

## HOUSE OF REPRESENTATIVES STAFF ANALYSIS

**BILL #:** HB 749 Florida Tourism Hall of Fame  
**SPONSOR(S):** La Rosa  
**TIED BILLS:** **IDEN./SIM. BILLS:** CS/SB 398

REFERENCE	ACTION	ANALYST	STAFF DIRECTOR or BUDGET/POLICY CHIEF
1) Economic Development & Tourism Subcommittee	12 Y, 0 N	Davy	West
2) Economic Affairs Committee		Davy	Creamer

### SUMMARY ANALYSIS

In 2001, the Florida Tourism Industry Marketing Corporation (VISIT Florida) established the Florida Tourism Hall of Fame to recognize persons, living or dead, whose work in the tourism industry has made significant contributions to the economic climate in Florida.

HB 749 codifies the Florida Tourism Hall of Fame in statute. VISIT Florida will continue to administer the Hall of Fame without appropriation of state funds. The Department of Management Services (DMS) must set aside an area on the Plaza Level of the Capitol Building for the Hall of Fame and consult with VISIT Florida regarding the design and theme of the area.

The bill is expected to have an indeterminate, but insignificant fiscal impact.

The bill provides an effective date of July 1, 2014.

## FULL ANALYSIS

### I. SUBSTANTIVE ANALYSIS

#### A. EFFECT OF PROPOSED CHANGES:

##### **Present Situation**

###### VISIT Florida

VISIT Florida is a direct-support organization of Enterprise Florida, Inc. (EFI), and is a not for profit corporation. VISIT Florida is organized and operated exclusively to request, receive, hold, invest, and administer property, and to manage and make expenditures for the operation of the activities, services, functions, and programs of this state that relate to the statewide, national, and international promotion and marketing of tourism.<sup>1</sup> The corporation's board of directors is composed of 31 tourism industry-related members who are appointed by EFI.<sup>2</sup>

###### Tourism Hall of Fame

According to VISIT Florida,<sup>3</sup> individuals have been chosen annually since 2001 to be inducted into the Florida Tourism Hall of Fame. The honor recognizes "contemporary and historic figures whose vision, creativity and drive have had a positive and significant impact on the development of Florida as a desirable visitor destination."<sup>4</sup> In 2001, eight individuals were inducted into the Florida Tourism Hall of Fame "Founders Club," including Walt Disney and Henry Flagler. Since 2001, 30 additional individuals have been inducted into the Florida Tourism Hall of Fame.

###### Tourism in Florida

In year 2012-2013, the Florida tourism industry made substantial contributions to the state's economy and labor market. The industry welcomed 91.5 million out-of-state and international visitors who spent \$71.8 billion. Florida tourism directly employed 1,087,700 Floridians. The tourism industry invested \$18.7 million in VISIT Florida co-op programs to promote the state as a tourism destination worldwide.<sup>5</sup>

###### Halls of Fame – Capitol Complex

Other Florida Halls of Fame displayed in the Capitol include:

- the Florida Women's Hall of Fame;<sup>6</sup>
- the Florida Veterans' Hall of Fame;<sup>7</sup>
- the Florida Artists Hall of Fame;<sup>8</sup> and
- the Florida Civil Rights Hall of Fame.<sup>9</sup>

##### **Effect of Proposed Changes**

This bill creates s. 265.004, F.S., establishing the Florida Tourism Hall of Fame to recognize persons, living or dead, whose work in the tourism industry has made significant contributions to the economic climate in Florida. VISIT Florida will administer the Florida Tourism Hall of Fame without appropriation of state funds. DMS must set aside an area on the Plaza Level of the Capitol Building for the Florida Tourism Hall of Fame and consult with VISIT Florida regarding the design and theme of the area.

---

<sup>1</sup> Section 288.1226 (2), F.S.

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

<sup>3</sup> VISIT Florida is the fictitious name for the Florida Tourism Industry Marketing Corporation. See s. 288.1226(5)(c), F.S.

<sup>4</sup> VISIT Florida website, <http://visitflorida.org/awards-honorees/florida-tourism-hall-of-fame/> (last visited February 20, 2014).

<sup>5</sup> VISIT Florida 2012-2013 Annual Report, pg. 24, available at <http://visitflorida.org/media/4722/yearinreview2013.pdf>.

<sup>6</sup> Section 265.001, F.S.

<sup>7</sup> Section 265.003, F.S.

<sup>8</sup> Section 265.2865, F.S.

<sup>9</sup> Section 760.065, F.S.

The bill requires VISIT Florida to annually accept nominations and to establish selection criteria and timeframes for induction into the Florida Tourism Hall of Fame. VISIT Florida must give selection preference to the nominees who were born in Florida or adopted Florida as their home state, and have made a significant contribution to the state's travel and tourism industry. VISIT Florida may establish a formal induction ceremony to coincide with the annual Governor's Conference on Tourism.

The bill provides that each person who is inducted into the Florida Tourism Hall of Fame will have his or her name, image, discipline or contribution, and vital information placed on a plaque displayed in a designated area of the Capitol Building.

Any person inducted into the Florida Tourism Hall of Fame administered by VISIT Florida before July 1, 2014, will remain in the Hall of Fame.

**B. SECTION DIRECTORY:**

Section 1: Creates s. 265.004, F.S., establishing the Florida Tourism Hall of Fame, designating location for the display of inductee plaques, and providing procedures for nomination, selection, and induction of members.

Section 2: Provides the effective date July 1, 2014.

**II. FISCAL ANALYSIS & ECONOMIC IMPACT STATEMENT**

**A. FISCAL IMPACT ON STATE GOVERNMENT:**

1. Revenues:

None.

2. Expenditures:

The bill is expected to have an indeterminate, but insignificant fiscal impact.

**B. FISCAL IMPACT ON LOCAL GOVERNMENTS:**

1. Revenues:

None.

2. Expenditures:

None.

**C. DIRECT ECONOMIC IMPACT ON PRIVATE SECTOR:**

None.

**D. FISCAL COMMENTS:**

The bill requires the Florida Tourism Hall of Fame to be administered by VISIT Florida without appropriation of state funds.

**III. COMMENTS**

**A. CONSTITUTIONAL ISSUES:**

1. Applicability of Municipality/County Mandates Provision:

Not Applicable. This bill does not appear to affect county or municipal governments.

2. Other:

None.

B. RULE-MAKING AUTHORITY:

None.

C. DRAFTING ISSUES OR OTHER COMMENTS:

None.

#### **IV. AMENDMENTS/ COMMITTEE SUBSTITUTE CHANGES**

None.