued that is subject to the fee reduction of this
428 subsection, the clerk is not required to transfer the sum of
429 ~~\$7.50 to the Department of Revenue for deposit in the Displaced~~
430 ~~Homemaker Trust Fund pursuant to subsection (3) or to transfer~~
431 ~~the sum of~~ \$25 to the Department of Revenue for deposit in the
432 General Revenue Fund.

433 Section 12. Section 741.011, Florida Statutes, is amended
434 to read:

435 741.011 Installment payments.—An applicant for a marriage
436 license who is unable to pay the fees required under s. 741.01
437 in a lump sum may make payment in not more than three
438 installments over a period of 90 days. The clerk shall accept
439 installment payments upon receipt of an affidavit that the
440 applicant is unable to pay the fees in a lump-sum payment. Upon
441 receipt of the third or final installment payment, the marriage
442 license application shall be deemed filed, and the clerk shall
443 issue the marriage license to the applicant and distribute the
444 fees as provided in s. 741.01. In the event that the marriage
445 license fee is paid in installments, the clerk shall retain \$1
446 from the additional fee imposed pursuant to s. 741.01(3)
447 ~~741.01(4)~~, as a processing fee.

448 Section 13. Paragraph (x) is added to subsection (3) of
449 section 11.45, Florida Statutes, to read:

450 11.45 Definitions; duties; authorities; reports; rules.—

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

451 (3) AUTHORITY FOR AUDITS AND OTHER ENGAGEMENTS.—The
452 Auditor General may, pursuant to his or her own authority, or at
453 the direction of the Legislative Auditing Committee, conduct
454 audits or other engagements as determined appropriate by the
455 Auditor General of:

456 (x) The Florida Tourism Industry Marketing Corporation.

457 Section 14. Paragraph (a) of subsection (4) of section
458 201.15, Florida Statutes, is amended to read:

459 201.15 Distribution of taxes collected.—All taxes
460 collected under this chapter are hereby pledged and shall be
461 first made available to make payments when due on bonds issued
462 pursuant to s. 215.618 or s. 215.619, or any other bonds
463 authorized to be issued on a parity basis with such bonds. Such
464 pledge and availability for the payment of these bonds shall
465 have priority over any requirement for the payment of service
466 charges or costs of collection and enforcement under this
467 section. All taxes collected under this chapter, except taxes
468 distributed to the Land Acquisition Trust Fund pursuant to
469 subsections (1) and (2), are subject to the service charge
470 imposed in s. 215.20(1). Before distribution pursuant to this
471 section, the Department of Revenue shall deduct amounts
472 necessary to pay the costs of the collection and enforcement of
473 the tax levied by this chapter. The costs and service charge may
474 not be levied against any portion of taxes pledged to debt
475 service on bonds to the extent that the costs and service charge

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

are required to pay any amounts relating to the bonds. All of the costs of the collection and enforcement of the tax levied by this chapter and the service charge shall be available and transferred to the extent necessary to pay debt service and any other amounts payable with respect to bonds authorized before January 1, 2017, secured by revenues distributed pursuant to this section. All taxes remaining after deduction of costs shall be distributed as follows:

(4) After the required distributions to the Land Acquisition Trust Fund pursuant to subsections (1) and (2) and deduction of the service charge imposed pursuant to s. 215.20(1), the remainder shall be distributed as follows:

(a) The lesser of 24.18442 percent of the remainder or \$541.75 million in each fiscal year shall be paid into the State Treasury to the credit of the State Transportation Trust Fund. Of such funds, \$75 million for each fiscal year shall be transferred to the General Revenue Fund ~~State Economic Enhancement and Development Trust Fund within the Department of Economic Opportunity~~. Notwithstanding any other law, the remaining amount credited to the State Transportation Trust Fund shall be used for:

1. Capital funding for the New Starts Transit Program, authorized by Title 49, U.S.C. s. 5309 and specified in s. 341.051, in the amount of 10 percent of the funds;

2. The Small County Outreach Program specified in s.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

339.2818, in the amount of 10 percent of the funds;

3. The Strategic Intermodal System specified in ss. 339.61, 339.62, 339.63, and 339.64, in the amount of 75 percent of the funds after deduction of the payments required pursuant to subparagraphs 1. and 2.; and

4. The Transportation Regional Incentive Program specified in s. 339.2819, in the amount of 25 percent of the funds after deduction of the payments required pursuant to subparagraphs 1. and 2. The first \$60 million of the funds allocated pursuant to this subparagraph shall be allocated annually to the Florida Rail Enterprise for the purposes established in s. 341.303(5).

Section 15. Section 288.101, Florida Statutes, is created to read:

288.101 Florida Job Growth Grant Fund.—

(1) The Florida Job Growth Grant Fund is created within the department to promote economic opportunity by improving public infrastructure and enhancing workforce training. The Florida Job Growth Grant Fund may not be used for the exclusive benefit of any single company, corporation, or business entity.

(2) The department and Enterprise Florida, Inc., may identify projects, solicit proposals, and make funding recommendations to the Governor, who is authorized to approve:

(a) State or local public infrastructure projects to promote economic recovery in specific regions of the state, economic diversification, or economic enhancement in a targeted

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

526 | industry.

527 | (b) Infrastructure funding to accelerate the
528 | rehabilitation of the Herbert Hoover Dike. The department or the
529 | South Florida Water Management District may enter into
530 | agreements, as necessary, with the United States Army Corps of
531 | Engineers to implement this paragraph.

532 | (c) Workforce training grants to support programs at state
533 | colleges and state technical centers that provide participants
534 | with transferable, sustainable workforce skills applicable to
535 | more than a single employer, and for equipment associated with
536 | these programs. The department shall work with CareerSource
537 | Florida to ensure programs are offered to the public based on
538 | criteria established by the state college or state technical
539 | center and do not exclude applicants who are unemployed or
540 | underemployed.

541 | (3) For purposes of this section:

542 | (a) "Infrastructure" means any fixed capital expenditure
543 | or fixed capital costs associated with the construction,
544 | reconstruction, or improvement of facilities that have a life
545 | expectancy of 5 or more years and any land acquisition, land
546 | improvement, design, and engineering costs related thereto.
547 | Facilities in this category include technical structures such as
548 | roads, bridges, tunnels, water supply, sewers, electrical grids,
549 | and telecommunications facilities.

550 | (b) "Public infrastructure" means infrastructure that is

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

551 owned by the public, and is for public use or predominately
552 benefits the public. If public infrastructure is leased or sold,
553 it must be leased or sold at fair market rates or value.

554 (c) "Targeted industry" means any industry identified in
555 the most recent list provided to the Governor, the President of
556 the Senate, and the Speaker of the House of Representatives in
557 accordance with s. 288.106(q).

558 (4) The department shall administer contracts for projects
559 approved by the Governor and funded pursuant to this section.

560 Section 16. Subsection (5) of section 288.1168, Florida
561 Statutes, is amended, and subsections (7) and (8) are added to
562 that section, to read:

563 288.1168 Professional golf hall of fame facility.—

564 (5) The Department of Revenue must ~~may~~ audit as provided
565 in s. 213.34 to verify that the distributions under this section
566 have been expended as required by this section on or before
567 October 1, 2017, and provide a copy of such audit to the
568 Governor, the President of the Senate, and the Speaker of the
569 House of Representatives on or before December 1, 2017.

570 (7) On or before January 1, 2018, the applicant must
571 certify and provide the Governor, the President of the Senate,
572 and the Speaker of the House of Representatives, with a
573 certified financial report indicating that all payments received
574 from the state pursuant to s. 212.20 are being used to pay or
575 pledge for payment of debt service on, or to fund debt service

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

reserve funds, arbitrage rebate obligations, or other amounts payable with respect to, bonds issued for the construction, reconstruction, or renovation of the facility or for the reimbursement of such costs or the refinancing of bonds issued for such purpose.

(a) Such report must identify to whom the bonds were issued, in what amounts, the date of final maturity, the level of funding achieved and whether bond payments are outstanding.

(b) If the applicant fails to certify and provide proof as required by this subsection, then all payments in accordance with ss. 288.1168 and 212.20 shall cease on January 1, 2018.

(c) If the applicant fails to meet the requirements of this subsection, no new or additional applications or certifications shall be approved, no new letters of certification may be issued, no new contracts or agreements may be executed, and no new awards may be made.

(8) This section is repealed June 30, 2023.

Section 17. Section 288.1226, Florida Statutes, is amended to read:

288.1226 Florida Tourism Industry Marketing Corporation; use of property; board of directors; duties; audit.—

(1) DEFINITIONS.—For the purposes of this section, the term "corporation" means the Florida Tourism Industry Marketing Corporation.

(2) ESTABLISHMENT.—The Florida Tourism Industry Marketing

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

601 Corporation is a direct-support organization of Enterprise
602 Florida, Inc.

603 (a) The Florida Tourism Industry Marketing Corporation is
604 a corporation not for profit, as defined in s. 501(c)(6) of the
605 Internal Revenue Code of 1986, as amended, that is incorporated
606 under the provisions of chapter 617 and approved by the
607 Department of State.

608 (b) The corporation is organized and operated exclusively
609 to request, receive, hold, invest, and administer property and
610 to manage and make expenditures for the operation of the
611 activities, services, functions, and programs of this state
612 which relate to the statewide, national, and international
613 promotion and marketing of tourism.

614 (c)1. The corporation is not an agency for the purposes of
615 chapters 120, 216, and 287; ss. 255.21, 255.25, and 255.254,
616 relating to leasing of buildings; ss. 283.33 and 283.35,
617 relating to bids for printing; s. 215.31; and parts I, II, and
618 IV-VIII of chapter 112. However, the corporation shall comply
619 with the per diem and travel expense provisions of s. 112.061.

620 2. It is not a violation of s. 112.3143(2) or (4) for the
621 officers or members of the board of directors of the corporation
622 to:

623 a. Vote on the 4-year marketing plan required under s.
624 288.923 or vote on any individual component of or amendment to
625 the plan.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

b. Participate in the establishment or calculation of payments related to the private match requirements of subsection (6). The officer or member must file an annual disclosure describing the nature of his or her interests or the interests of his or her principals, including corporate parents and subsidiaries of his or her principal, in the private match requirements. This annual disclosure requirement satisfies the disclosure requirement of s. 112.3143(4). This disclosure must be placed on the corporation's website or included in the minutes of each meeting of the corporation's board of directors at which the private match requirements are discussed or voted upon.

(d) The corporation is subject to the provisions of chapter 119, relating to public meetings, and those provisions of chapter 286 relating to public meetings and records.

(3) USE OF PROPERTY.—Enterprise Florida, Inc.:

(a) Is authorized to permit the use of property and facilities of Enterprise Florida, Inc., by the corporation, subject to the provisions of this section.

(b) Shall prescribe conditions with which the corporation must comply in order to use property and facilities of Enterprise Florida, Inc. Such conditions shall provide for budget and audit review and for oversight by Enterprise Florida, Inc.

(c) May not permit the use of property and facilities of

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

Enterprise Florida, Inc., if the corporation does not provide equal employment opportunities to all persons, regardless of race, color, national origin, sex, age, or religion.

(4) BOARD OF DIRECTORS.—The board of directors of the corporation shall be composed of 31 tourism-industry-related members, appointed by Enterprise Florida, Inc., in conjunction with the department. Board members shall serve without compensation, but are entitled to receive reimbursement for per diem and travel expenses pursuant to s. 112.061. Such expenses must be paid out of funds of the corporation.

(a) The board shall consist of 16 members, appointed in such a manner as to equitably represent all geographic areas of the state, with no fewer than two members from any of the following regions:

1. Region 1, composed of Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, and Washington Counties.

2. Region 2, composed of Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette, Levy, Madison, Marion, Nassau, Putnam, St. Johns, Suwannee, Taylor, and Union Counties.

3. Region 3, composed of Brevard, Indian River, Lake, Okeechobee, Orange, Osceola, St. Lucie, Seminole, Sumter, and Volusia Counties.

4. Region 4, composed of Citrus, Hernando, Hillsborough,

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

676 Manatee, Pasco, Pinellas, Polk, and Sarasota Counties.

677 5. Region 5, composed of Charlotte, Collier, DeSoto,
678 Glades, Hardee, Hendry, Highlands, and Lee Counties.

679 6. Region 6, composed of Broward, Martin, Miami-Dade,
680 Monroe, and Palm Beach Counties.

681 (b) The 15 additional tourism-industry-related members
682 shall include 1 representative from the statewide rental car
683 industry; 7 representatives from tourist-related statewide
684 associations, including those that represent hotels,
685 campgrounds, county destination marketing organizations,
686 museums, restaurants, retail, and attractions; 3 representatives
687 from county destination marketing organizations; 1
688 representative from the cruise industry; 1 representative from
689 an automobile and travel services membership organization that
690 has at least 2.8 million members in Florida; 1 representative
691 from the airline industry; and 1 representative from the space
692 tourism industry, who will each serve for a term of 2 years.

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

695 (a) May make and enter into contracts and assume such
696 other functions as are necessary to carry out the provisions of
697 the 4-year marketing plan required by s. 288.923, and the
698 corporation's contract with Enterprise Florida, Inc., which are
699 not inconsistent with this or any other provision of law. A
700 proposed contract with a total cost of \$750,000 or more is

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

701 subject to the notice and review procedures of s. 216.177. If
702 the chair and vice chair of the Legislative Budget Commission,
703 or the President of the Senate and the Speaker of the House of
704 Representatives, timely advise the corporation in writing that
705 such proposed contract is contrary to legislative policy and
706 intent, the corporation may not execute such proposed contract.
707 The corporation may not enter into multiple related contracts to
708 avoid the requirements of this paragraph.

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

713 (c) May establish a cooperative marketing program with
714 other public and private entities which allows the use of the
715 VISIT Florida logo in tourism promotion campaigns which meet the
716 standards of Enterprise Florida, Inc., for which the corporation
717 may charge a reasonable fee.

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

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

724 (f) Shall elect or appoint such officers and agents as its
725 affairs shall require and allow them reasonable compensation.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

726 However, each officer or agent, including the president and
727 chief executive officer of the corporation, may not receive
728 public compensation for employment that exceeds the salary and
729 benefits authorized to be paid to the Governor. Any public
730 payments of performance bonuses or severance pay to an officer
731 or agent of the corporation are prohibited unless specifically
732 authorized by law.

733 (g) Shall hire and establish salaries and personnel and
734 employee benefit programs for such permanent and temporary
735 employees as are necessary to carry out the provisions of the 4-
736 year marketing plan and the corporation's contract with
737 Enterprise Florida, Inc., which are not inconsistent with this
738 or any other provision of law. However, an employee may not
739 receive public compensation for employment that exceeds the
740 salary and benefits authorized to be paid to the Governor. Any
741 public payments of performance bonuses or severance pay to
742 employees of the corporation are prohibited unless specifically
743 authorized by law.

744 ~~(h) Shall provide staff support to the Division of Tourism~~
745 ~~Promotion of Enterprise Florida, Inc. The president and chief~~
746 ~~executive officer of the Florida Tourism Industry Marketing~~
747 ~~Corporation shall serve without compensation as the director of~~
748 ~~the division.~~

749 ~~(i)~~ May adopt, change, amend, and repeal bylaws, not
750 inconsistent with law or its articles of incorporation, for the

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

751 administration of the provisions of the 4-year marketing plan
752 and the corporation's contract with Enterprise Florida, Inc.

753 (i)~~(j)~~ May conduct its affairs, carry on its operations,
754 and have offices and exercise the powers granted by this act in
755 any state, territory, district, or possession of the United
756 States or any foreign country. Where feasible, appropriate, and
757 recommended by the 4-year marketing plan developed by the
758 Division of Tourism Promotion of Enterprise Florida, Inc., the
759 corporation may collocate the programs of foreign tourism
760 offices in cooperation with any foreign office operated by any
761 agency of this state.

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

765 (k)~~(l)~~ May request or accept any grant, payment, or gift,
766 of funds or property made by this state or by the United States
767 or any department or agency thereof or by any individual, firm,
768 corporation, municipality, county, or organization for any or
769 all of the purposes of the 4-year marketing plan and the
770 corporation's contract with Enterprise Florida, Inc., that are
771 not inconsistent with this or any other provision of law. Such
772 funds shall be deposited in a bank account established by the
773 corporation's board of directors. The corporation may expend
774 such funds in accordance with the terms and conditions of any
775 such grant, payment, or gift, in the pursuit of its

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

776 administration or in support of the programs it administers. The
777 corporation shall separately account for the public funds and
778 the private funds deposited into the corporation's bank account.

779 (l)~~(m)~~ Shall establish a plan for participation in the
780 corporation which will provide additional funding for the
781 administration and duties of the corporation.

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

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

791 (o) Shall not create or establish any other entity,
792 corporation, or direct-support organization.

793 (p) Shall not expend funds, public or private, that
794 directly benefit only one company, corporation, or business
795 entity.

796 (6) MATCHING REQUIREMENTS.—

797 (a) A one-to-one match is required of private to public
798 contributions to the corporation. Public contributions include
799 all state appropriations to the corporation and exclude taxes
800 derived pursuant to s. 125.0104.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

801 (b) For purposes of calculating the required one-to-one
802 match, the corporation shall receive matching private
803 contributions in one of four private match categories. The
804 corporation shall maintain documentation of such categorized
805 contributions on file and make such documentation available for
806 inspection upon reasonable notice during its regular business
807 hours. Contribution details shall be included in the quarterly
808 reports required under subsection (8). The private match
809 categories are:

810 1. Direct cash contributions from private sources, which
811 include, but are not limited to, cash derived from strategic
812 alliances, contributions of stocks and bonds, and partnership
813 contributions.

814 2. Fees for services, which include, but are not limited
815 to, event participation, research, and brochure placement and
816 transparencies.

817 3. Cooperative advertising, which is limited to partner
818 expenditures for paid media placement, partner expenditures for
819 collateral material distribution, and the actual market value of
820 contributed productions, air time, and print space.

821 4. In-kind contributions, which is limited to the actual
822 market value of promotional contributions of partner-supplied
823 benefits to target audiences and the actual market value of
824 nonpartner-supplied air time or print space contributed for the
825 broadcasting or printing of such promotions, which would

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

826 otherwise require tourist promotion expenditures by the
827 corporation for advertising, air travel, rental car fees, hotel
828 rooms, RV or campsite space rental, on-site guest services, and
829 admission tickets. The net value of air time or print space, if
830 any, shall be deemed to be the actual market value of the air
831 time or print space, based on an average of actual unit prices
832 paid contemporaneously for comparable times or spaces, less the
833 value of increased ratings or other benefits realized by the
834 media outlet as a result of the promotion.

835
836 Contributions from a government entity or from an entity that
837 received more than 50 percent of its revenue in the previous
838 fiscal year from public sources, including revenue derived from
839 taxes, other than taxes collected pursuant to s. 125.0104, from
840 fees, or from other government revenues, are not considered
841 private contributions for purposes of calculating the required
842 one-to-one match.

843 (c) If the corporation fails to meet the one-to-one match
844 requirements of this subsection, the corporation shall revert
845 all unmatched public contributions to the state treasury by June
846 30 of each fiscal year.

847 (7)(6) ANNUAL AUDIT.—The corporation shall provide for an
848 annual financial audit in accordance with s. 215.981. The annual
849 audit report shall be submitted to the Auditor General; the
850 Office of Program Policy Analysis and Government Accountability;

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

Enterprise Florida, Inc.; and the department for review. The Office of Program Policy Analysis and Government Accountability; Enterprise Florida, Inc.; the department; and the Auditor General have the authority to require and receive from the corporation or from its independent auditor any detail or supplemental data relative to the operation of the corporation. The department shall annually certify whether the corporation is operating in a manner and achieving the objectives that are consistent with the policies and goals of Enterprise Florida, Inc., and its long-range marketing plan. The identity of a donor or prospective donor to the corporation who desires to remain anonymous and all information identifying such 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 Constitution. Such anonymity shall be maintained in the auditor's report.

(8)~~(7)~~ REPORT.—The corporation shall provide a quarterly report to Enterprise Florida, Inc., which shall:

(a) Measure the current vitality of the visitor industry of this state as compared to the vitality of such industry for the year to date and for comparable quarters of past years. Indicators of vitality shall be determined by Enterprise Florida, Inc., and shall include, but not be limited to, estimated visitor count and party size, length of stay, average expenditure per party, and visitor origin and destination.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

876 (b) Provide detailed, unaudited financial statements of
877 sources and uses of public and private funds.

878 (c) Measure progress towards annual goals and objectives
879 set forth in the 4-year marketing plan.

880 (d) Review all pertinent research findings.

881 (e) Provide other measures of accountability as requested
882 by Enterprise Florida, Inc.

883
884 The corporation must take all steps necessary to provide all
885 data that is used to develop the report, including source data,
886 to the Office of Economic and Demographic Research.

887 (9) ~~(8)~~ PUBLIC RECORDS EXEMPTION.—The identity of any
888 person who responds to a marketing project or advertising
889 research project conducted by the corporation in the performance
890 of its duties on behalf of Enterprise Florida, Inc., or trade
891 secrets as defined by s. 812.081 obtained pursuant to such
892 activities, are exempt from s. 119.07(1) and s. 24(a), Art. I of
893 the State Constitution. This subsection is subject to the Open
894 Government Sunset Review Act in accordance with s. 119.15 and
895 shall stand repealed on October 2, 2021, unless reviewed and
896 saved from repeal through reenactment by the Legislature.

897 (10) PROHIBITIONS; CORPORATE FUNDS; GIFTS.—Funds of the
898 corporation may not be expended for food, beverages, lodging,
899 entertainment, or gifts for employees of the corporation, board
900 members of the corporation, or employees of a tourist or

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

901 economic development entity that receives revenue from a tax
902 imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305,
903 unless authorized pursuant to s. 112.061 or this section. An
904 employee or board member of the corporation may not accept or
905 receive food, beverages, lodging, entertainment, or gifts from a
906 tourist or economic development entity that receives revenue
907 from a tax imposed pursuant to s. 125.0104, s. 125.0108, or s.
908 212.0305, or from any person, vendor, or other entity, doing
909 business with the corporation unless such food, beverage,
910 lodging, entertainment, or gift is available to similarly
911 situated members of the general public.

912 (11) LODGING EXPENSES.—Lodging expenses for an employee of
913 the corporation may not exceed \$150 per day, excluding taxes,
914 unless the corporation is participating in a negotiated group
915 rate discount or the corporation provides documentation of at
916 least three comparable alternatives demonstrating that such
917 lodging at the required rate is not available. However, an
918 employee of the corporation may expend his or her own funds for
919 any lodging expenses in excess of \$150 per day.

920 (12) PROPOSED OPERATING BUDGET SUBMISSION.—By August 15 of
921 each fiscal year, the Department of Economic Opportunity shall
922 submit a proposed operating budget for the corporation including
923 amounts to be expended on advertising, marketing, promotions,
924 events, other operating capital outlay, and salaries and
925 benefits for each employee to the Governor, the President of the

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

Senate, and the Speaker of the House of Representatives.

(13) TRANSPARENCY.—

(a) All executed corporation contracts are to be placed for viewing on the corporation's website. All contracts with the corporation valued at \$500,000 or more shall be placed on the corporation's website for review 14 days prior to execution.

(b) A contract entered into between the corporation and any other public or private entity shall include:

1. The purpose of the contract.

2. Specific performance standards and responsibilities for each entity.

3. A detailed project or contract budget, if applicable.

4. The value of any services provided.

5. The projected travel and entertainment expenses for employees and board members, if applicable.

(c)1. Any entity that in the previous fiscal year received more than 50 percent of its revenue from the corporation or taxes imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305, and that partners with the corporation or participates in a program, cooperative advertisement, promotional opportunity, or other activity offered by or in conjunction with the corporation, shall annually on July 1 report all public and private financial data to the Governor, the President of the Senate, and the Speaker of the House of Representatives, and include such report on its website.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

951 2. The financial data shall include:

952 a. The total amount of revenue received from public and
953 private sources.

954 b. The operating budget of the partner entity.

955 c. Employee and board member salary and benefit details
956 from public and private funds.

957 d. An itemized account of all expenditures by the partner
958 entity on the behalf of, or coordinated for the benefit of the
959 corporation, its board members, or employees.

960 e. Itemized travel and entertainment expenditures of the
961 partner entity.

962 (d) The following information must be posted on the
963 corporation's website:

964 1. A plain language version of any contract that is
965 estimated to exceed \$35,000 with a private entity, municipality,
966 city, town, or vendor of services, supplies, or programs,
967 including marketing, or for the purchase or lease or use of
968 lands, facilities, or properties.

969 2. Any agreement entered into between the corporation and
970 any other entity, including a local government, private entity,
971 or nonprofit entity, that receives public funds or funds from a
972 tax imposed pursuant to s. 125.0104, s. 125.0108, or s.
973 212.0305.

974 3. The contracts and the required information pursuant to
975 paragraph (b) and the financial data submitted to the

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

976 corporation pursuant to paragraph (c).

977 4. Video recordings of each board meeting.

978 5. A detailed report of expenditures following each
979 marketing event paid for with the corporation's funds. Such
980 report must be posted within 10 business days after the event.

981 6. An annual itemized accounting of the total amount of
982 funds spent by any third party on behalf of the corporation or
983 any board member or employee of the corporation.

984 7. An annual itemized accounting of the total amount of
985 travel and entertainment expenditures by the corporation.

986 (e) The corporation's website must:

987 1. Allow users to navigate to related sites to view
988 supporting details.

989 2. Enable a taxpayer to email questions to the corporation
990 and make such questions and the corporation's responses publicly
991 viewable.

992 (14)(9) REPEAL.—This section is repealed October 1, 2019,
993 unless reviewed and saved from repeal by the Legislature.

994 Section 18. Section 288.12266, Florida Statutes, is
995 created to read:

996 288.12266 Targeted Marketing Assistance Program.—

997 (1) The Targeted Marketing Assistance Program is created
998 to enhance the tourism business marketing of small, minority,
999 rural, and agritourism businesses in the state. The department,
1000 in conjunction with the Florida Tourism Industry Marketing

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

Corporation, shall administer the program. The program shall provide marketing plans, marketing assistance, promotional support, media development, technical expertise, marketing advice, technology training, social marketing support, and other assistance to an eligible entity.

(2) As used in this section, the term "eligible entity" means an independently owned and operated business with gross revenue not exceeding \$1,250,000 or a nonprofit corporation that meets the requirements of s. 501(c)(3) of the Internal Revenue Code.

(3) The department and the Florida Tourism Industry Marketing Corporation shall provide an annual report to the Governor, the President of the Senate, and the Speaker of the House of Representatives documenting that at least 50 percent of the eligible entities receiving assistance through this program are independently owned and operated businesses with gross revenues not exceeding \$500,000.

Section 19. Section 288.124, Florida Statutes, is amended to read:

288.124 Convention grants program.— The Florida Tourism Industry Marketing Corporation ~~Enterprise Florida, Inc.,~~ is authorized to establish a convention grants program and, pursuant to that program, to recommend to the department expenditures and contracts with local governments and nonprofit corporations or organizations for the purpose of attracting

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1026 national conferences and conventions to Florida. Preference
1027 shall be given to local governments and nonprofit corporations
1028 or organizations seeking to attract minority conventions to
1029 Florida. Minority conventions are events that primarily involve
1030 minority persons, as defined in s. 288.703, who are residents or
1031 nonresidents of the state. The Florida Tourism Industry
1032 Marketing Corporation ~~Enterprise Florida, Inc.,~~ shall establish
1033 guidelines governing the award of grants and the administration
1034 of this program. The department has final approval authority for
1035 any grants under this section. The total annual allocation of
1036 funds for this program shall not exceed \$40,000.

1037 Section 20. Subsection (5) of section 288.901, Florida
1038 Statutes, is amended to read:

1039 288.901 Enterprise Florida, Inc.—

1040 (5) APPOINTED MEMBERS OF THE BOARD OF DIRECTORS.—

1041 (a) In addition to the Governor or his or her designee,
1042 the board of directors shall consist of the following appointed
1043 members:

- 1044 1. The Commissioner of Education or his or her designee.
- 1045 2. The Chief Financial Officer or his or her designee.
- 1046 3. The Attorney General or his or her designee.
- 1047 4. The Commissioner of Agriculture or his or her designee.
- 1048 5. The chairperson of the board of directors of
1049 CareerSource Florida, Inc.
- 1050 6. The Secretary of State or his or her designee.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1051 7. Twelve members from the private sector, six of whom
1052 shall be appointed by the Governor, three of whom shall be
1053 appointed by the President of the Senate, and three of whom
1054 shall be appointed by the Speaker of the House of
1055 Representatives. Members appointed by the Governor are subject
1056 to Senate confirmation.

1057 (b) In making their appointments, the Governor, the
1058 President of the Senate, and the Speaker of the House of
1059 Representatives shall ensure that the composition of the board
1060 of directors reflects the diversity of Florida's business
1061 community and is representative of the economic development
1062 goals in subsection (2). The board must include at least one
1063 director for each of the following areas of expertise:
1064 international business, tourism marketing, the space or
1065 aerospace industry, managing or financing a minority-owned
1066 business, manufacturing, finance and accounting, and sports
1067 marketing.

1068 (c) The Governor, the President of the Senate, and the
1069 Speaker of the House of Representatives also shall consider
1070 appointees who reflect Florida's racial, ethnic, and gender
1071 diversity. Efforts shall be taken to ensure participation from
1072 all geographic areas of the state, including representation from
1073 urban and rural communities.

1074 (d) Appointed members shall be appointed to 4-year terms,
1075 except that initially, to provide for staggered terms, the

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

Governor, the President of the Senate, and the Speaker of the House of Representatives shall each appoint one member to serve a 2-year term and one member to serve a 3-year term, with the remaining initial appointees serving 4-year terms. All subsequent appointments shall be for 4-year terms.

(e) Initial appointments must be made by October 1, 2011, and be eligible for confirmation at the earliest available Senate session. Terms end on September 30.

(f) Any member is eligible for reappointment, except that a member may not serve more than two terms.

(g) A vacancy on the board of directors shall be filled for the remainder of the unexpired term. Vacancies on the board shall be filled by appointment by the Governor, the President of the Senate, or the Speaker of the House of Representatives, respectively, depending on who appointed the member whose vacancy is to be filled or whose term has expired.

(h) Appointed members may be removed by the Governor, the President of the Senate, or the Speaker of the House of Representatives, respectively, for cause. Absence from three consecutive meetings results in automatic removal.

All Board members shall serve without compensation, but are entitled to receive reimbursement for per diem and travel expenses pursuant to s. 112.061. Such expenses must be paid out of funds of Enterprise Florida, Inc.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1101 Section 21. Subsections (7), (8), and (9) are added to
1102 section 288.903, Florida Statutes, to read:

1103 288.903 Duties of Enterprise Florida, Inc.—Enterprise
1104 Florida, Inc., shall have the following duties:

1105 (7) Submit all proposed contracts with a total cost of
1106 \$750,000 or more in accordance with the notice and review
1107 procedures of s. 216.177. If the chair and vice chair of the
1108 Legislative Budget Commission, or the President of the Senate
1109 and the Speaker of the House of Representatives, timely advise
1110 Enterprise Florida, Inc., in writing that such proposed contract
1111 is contrary to legislative policy and intent, Enterprise
1112 Florida, Inc., may not execute such proposed contract.
1113 Enterprise Florida, Inc., may not enter into multiple related
1114 contracts to avoid the requirements of this paragraph. This
1115 paragraph does not apply to contracts for the award of a
1116 statutorily authorized incentive program.

1117 (8) Shall not create or establish any other entity,
1118 corporation, or direct-support organization, unless authorized
1119 by law.

1120 (9) Enterprise Florida, Inc., shall comply with the per
1121 diem and travel expense provisions of s. 112.061.

1122 Section 22. Section 288.904, Florida Statutes, is amended
1123 to read:

1124 288.904 Funding for Enterprise Florida, Inc.; performance
1125 and return on the public's investment.—

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1126 (1) (a) The Legislature may annually appropriate to
1127 Enterprise Florida, Inc., a sum of money for its operations, and
1128 separate line-item appropriations for each of the divisions
1129 listed in s. 288.92.

1130 (b) The state's operating investment in Enterprise
1131 Florida, Inc., and its divisions is the budget contracted by the
1132 department to Enterprise Florida, Inc., less any funding that is
1133 directed by the Legislature to be subcontracted to a specific
1134 recipient entity.

1135 (c) The board of directors of Enterprise Florida, Inc.,
1136 shall adopt for each upcoming fiscal year an operating budget
1137 for the organization, including its divisions, which specifies
1138 the intended uses of the state's operating investment and a plan
1139 for securing private sector support.

1140 (2) (a) The Legislature finds that it is a priority to
1141 maximize private sector support in operating Enterprise Florida,
1142 Inc., and its divisions, as an endorsement of its value and as
1143 an enhancement of its efforts. Thus, the state appropriations
1144 must be matched with private sector support equal to at least
1145 100 percent of the state operational funding.

1146 (b) Private sector support in operating Enterprise
1147 Florida, Inc., and its divisions includes:

1148 1. Cash given directly to Enterprise Florida, Inc., for
1149 its operations, including contributions from at-large members of
1150 the board of directors;

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1151 2. Cash donations from organizations assisted by the
1152 divisions;

1153 3. Cash jointly raised by Enterprise Florida, Inc., and a
1154 private local economic development organization, a group of such
1155 organizations, or a statewide private business organization that
1156 supports collaborative projects;

1157 4. Cash generated by fees charged for products or services
1158 of Enterprise Florida, Inc., and its divisions by sponsorship of
1159 events, missions, programs, and publications; and

1160 5. Copayments, stock, warrants, royalties, or other
1161 private resources dedicated to Enterprise Florida, Inc., or its
1162 divisions.

1163 (c) If Enterprise Florida, Inc., fails to meet the one-to-
1164 one match requirements of this subsection, the corporation shall
1165 revert all unmatched public contributions to the state treasury
1166 by June 30 of each fiscal year.

1167 ~~(3)(a) Specifically for the marketing and advertising~~
1168 ~~activities of the Division of Tourism Marketing or as contracted~~
1169 ~~through the Florida Tourism Industry Corporation, a one-to-one~~
1170 ~~match is required of private to public contributions within 4~~
1171 ~~calendar years after the implementation date of the marketing~~
1172 ~~plan pursuant to s. 288.923.~~

1173 ~~(b) For purposes of calculating the required one-to-one~~
1174 ~~match, matching private funds shall be divided into four~~
1175 ~~categories. Documentation for the components of the four private~~

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

~~match categories shall be kept on file for inspection as determined necessary. The four private match categories are:~~

- ~~1. Direct cash contributions, which include, but are not limited to, cash derived from strategic alliances, contributions of stocks and bonds, and partnership contributions.~~
- ~~2. Fees for services, which include, but are not limited to, event participation, research, and brochure placement and transparencies.~~
- ~~3. Cooperative advertising, which is the value based on cost of contributed productions, air time, and print space.~~
- ~~4. In-kind contributions, which include, but are not limited to, the value of strategic alliance services contributed, the value of loaned employees, discounted service fees, items contributed for use in promotions, and radio or television air time or print space for promotions. The value of air time or print space shall be calculated by taking the actual time or space and multiplying by the nonnegotiated unit price for that specific time or space which is known as the media equivalency value. In order to avoid duplication in determining media equivalency value, only the value of the promotion itself shall be included; the value of the items contributed for the promotion may not be included.~~

~~(4)~~ Enterprise Florida, Inc., shall fully comply with the performance measures, standards, and sanctions in its contract with the department, under s. 20.60. The department shall

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1201 ensure, to the maximum extent possible, that the contract
1202 performance measures are consistent with performance measures
1203 that it is required to develop and track under performance-based
1204 program budgeting. The contract shall also include performance
1205 measures for the divisions.

1206 (4) ~~(5)~~ The Legislature intends to review the performance
1207 of Enterprise Florida, Inc., in achieving the performance goals
1208 stated in its annual contract with the department to determine
1209 whether the public is receiving a positive return on its
1210 investment in Enterprise Florida, Inc., and its divisions. It
1211 also is the intent of the Legislature that Enterprise Florida,
1212 Inc., coordinate its operations with local economic development
1213 organizations to maximize the state and local return on
1214 investment to create jobs for Floridians.

1215 (5) By August 15 of each fiscal year, the Department of
1216 Economic Opportunity shall submit a proposed operating budget
1217 for Enterprise Florida, Inc., including amounts to be expended
1218 on incentives, business recruitment, advertising, events, other
1219 operating capital outlay, and salaries and benefits for each
1220 employee to the Governor, the President of the Senate, and the
1221 Speaker of the House of Representatives.

1222 (6) (a) All executed Enterprise Florida, Inc., contracts
1223 are to be placed for viewing on the Enterprise Florida, Inc.,
1224 website.

1225 (b) A contract entered into between Enterprise Florida,

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1226 Inc., and any other public or private entity shall include:

1227 1. The purpose of the contract.

1228 2. Specific performance standards and responsibilities for
1229 each entity.

1230 3. A detailed project or contract budget, if applicable.

1231 4. The value of any services provided.

1232 5. The projected travel and entertainment expenses for
1233 employees and board members, if applicable.

1234 (c)1. Any entity that in the previous fiscal year received
1235 more than 50 percent of its revenue from Enterprise Florida,
1236 Inc., or a tax imposed pursuant to s. 125.0104, s. 125.0108, or
1237 s. 212.0305, and that partners with Enterprise Florida, Inc., in
1238 a program or other activity offered by or in conjunction with
1239 Enterprise, Florida, Inc., shall annually on July 1 report all
1240 public and private financial data to the Governor, the President
1241 of the Senate, and the Speaker of the House of Representatives,
1242 and include such report on its website.

1243 2. The financial data shall include:

1244 a. The total amount of revenue received from public and
1245 private sources.

1246 b. The operating budget of the partner entity.

1247 c. Employee and board member salary and benefit details
1248 from public and private funds.

1249 d. An itemized account of all expenditures by the partner
1250 entity on the behalf of, or coordinated for the benefit of,

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1251 Enterprise Florida, Inc., its board members, or employees.

1252 e. Itemized travel and entertainment expenditures of the
1253 partner entity.

1254 (d) The following information must be posted on the
1255 website of Enterprise Florida, Inc.:

1256 1. A plain language version of any contract that is
1257 estimated to exceed \$35,000 with a private entity, municipality,
1258 city, town, or vendor of services, supplies, or programs,
1259 including marketing, or for the purchase or lease or use of
1260 lands, facilities, or properties.

1261 2. Any agreement entered into between Enterprise Florida,
1262 Inc., and any other entity, including a local government,
1263 private entity, or nonprofit entity, that receives public funds
1264 or funds from a tax imposed pursuant to s. 125.0104, s.
1265 125.0108, or s. 212.0305.

1266 3. The contracts and the required information pursuant to
1267 paragraph (b) and the financial data submitted to Enterprise
1268 Florida, Inc., pursuant to paragraph (c).

1269 4. Video recordings of each board meeting.

1270 5. A detailed report of expenditures following each
1271 marketing or business recruitment event paid for with Enterprise
1272 Florida, Inc., funds. Such report must be posted within 10
1273 business days after the event.

1274 6. An annual itemized accounting of the total amount of
1275 funds spent by any third party on behalf of Enterprise Florida,

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

Inc., or any board member or employee of Enterprise Florida,
Inc.

7. An annual itemized accounting of the total amount of
travel and entertainment expenses by Enterprise Florida, Inc.

(e) The Enterprise Florida, Inc., website must:

1. Allow users to navigate to related sites to view
supporting details.

2. Enable a taxpayer to email questions to Enterprise
Florida, Inc., and make such questions and Enterprise Florida,
Inc., responses publicly viewable.

Section 23. Section 288.905, Florida Statutes, is amended
to read:

288.905 President and employees of Enterprise Florida,
Inc.—

(1) The board of directors of Enterprise Florida, Inc.,
shall appoint a president, who shall serve at the pleasure of
the Governor. The president shall also be known as the
"secretary of commerce" and shall serve as the Governor's chief
negotiator for business recruitment and business expansion.

(2) The president is the chief administrative and
operational officer of the board of directors and of Enterprise
Florida, Inc., and shall direct and supervise the administrative
affairs of the board of directors and any divisions, councils,
or boards. The board of directors may delegate to the president
those powers and responsibilities it deems appropriate,

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1301 including hiring and management of all staff, except for the
1302 appointment of a president.

1303 (3) The board of directors shall establish and adjust the
1304 president's compensation.

1305 (4) No employee of Enterprise Florida, Inc., including an
1306 officer or agent, the president, or the chief executive officer,
1307 may receive public compensation for employment that exceeds the
1308 salary and benefits authorized to be paid to the Governor,
1309 ~~unless the board of directors and the employee have executed a~~
1310 ~~contract that prescribes specific, measurable performance~~
1311 ~~outcomes for the employee, the satisfaction of which provides~~
1312 ~~the basis for the award of incentive payments that increase the~~
1313 ~~employee's total compensation to a level above the salary paid~~
1314 ~~to the Governor.~~ Any public payments of performance bonuses or
1315 severance pay to employees are prohibited unless specifically
1316 authorized by law.

1317 (5) Lodging expenses for an employee of Enterprise
1318 Florida, Inc., may not exceed \$150 per day, excluding taxes,
1319 unless the corporation is participating in a negotiated group
1320 rate discount or the corporation provides documentation of at
1321 least three comparable alternatives demonstrating that such
1322 lodging at the required rate is not available. However, an
1323 employee of the corporation may expend his or her own funds for
1324 any lodging expenses in excess of \$150 per day.

1325 (6) Funds of Enterprise Florida, Inc., may not be expended

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

for food, beverages, lodging, entertainment, or gifts for
employees of the corporation, board members of the corporation,
or employees of a tourist or economic development entity that
receives revenue from a tax imposed pursuant to s. 125.0104, s.
125.0108, or s. 212.0305, unless authorized pursuant to s.
112.061 or this section. An employee or board member of
Enterprise Florida, Inc., may not accept or receive food,
beverages, lodging, entertainment, or gifts from a tourist or
economic development entity that receives revenue from a tax
imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305, or
from any person, vendor, or other entity, doing business with
the corporation unless such food, beverage, lodging,
entertainment, or gift is available to similarly situated
members of the general public.

Section 24. Paragraph (b) of subsection (2) of section
288.92, Florida Statutes, is amended to read:

288.92 Divisions of Enterprise Florida, Inc.—

(2)

(b)1. The following officers and board members are subject
to ss. 112.313(1)–(8), (10), (12), and (15); 112.3135; and
112.3143(2):

a. Officers and members of the board of directors of the
divisions of Enterprise Florida, Inc.

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

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1351 c. Officers and members of the board of directors of
1352 corporations created to carry out the missions of Enterprise
1353 Florida, Inc.

1354 d. Officers and members of the board of directors of
1355 corporations with which a division is required by law to
1356 contract to carry out its missions.

1357 2. For purposes of applying ss. 112.313(1)-(8), (10),
1358 (12), and (15); 112.3135; and 112.3143(2) to activities of the
1359 officers and members of the board of directors specified in
1360 subparagraph 1., those persons shall be considered public
1361 officers or employees and the corporation shall be considered
1362 their agency.

1363 ~~3. It is not a violation of s. 112.3143(2) or (4) for the~~
1364 ~~officers or members of the board of directors of the Florida~~
1365 ~~Tourism Industry Marketing Corporation to:~~

1366 ~~a. Vote on the 4-year marketing plan required under s.~~
1367 ~~288.923 or vote on any individual component of or amendment to~~
1368 ~~the plan.~~

1369 ~~b. Participate in the establishment or calculation of~~
1370 ~~payments related to the private match requirements of s.~~
1371 ~~288.904(3). The officer or member must file an annual disclosure~~
1372 ~~describing the nature of his or her interests or the interests~~
1373 ~~of his or her principals, including corporate parents and~~
1374 ~~subsidiaries of his or her principal, in the private match~~
1375 ~~requirements. This annual disclosure requirement satisfies the~~

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

~~disclosure requirement of s. 112.3143(4). This disclosure must be placed either on the Florida Tourism Industry Marketing Corporation's website or included in the minutes of each meeting of the Florida Tourism Industry Marketing Corporation's board of directors at which the private match requirements are discussed or voted upon.~~

Section 25. Paragraph (d) of subsection (4) of section 288.923, Florida Statutes, is amended to read:

288.923 Division of Tourism Marketing; definitions; responsibilities.—

(4) The division's responsibilities and duties include, but are not limited to:

(d) Drafting and submitting an annual report required by s. 288.92. The annual report shall set forth for the division and the direct-support organization:

1. Operations and accomplishments during the fiscal year, including the economic benefit of the state's investment and effectiveness of the marketing plan.

2. The 4-year marketing plan, including recommendations on methods for implementing and funding the plan.

3. The assets and liabilities of the direct-support organization at the end of its most recent fiscal year.

4. A copy of the annual financial and compliance audit conducted under s. 288.1226(7) ~~288.1226(6)~~.

Section 26. For the 2017-2018 fiscal year, the recurring

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1401 sum of \$26,000,000 and the nonrecurring sum of \$26,000,000 from
1402 the State Economic Enhancement and Development Trust Fund and
1403 the recurring sum of \$24,000,000 from the Tourism Promotional
1404 Trust Fund are appropriated to the Department of Economic
1405 Opportunity to enter into a contract with the Florida Tourism
1406 Industry Marketing Corporation.

1407 Section 27. For the 2017-2018 fiscal year, the recurring
1408 sum of \$9,400,000 from the State Economic Enhancement and
1409 Development Trust Fund and the recurring sum of \$6,600,000 from
1410 the Florida International Trade and Promotion Trust Fund are
1411 appropriated to the Department of Economic Opportunity to enter
1412 into a contract with Enterprise Florida, Inc., for operational
1413 purposes and to maintain its offices but excluding expenditures
1414 on any incentive tools or programs unless explicitly authorized
1415 by this act. From the funds appropriated from the Florida
1416 International Trade and Promotion Trust Fund, Enterprise
1417 Florida, Inc., shall allocate \$3,550,000 for international
1418 programs, \$2,050,000 to maintain Florida's international
1419 offices, and \$1,000,000 to continue the Florida Export
1420 Diversification and Expansion Programs.

1421 Section 28. For the 2017-2018 fiscal year, the
1422 nonrecurring sum of \$60,000,000 from the State Economic
1423 Enhancement and Development Trust Fund is appropriated to the
1424 Department of Economic Opportunity to administer contracts
1425 approved by the Governor for the Florida Job Growth Grant Fund

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1426 pursuant to section 15 of this act. For the 2017-2018 fiscal
1427 year, the nonrecurring sum of \$50,000,000 from the General
1428 Revenue Fund is appropriated to the Department of Economic
1429 Opportunity for the Florida Job Growth Grant Fund for the
1430 Herbert Hoover Dike as provided in s. 288.101(2)(b), Florida
1431 Statutes. For the 2017-2018 fiscal year, the nonrecurring sum of
1432 \$25,000,000 from the State Transportation Trust Fund is
1433 appropriated to the Department of Transportation to enter into
1434 an agreement with the Department of Economic Opportunity to
1435 provide for infrastructure for contracts approved by the
1436 Governor for the Florida Job Growth Grant Fund pursuant to
1437 section 15 of this act. Additionally, the Executive Office of
1438 the Governor is authorized to process one or more budget
1439 amendments pursuant to s. 216.181(12), Florida Statutes, in a
1440 total amount not to exceed \$40,000,000 to provide for the non-
1441 operating transfer of funds from the State Transportation Trust
1442 Fund to the State Economic Enhancement and Development Trust
1443 Fund to support expenditures for the Florida Job Growth Grant
1444 Fund pursuant to section 15 of this act. No state appropriated
1445 funds other than those appropriated in this section may be
1446 expended on the Florida Job Growth Grant Fund. Additionally,
1447 notwithstanding s. 216.292, Florida Statutes, the funds
1448 appropriated herein are nontransferable. Notwithstanding s.
1449 216.301, Florida Statutes, and pursuant to s. 216.351, Florida
1450 Statutes, the balance of any appropriation for the Florida Job

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HB 1A, Engrossed 1

2017A Legislature

1451 Growth Grant Fund which is not disbursed by June 30 of the
1452 fiscal year in which the funds are appropriated may be carried
1453 forward for up to 5 years after the effective date of the
1454 original appropriation.

1455 Section 29. For the 2017-2018 fiscal year, the
1456 nonrecurring sum of \$4,233,813 from the General Revenue Fund is
1457 appropriated to the Department of Education in the Fixed Capital
1458 Outlay - Florida College System Projects category for allocation
1459 to the Miami Dade College for the Remodel/Renovation of Facility
1460 14 (gym) for the Justice Center - North.

1461 Section 30. For the 2017-2018 fiscal year, the
1462 nonrecurring sum of \$338,705 from the General Revenue Fund is
1463 appropriated to the Department of Education in the Fixed Capital
1464 Outlay - Florida College System Projects category for allocation
1465 to the Florida Gateway College for the Olustee Campus Public
1466 Safety Facility (HB 2217).

1467 Section 31. For the 2017-2018 fiscal year, the
1468 nonrecurring sum of \$12,701,439 from the General Revenue Fund is
1469 appropriated to the Department of Education in the Fixed Capital
1470 Outlay - State University System Projects category for
1471 allocation to the Florida Gulf Coast University for Integrated
1472 Watershed and Coastal Studies.

1473 Section 32. For the 2017-2018 fiscal year, the
1474 nonrecurring sum of \$6,774,101 from the General Revenue Fund is
1475 appropriated to the Department of Education in the Fixed Capital

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1476 Outlay - State University System Projects category for
1477 allocation to the Florida State University for the
1478 Interdisciplinary Research Commercialization Building (HB 4001).

1479 Section 33. For the 2017-2018 fiscal year, the
1480 nonrecurring sum of \$4,233,813 from the General Revenue Fund is
1481 appropriated to the Department of Education in the Fixed Capital
1482 Outlay - State University System Projects category for
1483 allocation to the Florida State University for the Stem Teaching
1484 Lab (HB 2357).

1485 Section 34. For the 2017-2018 fiscal year, the
1486 nonrecurring sum of \$5,927,338 from the General Revenue Fund is
1487 appropriated to the Department of Education in the Fixed Capital
1488 Outlay - State University System Projects category for
1489 allocation to the University of Florida for the Music Building
1490 (HB 2663).

1491 Section 35. For the 2017-2018 fiscal year, the
1492 nonrecurring sum of \$12,701,439 from the General Revenue Fund is
1493 appropriated to the Department of Education in the Fixed Capital
1494 Outlay - State University System Projects category for
1495 allocation to the Florida International University for the
1496 School of International and Public Affairs (HB 3461).

1497 Section 36. For the 2017-2018 fiscal year, the
1498 nonrecurring sum of \$846,763 from the General Revenue Fund is
1499 appropriated to the Department of Education in the Grants and
1500 Aids to Local Governments and Nonstate Entities - Fixed Capital

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1501 Outlay Grants and Aids - Non-Public Higher Education Project
1502 category for allocation to the Flagler College for the
1503 restoration and rehabilitation of the Flagler College Hotel
1504 Ponce De Leon/Molly Wiley Art Building (HB 4241).

1505 Section 37. For the 2017-2018 fiscal year, the
1506 nonrecurring sum of \$425,897 from the General Revenue Fund
1507 (Senate Form 1803) and the recurring sum of \$1,691,010 are
1508 appropriated to the Department of Education in the Special
1509 Categories Grants and Aids - LECOM/Florida - Health Programs
1510 category to be used to support Florida residents enrolled in the
1511 Osteopathic Medicine or the Pharmacy Program at the Lake Erie
1512 College of Osteopathic Medicine in Bradenton. The college must
1513 submit enrollment information for Florida residents to the
1514 Department of Education prior to January 1, 2018.

1515 Section 38. For the 2017-2018 fiscal year, the recurring
1516 sum of \$2,540,288 from the General Revenue Fund is appropriated
1517 to the Department of Education in the Grants and Aids to Local
1518 Governments and Nonstate Entities - Florida College System
1519 Program Fund category for allocation to Polk State College for
1520 Expansion of Art Program.

1521 Section 39. For the 2017-2018 fiscal year, the recurring
1522 sum of \$846,763 from the General Revenue Fund is appropriated to
1523 the Department of Education in the Aid to Local Governments
1524 Grants and Aids - Education and General Activities category for
1525 allocation to the Florida State University College of Law for

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HB 1A, Engrossed 1

2017A Legislature

1526 scholarships and faculty.

1527 Section 40. For the 2017-2018 fiscal year, the recurring
1528 sum of \$1,693,525 from the General Revenue Fund is appropriated
1529 to the Department of Education in the Aid to Local Governments
1530 Grants and Aids - Education and General Activities category for
1531 allocation to the University of Central Florida for the Downtown
1532 Presence initiative.

1533 Section 41. For the 2017-2018 fiscal year, the recurring
1534 sum of \$514,926 from the General Revenue Fund is appropriated to
1535 the Department of Education in the Aid to Local Governments
1536 Grants and Aids - Education and General Activities category for
1537 allocation to the Florida State University for the Florida
1538 Campus Compact.

1539 Section 42. For the 2017-2018 fiscal year, the recurring
1540 sum of \$931,439 from the General Revenue Fund is appropriated to
1541 the Department of Education in the Aid to Local Governments
1542 Grants and Aids - Education and General Activities category for
1543 allocation to the University of West Florida for the Archaeology
1544 Program.

1545 Section 43. For the 2017-2018 fiscal year, the recurring
1546 sum of \$889,101 from the General Revenue Fund is appropriated to
1547 the Department of Education in the Aid to Local Governments
1548 Grants and Aids - Education and General Activities category for
1549 allocation to the Florida Atlantic University for the Max Planck
1550 Scientific Fellowship Program.

ENROLLED

HB 1A, Engrossed 1

2017A Legislature

1551 Section 44. For the 2017-2018 fiscal year, the
1552 nonrecurring sum of \$1,693,525 from the General Revenue Fund is
1553 appropriated to the Department of Education in the Aid to Local
1554 Governments Grants and Aids - University of Florida Health
1555 Center category to be allocated to the University of Florida
1556 Health Center for the College of Pharmacy - Medical Cannabis
1557 Research (HB 3159).

1558 Section 45. For the 2017-2018 fiscal year, the
1559 nonrecurring sum of \$1,016,115 from the General Revenue Fund is
1560 appropriated to the Department of Economic Opportunity in the
1561 Special Categories Economic Development Projects category to be
1562 allocated to the Florida Atlantic University for the Tech Runway
1563 Initiative (HB 2163).

1564 Section 46. This act shall take effect July 1, 2017.



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM: Kimberly Morgan

SUBJECT:

At our last meeting, many of you mentioned as a priority that you wanted to see us develop a strategic plan. Please be prepared to discuss the following items at the July 20 meeting:

- What do you want this strategic plan to tell us? How will we use it?
 - Review the following companies that may be considered for the effort, as they specialize in various aspects of destination marketing strategic plan development.
1. DMOProz
 2. Destination Marketing Association International (DMAI) – Destination NEXT
 3. PGAV
 4. Solimar International
 5. Destination Think!

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:49 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:22 PM	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

- ▢ Website Map

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:49 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:23 PM	

Website Map

Getting Here

- Getting Here Content (location, road access, air access, etc.)
- Maps – Municipal/Neighborhood Maps, Parks Maps, etc.

Staying Here

- Accommodations Information – sorted by type, neighborhood, etc.
- Booking Engine??

Playing Here

- Events Calendar
- Things To Do/Attractions Content
 - Attraction Descriptions
 - Content by interest
 - outdoors/nature
 - family fun
 - history
 - attractions
 - arts & culture
 - retail shopping
 - Golf – link to Florida's First Coast of Golf
- Restaurant Content
 - Restaurant Descriptions
 - Restaurant Listing by neighborhood
 - Content – Top 10 lists, Best in Clay, etc.
- Itineraries
- Deals

Gathering Here/Meeting Here

- How we can help
- Meeting Planners & Reunions
- Weddings
- Planning an Event
- Group Meeting Request Form

Press Kit

- Fast Facts
- Municipality/Neighborhood Information
 - Orange Park
 - Green Cove Springs
 - Keystone Heights
 - Penney Farms
 - Fleming Island
 - Middleburg
 - Oakleaf
- Story Ideas
- News Releases
- Image Gallery

Film/Television

- Permits
- Film Services (see Ft. Worth)
- Location Photo Gallery (see Ft. Worth)
- Filmed in Clay County – Look Book -
https://res.cloudinary.com/simpleview/image/upload/v1/clients/fortworth/Fort_Worth_Film_Look_Book_0913f25e-aaa4-4c62-b743-b82eadce3e95.pdf

TDC

- Complimentary Front Line Training
- Minutes
- Budget/Marketing Plan
- Event Marketing Grant
- Event Marketing Grant Guidelines
- Event Marketing Grant Application
- Event Marketing Grant Sample Scoring Sheet

Connect with Us!

- Social Media Links
 - Facebook
 - Instagram
 - YouTube

Blog

Contact Us

- Contact Us form
- Staff Contact info
- Helpful Links – Chamber, EDC, municipalities, historic orgs, etc.

Other

- Famous Citizens/Visitors
- Helpful Links – Chamber, EDC, municipalities, historic orgs, etc.
- Request a Visitors Guide Form/Button OR download it digitally (request zip code?)
- Email Newsletter Sign Up (include an I'm a local button and special interests to push relevant content)

Ideas:

- Create a "How To" video series (see Ft. Worth and refer to Google notes from FADMO)
- Live Cam – Camp Chow? Spring Park?
- Survey on site (see www.visitphoenix.com)
- Relocation – does Chamber own this?
- Enjoy the Scenery video series – What's Your Big Passion (from the locals)?



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC
Members

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC
Members

DATE:

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Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
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Description

No Attachments Available

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

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Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:50 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:22 PM	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

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DATE:

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Kimberly
Morgan

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ITEM
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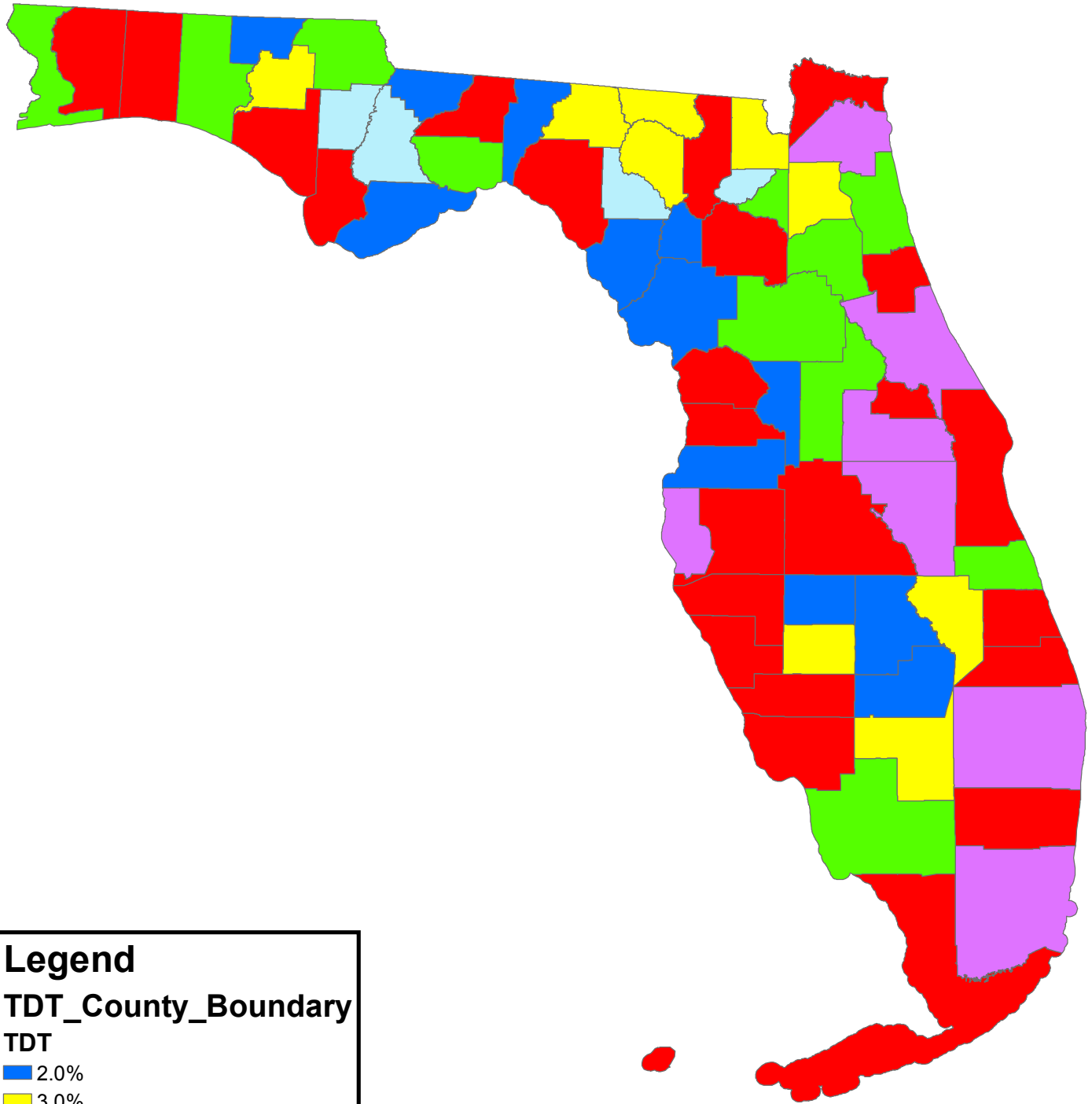
ATTACHMENTS:

Description

- ▣ Map
- ▣ Statewide Comparison

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:49 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:18 PM	



Legend

TDT_County_Boundary

TDT

- 2.0%
- 3.0%
- 4.0%
- 5.0%
- 6.0%
- NONE

0 10 20 40 60 80 100 Miles

This information is provided as a visual representation only and is not intended to be used as legal or official representation of legal boundaries. The Clay County Board of County Commissioners assumes no responsibility associated with its use.

File Name: TDT_Rates_By_County_Map_8.5x11

Total Transient Rate by Counties in Florida



Created By: GIS Department
Map Prepared: 6/12/2017

Bed Tax Percentage Comparison

TDT percentage	Number of Counties charging that percentage	Percentage of the state at that TDT rate
No TDT	4	5.97%
2%	12	17.91%
3%	9	13.43%
4%	13	19.40%
5%	22	32.84%
6%	7	10.45%
	67	100.00%

1. More than 52% of the state is charging more than Clay County, giving them a competitive advantage by having more dollars to invest in destination marketing and product development.
2. Less than a quarter of the state has a TDT less than Clay County.
3. FY15-16 Lodging Sales totaled \$20,368,812. 1% of that total equates to \$203,688.13.

Neighboring or Nearby Counties

Alachua	5%
Baker	3%
Bradford	4%
Clay	3%
Duval	6%
Flagler	4%
Nassau	4%
Putnam	4%
St. Johns	4%



COUNTY LOCAL OPTION TRANSIENT RENTAL TAX RATES GROUPED BY ADMINISTRATION

(Tourist Development Tax Rates)

State sales and use tax, discretionary sales surtax, and local option transient rental taxes are all imposed on rentals or leases of accommodations in hotels, motels, apartments, rooming houses, mobile home parks, RV parks, condominiums, or timeshare resorts for a term of six months or less. Counties may levy a new local option transient rental tax or change the local option tax rate at any time throughout the year.

COUNTY	ADMINISTERED BY	TOURIST DEVELOPMENT	TOURIST IMPACT	CONVENTION DEVELOPMENT	TOTAL TRANSIENT RENTAL RATE*	KNOWN FUTURE CHANGES
CALHOUN	N/A	NONE	NONE	NONE	NONE	
LAFAYETTE	N/A	NONE	NONE	NONE	NONE	
LIBERTY	N/A	NONE	NONE	NONE	NONE	
UNION	N/A	NONE	NONE	NONE	NONE	
BRADFORD	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
CITRUS	Fl Dept of Revenue	5.0%	0.0%	0.0%	5.0%	
COLUMBIA	Fl Dept of Revenue	5.0%	0.0%	0.0%	5.0%	
DESOTO	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
DIXIE	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
FLAGLER	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
FRANKLIN	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
GADSDEN	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
GILCHRIST	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
GLADES	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
HAMILTON	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
HARDEE	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
HENDRY	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
HOLMES	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
JACKSON	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
JEFFERSON	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
LEVY	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
MADISON	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
OKALOOSA (1)	Fl Dept of Revenue	5.0%	0.0%	0.0%	5.0%	
OKEECHOBEE	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
PASCO	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
SUMTER	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
WAKULLA	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
WASHINGTON	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
ALACHUA	County Since 7/01	5.0%	0.0%	0.0%	5.0%	
BAKER	County Since 5/00	3.0%	0.0%	0.0%	3.0%	
BAY (2)	County Since 1/94	5.0%	0.0%	0.0%	5.0%	
BREVARD	County Since 10/92	5.0%	0.0%	0.0%	5.0%	
BROWARD **	County Since 3/94	5.0%	0.0%	0.0%	5.0%	
CHARLOTTE	County Since 9/90	5.0%	0.0%	0.0%	5.0%	
CLAY	County Since 1/89	3.0%	0.0%	0.0%	3.0%	
COLLIER	County Since 1/93	4.0%	0.0%	0.0%	4.0%	
DUVAL	County Since 12/90	4.0%	0.0%	2.0%	6.0%	
ESCAMBIA	County Since 6/89	4.0%	0.0%	0.0%	4.0%	
GULF	County Since 6/01	5.0%	0.0%	0.0%	5.0%	Rate will return to 4% on 1/01/20
HERNANDO	County Since 1/93	5.0%	0.0%	0.0%	5.0%	
HIGHLANDS	County Since 1/14	2.0%	0.0%	0.0%	2.0%	
HILLSBOROUGH	County Since 1/92	5.0%	0.0%	0.0%	5.0%	
INDIAN RIVER	County Since 10/00	4.0%	0.0%	0.0%	4.0%	
LAKE	County Since 11/98	4.0%	0.0%	0.0%	4.0%	
LEE	County Since 5/88	5.0%	0.0%	0.0%	5.0%	
LEON	County Since 10/94	5.0%	0.0%	0.0%	5.0%	
MANATEE	County Since 10/89	5.0%	0.0%	0.0%	5.0%	
MARION	County Since 4/08	4.0%	0.0%	0.0%	4.0%	
MARTIN	County Since 11/02	5.0%	0.0%	0.0%	5.0%	
MIAMI-DADE ** (3)	County Since 4/86	3.0%	0.0%	3.0%	6.0%	
MONROE	County Since 1/91	4.0%	1.0%	0.0%	5.0%	
NASSAU (4)	County Since 5/89	4.0%	0.0%	0.0%	4.0%	
ORANGE	County Since 1/92	6.0%	0.0%	0.0%	6.0%	
OSCEOLA	County Since 5/92	6.0%	0.0%	0.0%	6.0%	
PALM BEACH	County Since 1/93	6.0%	0.0%	0.0%	6.0%	
PINELLAS	County Since 10/90	6.0%	0.0%	0.0%	6.0%	
POLK	County Since 1/94	5.0%	0.0%	0.0%	5.0%	
PUTNAM	County Since 4/99	4.0%	0.0%	0.0%	4.0%	
ST JOHNS	County Since 8/88	4.0%	0.0%	0.0%	4.0%	
ST LUCIE	County Since 5/91	5.0%	0.0%	0.0%	5.0%	Rate will return to 3% on 1/1/43
SANTA ROSA	County Since 5/94	5.0%	0.0%	0.0%	5.0%	
SARASOTA	County Since 6/92	5.0%	0.0%	0.0%	5.0%	
SEMINOLE	County Since 9/93	5.0%	0.0%	0.0%	5.0%	
SUWANNEE	County Since 11/01	3.0%	0.0%	0.0%	3.0%	Rate will return to 2% on 7/01/21
TAYLOR	County Since 7/06	5.0%	0.0%	0.0%	5.0%	
VOLUSIA (5)	County Since 4/90	3.0%	0.0%	3.0%	6.0%	
WALTON (6)	County Since 10/91	4.0%	0.0%	0.0%	4.0%	

*The total transient rental rate includes the local option taxes levied on: tourist development tax authorized by section (s.) 125.0104, Florida Statutes (F.S.), tourist impact tax authorized by s. 125.0108, F.S., and convention development tax authorized by s. 212.0305, F.S.

**In addition to county-wide transient rental tax rates listed in this table, Florida law authorizes certain cities in Broward and Miami-Dade counties to impose a local option municipal resort tax on transient rental transactions and on the sale of food and beverages consumed in restaurants and bars. For complete information and definitions, see Chapter 67-930, Laws of Florida, as amended by Chapters 82-142, 83-363, 93-286, and 94-344, Laws of Florida.

These counties currently do not levy a local option transient rental tax.

Call 800-352-3671 if you have questions about local option transient rental rates administered by the Department of Revenue.

Contact your local county taxing authority to verify tax rates and to find information about collecting and paying locally administered taxes. Counties who self-administer the transient rental rate are not required by law to notify the Department of local tax rate changes; therefore, the tax rates in this chart may not be current. The tax rates for certain jurisdictions within a county may vary. See the information following this chart. The date in the "administered by" column is the date that the county began to administer the local transient rental tax (not the date that the tax was imposed).



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:50 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:23 PM	



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Thursday, July 20 3:00 PM

TO: TDC

DATE:

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Final Presentation to the Board - 6-27-17

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	7/12/2017 - 7:50 PM	
County Manager	Kopelousos, Stephanie	Approved	7/13/2017 - 7:20 PM	



**BURDETTE
KETCHUM**

Clay County Branding & Placemaking Initiative

Branding Implementation

June 27, 2017

Objectives

Positively reinforce county sense of self to current members of the community, but also appeal to relocating individuals and families, workers and expanding/relocating companies.

Pull the collective story of county places and assets together in a singular, cohesive way.

Define and articulate the county's unique essence through a brand and positioning strategy and then bring that brand to life via a placemaking strategy that uses wayfinding signage as a first tangible brand expression.

Key Learnings

Emotional Level

- Strong convictions, unified sense of values and purpose, strong and clear sense of self
- Family values, including passion for education
- Faith-driven, heavy participation in organized religion
- Connection to military: patriotism and military roots/proximity underscore sense of safety and security
- Ambitious, driven for the future, innovative
- Down-to-earth and welcoming, not a competitive social structure, but there is a clear “code of ethics”

Key Learnings

Physical Level

- Rich variety of unique towns and communities, each with a different flavor and personality:
 - **Orange Park**: hub of activity, healthcare, river beauty
 - **Green Cove Springs**: Victorian charm on the river
 - **Middleburg**: rural/ag leanings, creek history
 - **Penney Farms**: quaint and beautiful, oak canopy
 - **Keystone Heights**: small town Americana
 - **Fleming Island**: premium homes and retail
 - **Oakleaf**: Modern day suburbia, Clay-style
- **Military** heritage sites/museums
- **Natural** amenities, parks and waterways
- **Historic** structures and sites
 - Clay Theatre, St. Mary's Church, Club Continental, etc.

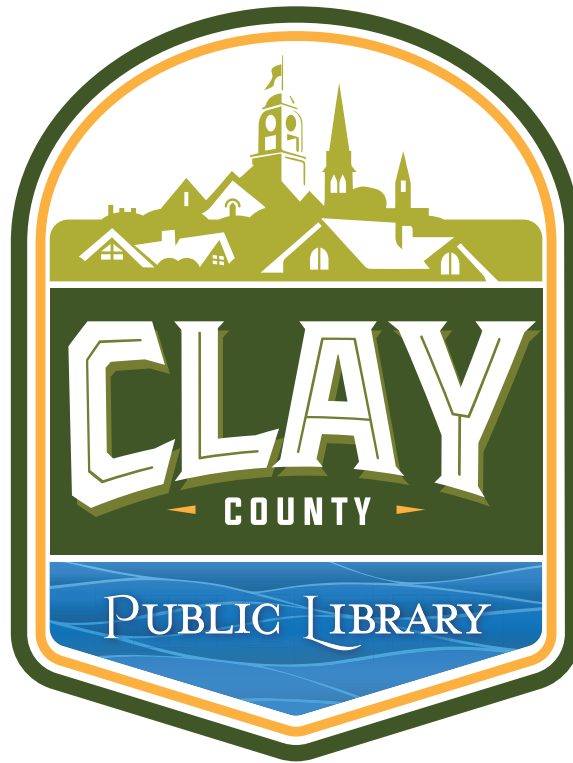
County Logo & Tagline



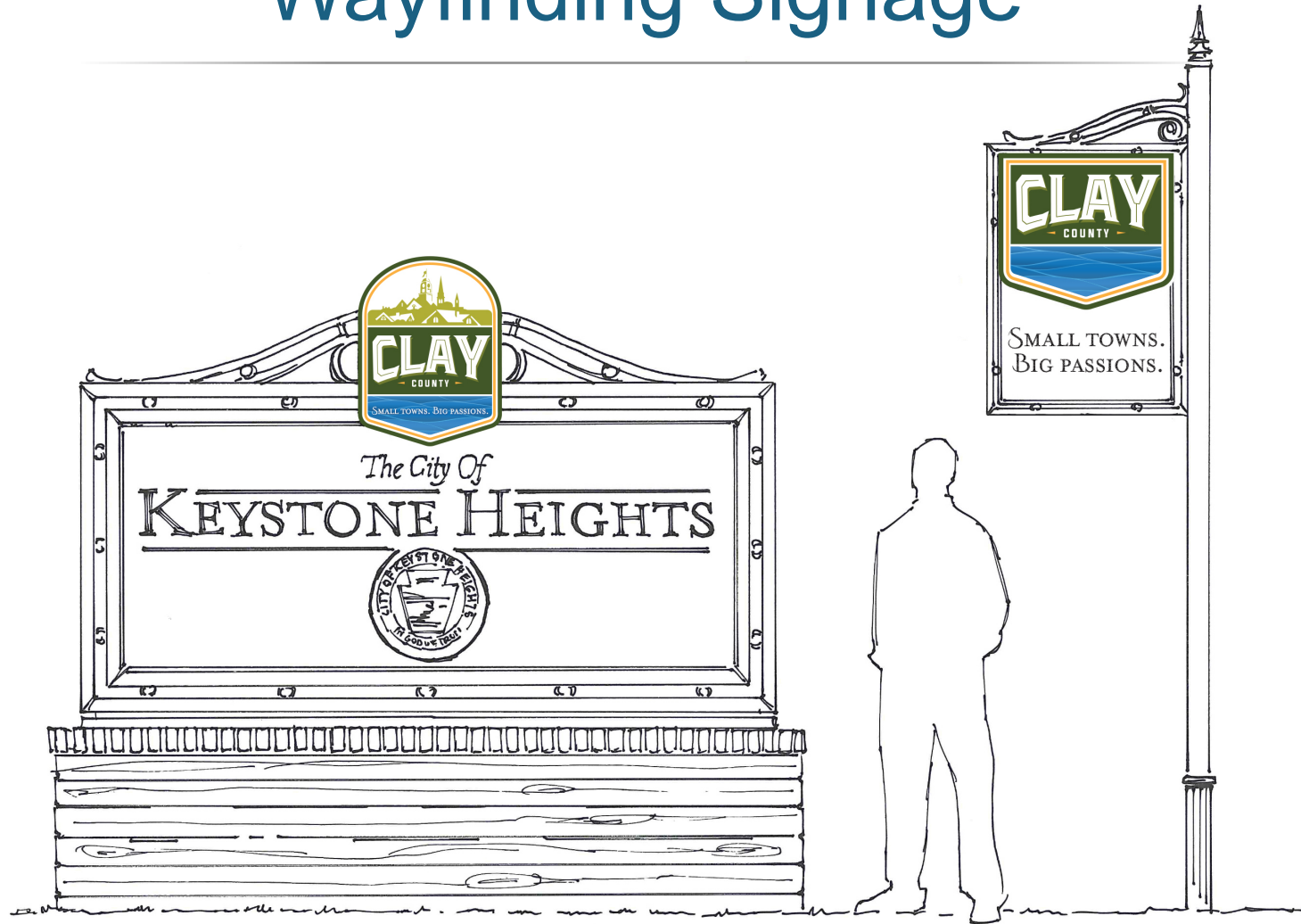
Logo Adaptations



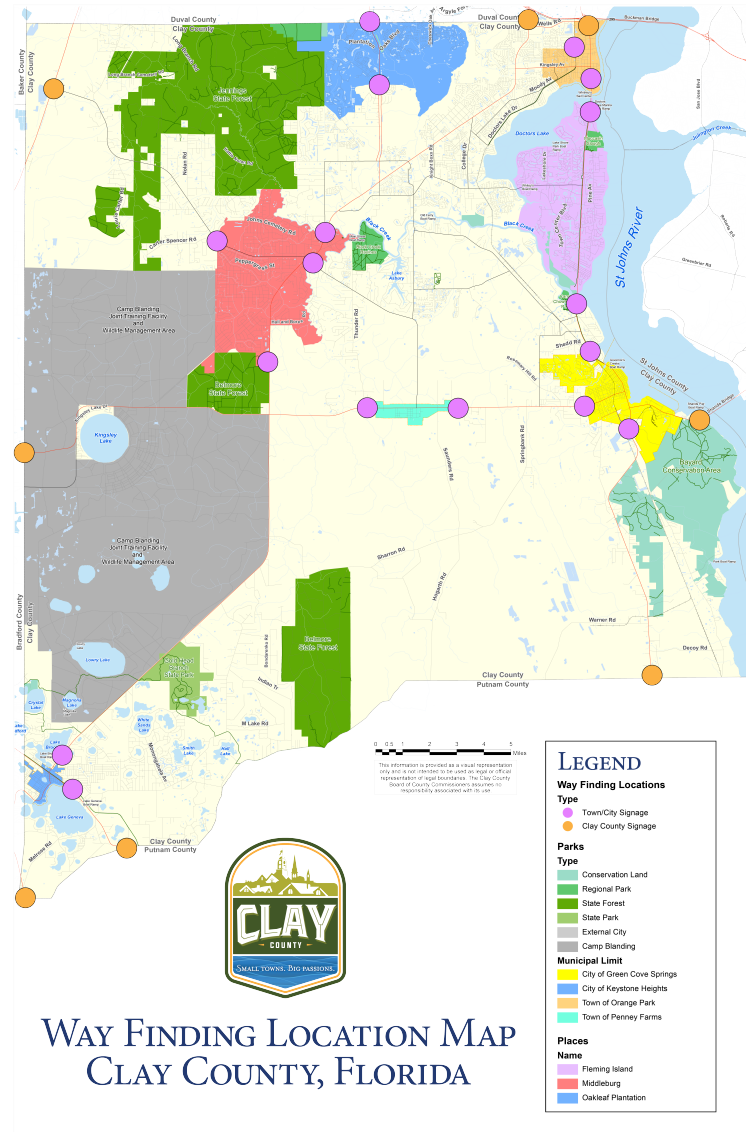
County Department Adaptations



Wayfinding Signage



Placemaking Map



County Seal - Future



County Brand Manual



Usage of the Clay County Logo and Clay County Seal



When to use the logo

The logo is a key component of the placemaking initiative and should be considered the “public face” of the county. It is intended to communicate the essence of the county in a friendly and appealing way.

The logo should be used on all county promotional and communications documents, except for those generated in the course of conducting official county business.



When to use the seal

The seal should appear on all documents generated in the course of the official business of the county.

Examples of use include:

- Agendas
- County Commissioner’s Office correspondence
- Public Meeting notices
- Signage pertaining to public hearings

Final Logo + Seal

