



Transportation & Tourism Appropriations Subcommittee

**Wednesday, December 6, 2017
8:00 AM – 10:00 AM
Reed Hall (102 HOB)**

Meeting Packet

**Richard Corcoran
Speaker**

**Clay Ingram
Chair**



The Florida House of Representatives
Appropriations Committee
Transportation & Tourism Appropriations Subcommittee

Richard Corcoran
Speaker

Clay Ingram
Chair

AGENDA

Wednesday, December 6, 2017
Reed Hall (102 HOB)
8:00 AM – 10:00 AM

- I. Call to Order/Roll Call
- II. Opening Remarks by Chair Ingram
- III. **Consideration of the following bill:**

CS/HB 135 Motor Vehicle Registration Applications by Transportation & Infrastructure Subcommittee, Ausley
- IV. Presentation of the Governor's Recommended Budget for Fiscal Year 2018-19
- V. Visit Florida Presentation of FY 2017-18 Operating Budget
- VI. Closing Remarks
- VII. Adjournment

HOUSE OF REPRESENTATIVES STAFF ANALYSIS

BILL #: CS/HB 135 Motor Vehicle Registration Applications
SPONSOR(S): Transportation & Infrastructure Subcommittee; Ausley & others
TIED BILLS: IDEN./SIM. **BILLS:** SB 290

REFERENCE	ACTION	ANALYST	STAFF DIRECTOR or BUDGET/POLICY CHIEF
1) Transportation & Infrastructure Subcommittee	13 Y, 0 N, As CS	Roth	Vickers
2) Transportation & Tourism Appropriations Subcommittee		Cobb <i>R</i>	Davis <i>Cobb</i>
3) Government Accountability Committee			

SUMMARY ANALYSIS

An individual who is deaf or hard of hearing may add the international symbol for the Deaf and Hard of Hearing to his or her driver license or identification card upon providing sufficient proof that he or she is deaf or hard of hearing, and paying an additional fee. In August 2017, the Department of Highway Safety and Motor Vehicles (DHSMV) began introducing driver licenses and identification cards with the Deaf and Hard of Hearing designation in selected counties and will be in statewide distribution by January 2018.

The bill requires DHSMV to include language on the motor vehicle registration application that allows a deaf or hard of hearing applicant to voluntarily indicate that he or she is deaf or hard of hearing. This notation will be included through the Driver and Vehicle Information Database (DAVID) and available through the Florida Crime Information Center (FCIC) system.

The Department estimates that approximately 579 programming hours, or the equivalent of \$23,745 in FTE and contracted resources, will be required to implement the bill. These costs can be absorbed within existing resources.

The bill has an effective date of October 1, 2018.

FULL ANALYSIS

I. SUBSTANTIVE ANALYSIS

A. EFFECT OF PROPOSED CHANGES:

Current Situation

Motor Vehicle Registration

The motor vehicle registration process is set out in s. 320.02, F.S., and incorporated in form HSMV 82040.¹ Applicants must provide the street address of the owner's permanent residence and a valid driver license, identification card, or passport.² Any vehicle registered outside the state must be accompanied by a sworn affidavit from the seller and purchaser verifying the vehicle identification number (VIN), or a copy of the outside state's departmental form indicating that the vehicle has been physically inspected and the VIN verified.³ The owner of any motor vehicle registered in the state must notify DHSMV in writing of any change of address within 30 days of such change.⁴ Additionally, the owner of the vehicle must provide proof that personal injury protection (PIP) benefits, property damage liability coverage, bodily injury or death coverage, and combined bodily liability insurance and property damage liability insurance have been purchased.⁵

For the majority of motor vehicles, the registration period begins the first day of the birth month of the owner and ends the last day of the month immediately preceding the owner's birth month the next year.⁶ The renewal period is the 30-day period ending at midnight on the vehicle owner's date of birth.⁷ For vehicles weighing over a certain amount, the registration period must be a period of 12 months beginning in a month designated by DHSMV and ending on the last day of the 12th month.⁸ For a vehicle subject to this registration period, the renewal period is the last month of the registration period.⁹ However, there is an extended registration period where a motor vehicle registration is valid for 24 months.¹⁰

Florida's Implementation of the International Symbol for the Deaf and Hard of Hearing

An individual who is deaf or hard of hearing may add the international symbol for the Deaf and Hard of Hearing to his or her driver license¹¹ or identification card¹² upon providing sufficient proof that he or she is deaf or hard of hearing and paying an additional fee. An individual who wishes to add the designation when issued an original or renewal identification card or driver license must pay an additional \$1 fee. An individual who surrenders and replaces his or her driver license or identification card before its expiration date for the purpose of adding the international symbol for the Deaf and Hard of Hearing must pay an additional \$2 fee to be deposited into the Highway Safety Operating Trust Fund. If the applicant is not conducting any other transaction affecting the driver license or identification card, the standard \$25 replacement fee is waived.

¹ Florida Department of Highway Safety and Motor Vehicles Form HSMV 82040, available at <https://www.flhsmv.gov/pdf/forms/82040.pdf> (last visited October 20, 2017).

² Section 320.02(2)(a), F.S.

³ Section 320.02(3), F.S.

⁴ Section 320.02(4), F.S.

⁵ Section 320.02(5)(a), F.S.

⁶ Section 320.055(1)(a), F.S.

⁷ Section 320.055(1)(a), F.S.

⁸ Section 320.055(5), F.S.

⁹ Section 320.055(5), F.S.

¹⁰ Sections 320.055(1)(b), 320.01(19)(b), F.S.

¹¹ Section 322.14, F.S.

¹² Section 322.051, F.S.

In August 2017, DHSMV began introducing driver licenses and identification cards with the Deaf and Hard of Hearing designation in selected counties and will be in statewide distribution by January 2018.¹³

Driver and Vehicle Information Database (DAVID)

DAVID provides easy-to-use, secure web-based access to driver license identity information, driver license transactions, driver license records, and vehicle titles and registrations.¹⁴ In order for an agency to gain access to the information on DAVID, DHSMV and the requesting agency must enter into a Memorandum of Understanding (MOU).¹⁵ The MOU establishes the purposes for and conditions of electronic access to DAVID.¹⁶ DAVID may only be used by law enforcement for official law enforcement purposes such as:

- Traffic stops;
- Investigations;
- Missing persons;
- Automobile crashes; and
- Natural disasters.¹⁷

As of 2017, there are 68,790 active DAVID users.¹⁸

Florida Crime Information Center (FCIC) System

The Florida Department of Law Enforcement Criminal Justice Information Services (CJIS) is the central source of criminal history records for the State of Florida and provides criminal identification screening to agencies and private citizens to identify persons with criminal warrants, arrests, and convictions that impact employment, licensing, eligibility to purchase a firearm, as well as a variety of criminal justice functions.¹⁹ Additionally, CJIS helps guarantee the quality of the data available on the FCIC system.²⁰

The FCIC system is a database that provides criminal justice agencies with access to federal and state criminal justice information.²¹ The FCIC system is used for rapid communications such as:

- Be On the Look Out (BOLO) notices, used to notify the public and law enforcement when assistance is needed finding a suspect.
- All Points Bulletin, used as a broadcast alert from one police station to all others in a particular area or state with instructions to arrest a particular suspect.
- Florida Administrative Message, law enforcement related messages used when the sender and recipient are both within the State of Florida.²²

Additionally, the FCIC system provides connectivity to DHSMV and the National Crime Information Center (NCIC) and contains additional "Hot Files" with the most heavily used type of criminal justice information not stored in NCIC.²³ Some of the information in Hot Files include:

- Abandoned vehicles;

¹³ Email from Kevin Jacobs, Deputy Legislative Affairs Director, Department of Highway Safety and Motor Vehicles, RE: implementation of deaf and hard of hearing symbol on driver license (October 26, 2017).

¹⁴ Florida Department of Highway Safety and Motor Vehicles, *D.A.V.I.D.*, slide 2 (on file with the House Transportation & Infrastructure Subcommittee).

¹⁵ Florida Department of Highway Safety and Motor Vehicles, *DAVID*, slide 3 (on file with the House Transportation & Infrastructure Subcommittee).

¹⁶ *Id.*

¹⁷ *Id.* at 8.

¹⁸ Email from Kevin Jacobs, Deputy Legislative Affairs Director, Department of Highway Safety and Motor Vehicles, RE: HB 135 DAVID Users (October 26, 2017).

¹⁹ Florida Department of Law Enforcement, *Criminal Justice Information Services*, available at <http://www.fdle.state.fl.us/cms/CJIS/CJIS-Home.aspx> (last visited October 23, 2017).

²⁰ *Id.*

²¹ Florida Department of Law Enforcement, *Criminal Justice Information Services*, slide 13 (on file with the House Transportation & Infrastructure Subcommittee).

²² *Id.*

²³ *Id.*

- Recovered guns;
- Deported felons;
- Sexual predators; and
- Injunctions related to domestic violence.²⁴

Proposed Changes

The bill amends s. 320.02, F.S., requiring DHSMV to include language on the motor vehicle registration application that allows a deaf or hard of hearing applicant to voluntarily indicate that he or she is deaf or hard of hearing. This notation will be included through DAVID and available through the FCIC system.

The bill will enable law enforcement officers to access this information upon searching a license plate prior to approaching the motor vehicle during a traffic stop.

B. SECTION DIRECTORY:

Section 1: Amends s. 320.02, F.S., relating to registration required; application for registration; forms.

Section 2: Amends s. 320.27, F.S., relating to motor vehicle dealers.

Section 3: Provides an effective date of July 1, 2018.

II. FISCAL ANALYSIS & ECONOMIC IMPACT STATEMENT

A. FISCAL IMPACT ON STATE GOVERNMENT:

1. Revenues:

None.

2. Expenditures:

The Department estimates that approximately 579 programming hours, or the equivalent of \$23,745 in FTE and contracted resources, will be required to implement the bill.²⁵ These costs can be absorbed within existing resources.

B. FISCAL IMPACT ON LOCAL GOVERNMENTS:

1. Revenues:

None.

2. Expenditures:

None.

C. DIRECT ECONOMIC IMPACT ON PRIVATE SECTOR:

None.

D. FISCAL COMMENTS:

None.

²⁴ *Id.* at 14.

²⁵ Department of Highway Safety and Motor Vehicles, *SB 290 Agency Analysis*, p. 5 (2018) (on file with the House Transportation & Infrastructure Subcommittee).

III. COMMENTS

A. CONSTITUTIONAL ISSUES:

1. Applicability of Municipality/County Mandates Provision:

Not applicable.

2. Other:

None.

B. RULE-MAKING AUTHORITY:

None.

C. DRAFTING ISSUES OR OTHER COMMENTS:

None.

IV. AMENDMENTS/ COMMITTEE SUBSTITUTE CHANGES

On November 8, 2017, the Transportation & Infrastructure Subcommittee adopted an amendment and reported the bill favorably as a committee substitute. The amendment:

- Replaced the term "hearing impaired" with "deaf or hard of hearing" to be consistent with the language used in other statutes;
- Clarified the flow of information through DAVID and the FCIC system; and
- Changed the effective date from July 1, 2018 to October 1, 2018.

This analysis is written to the committee substitute as reported favorably by the Transportation & Infrastructure Subcommittee.

1 A bill to be entitled
 2 An act relating to motor vehicle registration
 3 applications; amending s. 320.02, F.S.; requiring the
 4 application for motor vehicle registration to include
 5 language indicating an applicant is deaf or hard of
 6 hearing; requiring such information to be included in
 7 certain databases; amending s. 320.27, F.S.;
 8 conforming a cross-reference; providing an effective
 9 date.

10
 11 Be It Enacted by the Legislature of the State of Florida:

12
 13 Section 1. Subsections (14) through (19) of section
 14 320.02, Florida Statutes, are renumbered as subsections (15)
 15 through (20), respectively, and a new subsection (14) is added
 16 to that section to read:

17 320.02 Registration required; application for
 18 registration; forms.—

19 (14) The application form for motor vehicle registration
 20 must include language allowing an applicant who is deaf or hard
 21 of hearing to voluntarily indicate that he or she is deaf or
 22 hard of hearing. If the applicant indicates on the application
 23 that he or she is deaf or hard of hearing, such information
 24 shall be included through the Driver and Vehicle Information
 25 Database and available through the Florida Crime Information

26 | Center system.

27 | Section 2. Paragraph (b) of subsection (9) of section
28 | 320.27, Florida Statutes, is amended to read:

29 | 320.27 Motor vehicle dealers.—

30 | (9) DENIAL, SUSPENSION, OR REVOCATION.—

31 | (b) The department may deny, suspend, or revoke any
32 | license issued hereunder or under the provisions of s. 320.77 or
33 | s. 320.771 upon proof that a licensee has committed, with
34 | sufficient frequency so as to establish a pattern of wrongdoing
35 | on the part of a licensee, violations of one or more of the
36 | following activities:

37 | 1. Representation that a demonstrator is a new motor
38 | vehicle, or the attempt to sell or the sale of a demonstrator as
39 | a new motor vehicle without written notice to the purchaser that
40 | the vehicle is a demonstrator. For the purposes of this section,
41 | a "demonstrator," a "new motor vehicle," and a "used motor
42 | vehicle" shall be defined as under s. 320.60.

43 | 2. Unjustifiable refusal to comply with a licensee's
44 | responsibility under the terms of the new motor vehicle warranty
45 | issued by its respective manufacturer, distributor, or importer.
46 | However, if such refusal is at the direction of the
47 | manufacturer, distributor, or importer, such refusal shall not
48 | be a ground under this section.

49 | 3. Misrepresentation or false, deceptive, or misleading
50 | statements with regard to the sale or financing of motor

51 | vehicles which any motor vehicle dealer has, or causes to have,
 52 | advertised, printed, displayed, published, distributed,
 53 | broadcast, televised, or made in any manner with regard to the
 54 | sale or financing of motor vehicles.

55 | 4. Failure by any motor vehicle dealer to provide a
 56 | customer or purchaser with an odometer disclosure statement and
 57 | a copy of any bona fide written, executed sales contract or
 58 | agreement of purchase connected with the purchase of the motor
 59 | vehicle purchased by the customer or purchaser.

60 | 5. Failure of any motor vehicle dealer to comply with the
 61 | terms of any bona fide written, executed agreement, pursuant to
 62 | the sale of a motor vehicle.

63 | 6. Failure to apply for transfer of a title as prescribed
 64 | in s. 319.23(6).

65 | 7. Use of the dealer license identification number by any
 66 | person other than the licensed dealer or his or her designee.

67 | 8. Failure to continually meet the requirements of the
 68 | licensure law.

69 | 9. Representation to a customer or any advertisement to
 70 | the public representing or suggesting that a motor vehicle is a
 71 | new motor vehicle if such vehicle lawfully cannot be titled in
 72 | the name of the customer or other member of the public by the
 73 | seller using a manufacturer's statement of origin as permitted
 74 | in s. 319.23(1).

75 | 10. Requirement by any motor vehicle dealer that a

76 customer or purchaser accept equipment on his or her motor
 77 vehicle which was not ordered by the customer or purchaser.

78 11. Requirement by any motor vehicle dealer that any
 79 customer or purchaser finance a motor vehicle with a specific
 80 financial institution or company.

81 12. Requirement by any motor vehicle dealer that the
 82 purchaser of a motor vehicle contract with the dealer for
 83 physical damage insurance.

84 13. Perpetration of a fraud upon any person as a result of
 85 dealing in motor vehicles, including, without limitation, the
 86 misrepresentation to any person by the licensee of the
 87 licensee's relationship to any manufacturer, importer, or
 88 distributor.

89 14. Violation of any of the provisions of s. 319.35 by any
 90 motor vehicle dealer.

91 15. Sale by a motor vehicle dealer of a vehicle offered in
 92 trade by a customer prior to consummation of the sale, exchange,
 93 or transfer of a newly acquired vehicle to the customer, unless
 94 the customer provides written authorization for the sale of the
 95 trade-in vehicle prior to delivery of the newly acquired
 96 vehicle.

97 16. Willful failure to comply with any administrative rule
 98 adopted by the department or the provisions of s. 320.131(8).

99 17. Violation of chapter 319, this chapter, or ss.
 100 559.901-559.9221, which has to do with dealing in or repairing

101 | motor vehicles or mobile homes. Additionally, in the case of
 102 | used motor vehicles, the willful violation of the federal law
 103 | and rule in 15 U.S.C. s. 2304, 16 C.F.R. part 455, pertaining to
 104 | the consumer sales window form.

105 | 18. Failure to maintain evidence of notification to the
 106 | owner or coowner of a vehicle regarding registration or titling
 107 | fees owed as required in s. 320.02(17) ~~320.02(16)~~.

108 | 19. Failure to register a mobile home salesperson with the
 109 | department as required by this section.

110 | Section 3. This act shall take effect October 1, 2018.

**Governor's Recommended
Budget for FY 2018-19**

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
SECURING FLORIDA'S
FUTURE



GOVERNOR RICK SCOTT
Fiscal Year 2018-19

Policy and Budget Recommendations

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
SECURING FLORIDA'S
FUTURE



Governor Scott's priorities for Florida's Future

Tax Cuts for Florida Families

Jobs for Florida Families

Education for Florida's Students

Protecting Florida's Environment

Keeping Florida's Residents and Tourists Safe

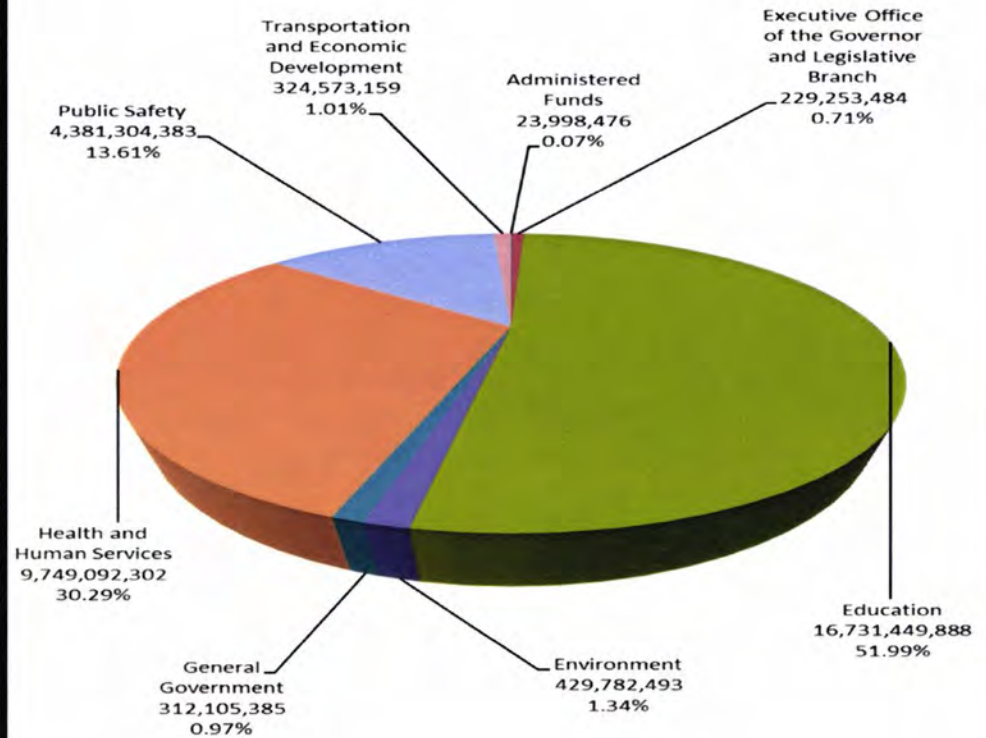
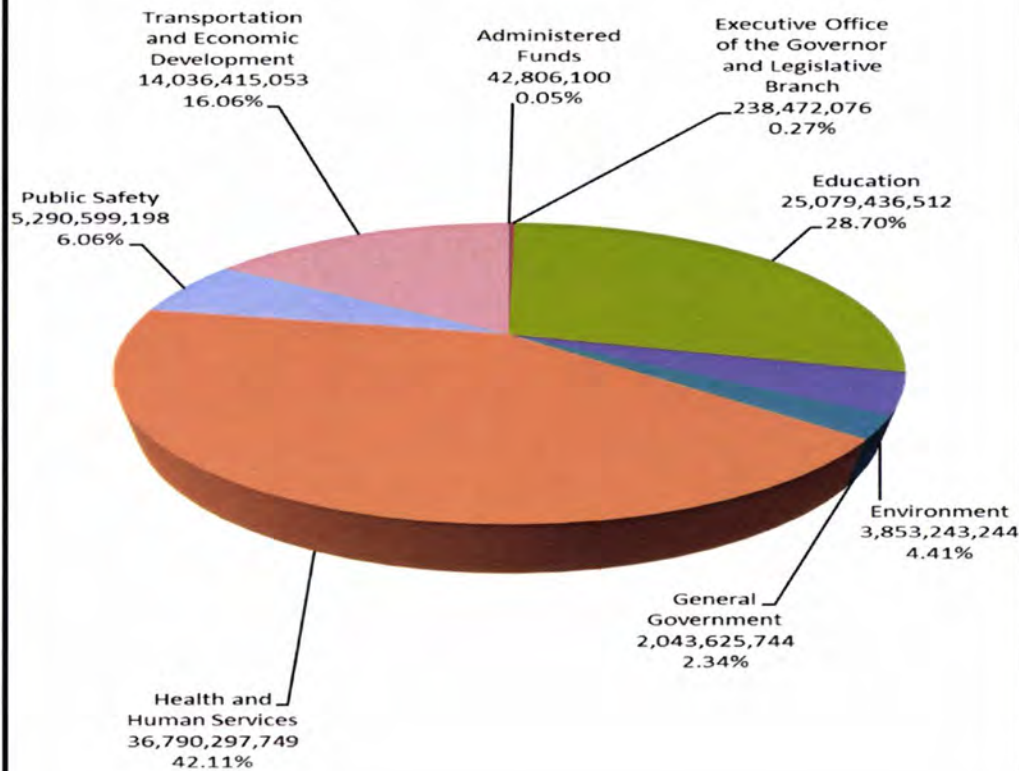
Ensuring a Healthy Future

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET SECURING FLORIDA'S FUTURE



Total Budget
\$87.4 Billion

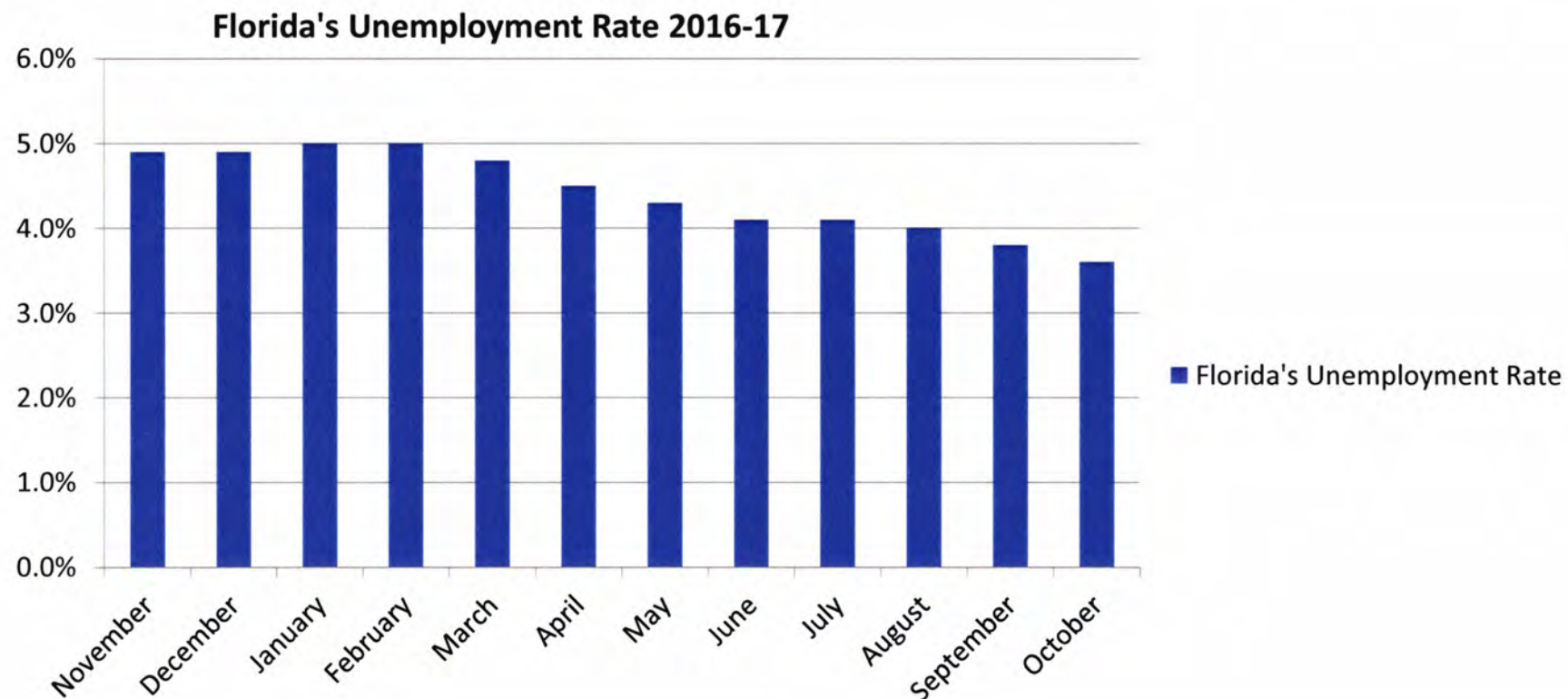
General Revenue
\$32.2 Billion



GOVERNOR RICK SCOTT'S 2018-2019 BUDGET SECURING FLORIDA'S *FUTURE*



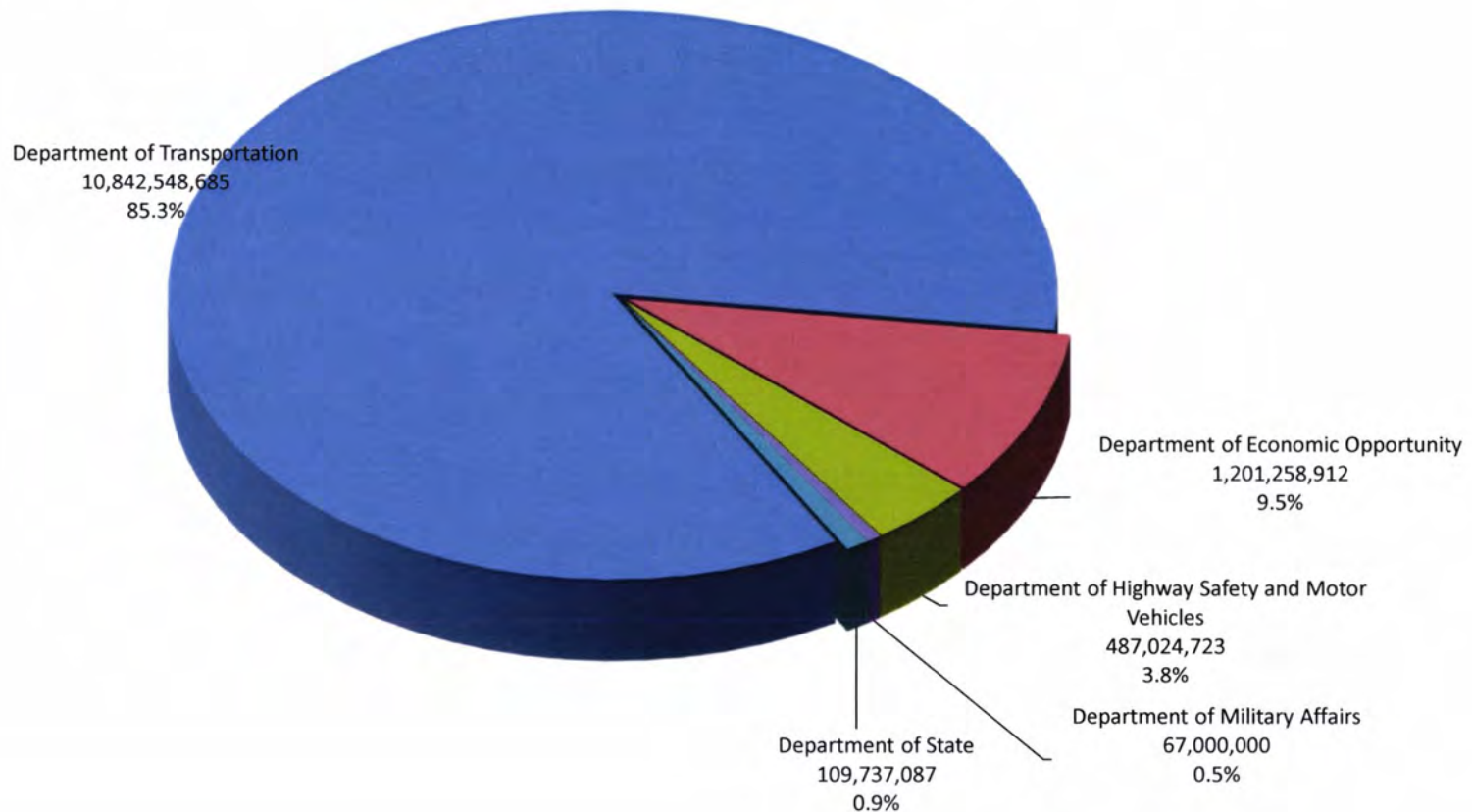
Florida Continues in the Right Direction



GOVERNOR RICK SCOTT'S 2018-2019 BUDGET SECURING FLORIDA'S *FUTURE*



Transportation and Economic Development Total Budget - \$12.7 Billion



GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
 SECURING FLORIDA'S
FUTURE



Fiscal Year 2018-19			
Agency	General Revenue	All Funds	Positions
DOT	\$0.00	\$10.84 Billion	6,209.00
DEO	\$163 Million	\$1.2 Billion	1,467.50
HSMV	\$0.00	\$487 Million	4,374.00
DOS	\$75 Million	\$109.7 Million	413.00
DMA	\$25.6 Million	\$67 Million	451.00

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
SECURING FLORIDA'S
FUTURE



Department of State
\$109.7 Million

Major Issues Funded	Amount
Cyber Security Section	\$488,693
Election Activities	\$21 Million
Corporation Commercial Registry Solution	\$12 Million
State Aid to Libraries	\$24.4 Million
Library Cooperative Grants	\$2 Million
Historic Preservation / Cultural and Museum Grants	\$8.1 Million
Holocaust Documentation and Education Center	\$357,000

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
SECURING FLORIDA'S
FUTURE



Department of Economic Opportunity \$1.2 Billion

Major Issues Funded	Amount
Florida Job Growth Grant Fund	\$85 Million
Economic Development Commitments	\$43 Million
Enterprise Florida, Inc. (EFI)	\$23.7 Million
VISIT Florida	\$100 Million
Space Florida – Operations and Finance Program	\$19.5 Million
Florida Flex (Quick Response Training)	\$20 Million

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
 SECURING FLORIDA'S
FUTURE



Department of Transportation \$10.84 Billion

Major Issues Funded	Amount
Transportation Work Program	\$10.1 Billion
<ul style="list-style-type: none"> • Highway Construction 	\$4 Billion
<ul style="list-style-type: none"> • Seaport Infrastructure Improvements 	\$171.6 Million
<ul style="list-style-type: none"> • Aviation Improvements 	\$359 Million
<ul style="list-style-type: none"> • Scheduled Repair of 63 Bridges and Replacement of 18 Bridges 	\$167.7 Million
<ul style="list-style-type: none"> • Safety Initiatives / Bicycle and Pedestrian Trails 	\$337 Million
Transportation Work Program Integration Initiative	\$14 Million

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
SECURING FLORIDA'S
FUTURE



Department of Military Affairs
\$67 Million

Major Issues Funded	Amount
Armory Security / Hardening	\$2.0 Million
Maintain and Repair Armories	\$1.7 Million
Education Dollars for Duty	\$4.2 Million
Florida Youth Challenge Program	\$4.7 Million
Search and Rescue Vessels and Protective Equipment	\$200,000

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
SECURING FLORIDA'S
FUTURE



Department of Highway Safety and
Motor Vehicles
\$487 Million

Major Issues Funded	Amount
Motorist Modernization Projects – Phases I and II	\$12.6 Million
Hand-held Narcotic Analyzers in Florida Highway Patrol	\$885,272
Purchase of Florida Licensing on Wheels (FLOW) Vehicle	\$335,000
Fixed Capital Outlay - Active Shooter Training Facility / Dormitory Renovations	\$6.3 Million
Fixed Capital Outlay – Maintenance and Repairs	\$3.3 Million

GOVERNOR RICK SCOTT'S 2018-2019 BUDGET
SECURING FLORIDA'S
FUTURE



QUESTIONS ?

Florida Tourism Industry Marketing Corp.
d/b/a VISIT FLORIDA
Budget Approved by VISIT FLORIDA Board of Directors
For Fiscal year 2017-2018

17-18
Annual Budget

Revenues	
State of Florida Proceeds	\$ 76,000,000.00
Partner Investment	1,313,260.00
Strategic Alliances	213,332.00
Events Revenue	1,088,129.00
Trade Show Revenue	1,313,967.00
Welcome Center Revenue	461,212.00
Reimbursement Revenue	250,000.00
Publication Revenue	203,000.00
Interest Income	29,000.00
Research Revenue	124,840.00
Website Revenue	38,394.00
Other Revenue	675,900.00
Industry-Contributed Promotional Value	85,000,000.00
Industry-Cooperative Advertising Value	11,083,935.00
Total Revenues	\$ 177,794,969.00
Expenses	
Salaries & Benefits	\$ 13,164,762.00
Fees & Services	8,835,542.00
Citrus Juice	250,000.00
Office & Computer Supplies	82,724.00
Event Supplies/Resources	143,562.00
Depreciation & Amortization	1,407,283.00
Dues & Subscriptions	180,024.00
Printing/ Copying/ Photo	331,637.00
Business Promotion	972,349.00
Repairs and Maintenance	163,260.00
Equipment Rental	320,969.00
Postage & Freight	183,209.00
Fulfillment	170,000.00
Grants	455,000.00
Insurance Business	86,523.00
Legal	33,380.00
Promotional Items	191,991.00
Registration Fees/Booth Rental	1,382,397.00
Employee Relocation	8,500.00
Office Rent	478,373.00
Research Project	1,212,990.00
Taxes and Licenses	23,761.00
Telephone	272,134.00
Temp. Labor	52,451.00
Training	126,372.00
Travel	944,450.00
Travel - Projects (Non-Emp)	1,911,568.00
Uniforms	24,614.00
Utilities	121,084.00
Warehouse-Rent	90,375.00
Agency Fees	4,252,939.00
Media	40,389,021.00
Production	3,447,790.00
Industry Contributed Promotional Value	85,000,000.00
Industry Cooperative Advertising Value	11,083,935.00
Total Expenses	\$ 177,794,969.00
Revenues Over Expenses	\$ -

1. FY 17/18 budgeted capital outlay is \$909,379. This is not reflected on our FY 17/18 annual budget income statement summary since this is our budgeted cash outlay. We will depreciate these assets over their useful life and will be reflected in the depreciation & amortization line item on our budget.

2. The total budgeted for salaries and benefits is \$13,164,762. This includes salaries and benefits for each employee, a worker's compensation estimate, a GASB 45 estimated entry, and an adjustment for potential merit increases.

**VISIT FLORIDA
PUBLIC APPROPRIATION AND PRIVATE FUNDING
FY2017-2018**

	FTE's	FY17-18 Budget	Public \$'s	Covered by Private \$'s
MARKETING				
General		531,638	528,330	3,308
Salaries/Benefits	53.5	5,798,675	5,079,960	718,715
Creative Services		15,853	15,853	0
ADVERTISING/INTERNET/DIRECT MARKETING/BRAND				
Brand & Marketing Operations		11,148,908	11,136,397	12,511
Advertising		25,768,245	25,768,245	0
International Advertising		9,214,550	9,214,550	0
Internet/Website		3,959,354	3,958,628	726
Content		1,335,331	1,334,192	1,139
Promotional Value Marketing/Advertising		0	0	0
Co-op Marketing/Advertising		11,049,665	0	11,049,665
RESEARCH				
Research		1,352,085	1,351,205	880
PROMOTIONS				
Domestic		1,880,894	1,875,895	4,999
Co-op Promotions		85,000,000	0	85,000,000
PUBLIC RELATIONS				
Domestic		1,694,472	1,691,561	2,911
International		1,411,838	1,411,838	0
MEETINGS & EVENTS				
Domestic		4,442,007	4,246,442	195,565
Co-op Programs		34,270	0	34,270
International		694,605	694,605	0
Total Marketing Expenses	53.5	165,332,390	68,307,701	97,024,889
VISITOR SERVICES (Welcome Centers)				
Visitor Services		1,076,814	1,073,080	3,734
Salaries/Benefits	41.5	2,646,517	2,530,500	116,017
Total Visitor Services Expenses	41.5	3,723,331	3,603,580	119,751
INDUSTRY RELATIONS & SALES - ALL PRIVATE				
Program expenses		589,770	0	589,770
Salaries/Benefits	10.0	998,599	0	998,599
Total Industry Relations & Sales Expenses	10.0	1,588,369	0	1,588,369
G&A				
General & Administrative		2,429,908	2,392,854	37,054
Salaries/Benefits	36.0	3,720,971	3,415,632	305,339
Total G&A Expenses	36.0	6,150,879	5,808,486	342,393
FLORIDA IS FOR VETERANS, INC.				
Florida Is For Veterans, Inc.		1,000,000	1,000,000	0
TOTAL EXPENSES				
	141.0	177,794,969	78,719,767	99,075,202
STATE FUNDING				
		76,000,000	76,000,000	0
PRIVATE FUNDING				
		101,794,969	0	101,794,969
TOTAL FUNDING		177,794,969	76,000,000	101,794,969
FUNDING OVER EXPENSES				
		0	(2,719,767)	2,719,767
CAPITAL OUTLAY				
		(909,379)	(909,379)	0
OVER/SHORT (FUNDING)				
		(909,379)	(3,629,146)	2,719,767



House Transportation & Tourism Appropriations Subcommittee

Chairman Clay Ingram - December 6, 2017

Ken Lawson
President & CEO
VISITFLORIDA



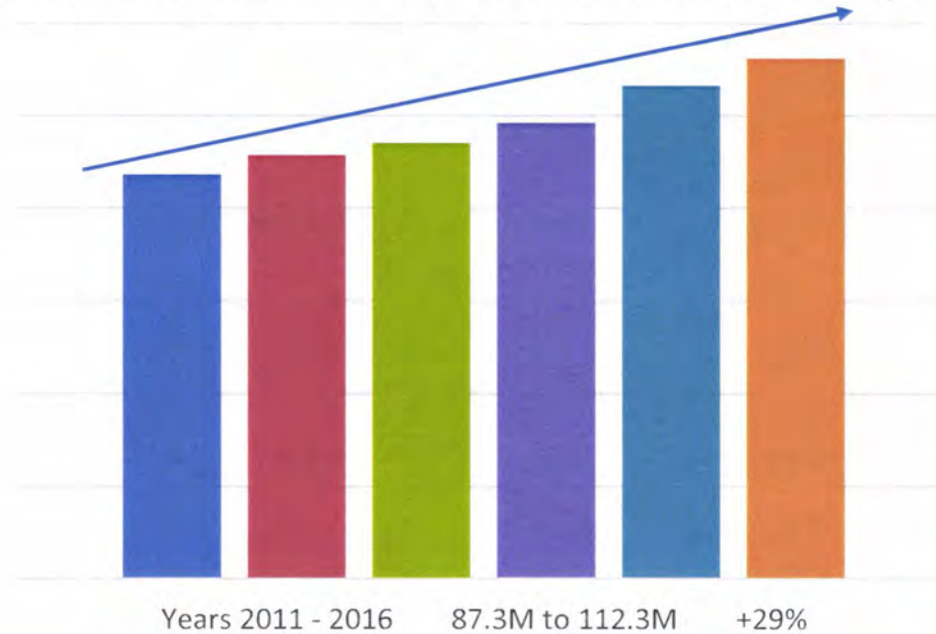
Overview

- ❖ Impact of Tourism on Florida's Economy
- ❖ Marketing Plan
- ❖ Operating Budget
- ❖ Marketing Programs



Tourism By the Numbers

❖ Florida has set records for 6 consecutive years



Per EDR Official Evaluation

- ❖ For every \$1 the state invests in VISIT FLORIDA, \$3.20 in tax revenue is generated. Office of Economic and Demographic Research

ROI



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Marketing Plan

❖ How the Plan is Developed

- Research Focus
- Industry Collaboration & Participation
- Cut Costs
- Invest in Core Marketing Programs
- Measure Performance

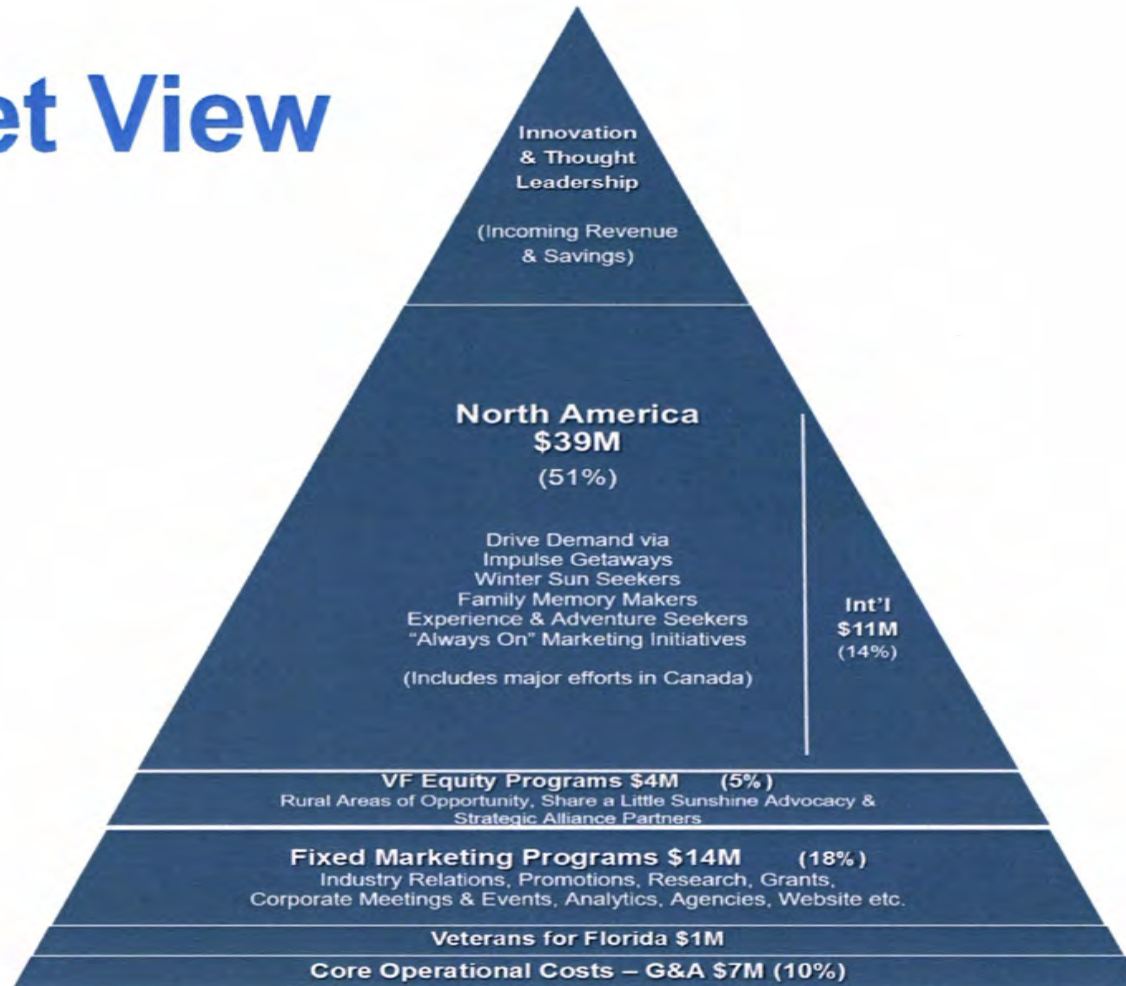


Organizational Efficiencies

- Reduction in Overhead
- Organizational Restructuring
- Improved Competitive Procurement Process
- Staff Training
- Ethics Policy
- Focus on Data-Driven Programs with ROI
- Over \$12M Sponsorship Reduction
- Enhanced Crisis Management Responsiveness



Budget View



The Budgeting Process

❖ Methodical Process

- Begins in December each year
- Ensures strategic alignment with our marketing plan
- Influenced by past performance
- Involves participation from all departments
- Includes full executive review
- Approved by VISIT FLORIDA Finance Committee
- Approved by Board of Directors in May

December

May



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Operating Budget FY 17/18

- ❖ Total overall budget = \$178M
Includes State Appropriation and Private Match
 - \$76M State Appropriation
 - Approximately \$102M in cash and in-kind Private Match
 - Revenues and expenses were budgeted less than previous year based on conservative estimates and new efficiencies



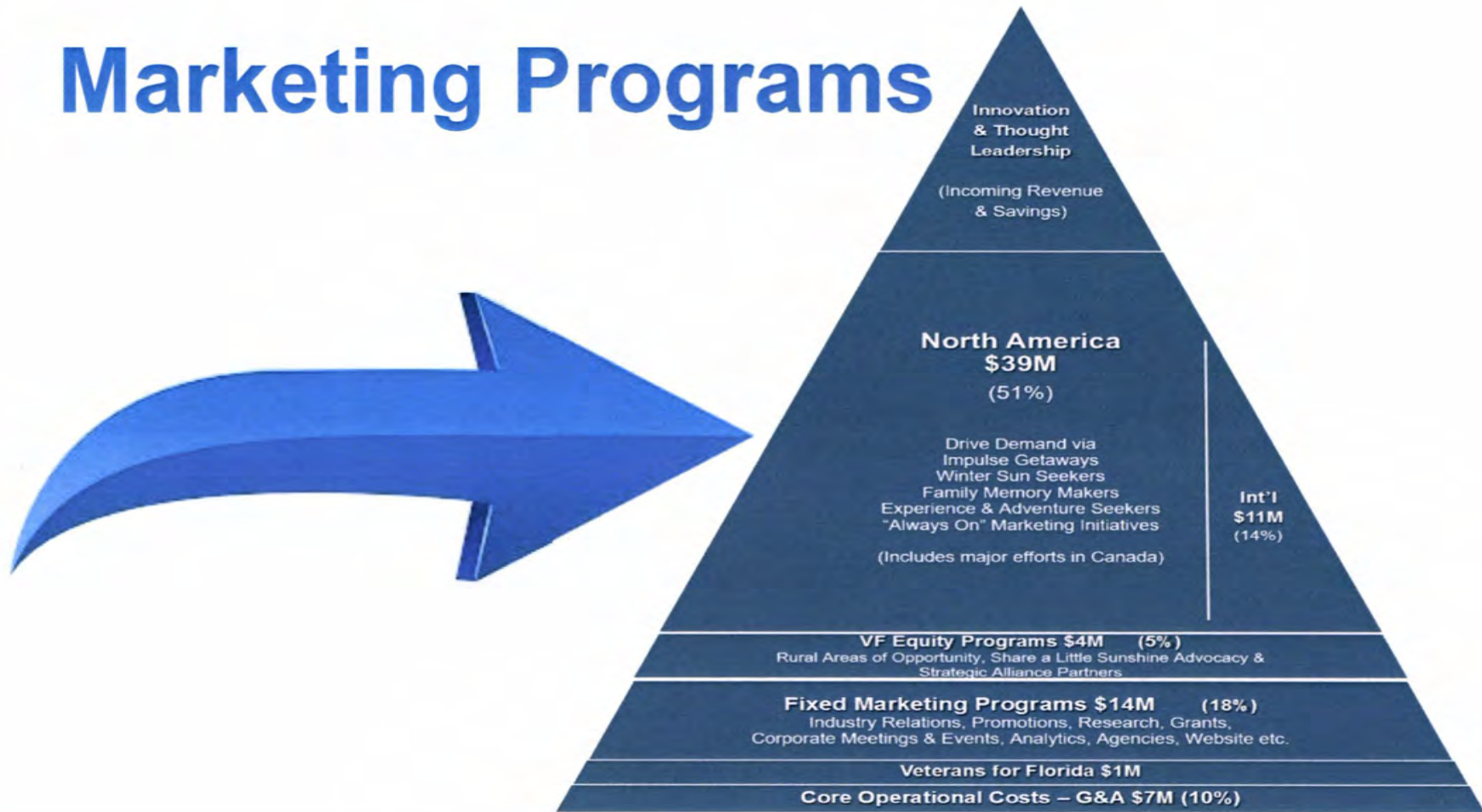
Operating Budget FY 17/18

❖ State Appropriation = \$76M

- \$1M Statutory mandate for “Veterans Florida” program
- \$7M VISIT FLORIDA’s General & Administrative Expenses
- **\$68M Core Marketing Programs**



Marketing Programs



Marketing Programs

❖ Fixed & Equity Programs = \$18M

- Share a Little Sunshine (SALS)
- Strategic Alliance Partnerships
- Targeted Marketing Assistance Program
- Grants (e.g., Minority Conferences, Airlines, Rural, etc.)
- Promotions
- Research / Analytics
- Conventions & Meetings
- Welcome Centers
- Crisis Contingency



Marketing Programs

- ❖ North American Marketing (includes Canada) = \$39M
 - “Always On” Initiatives (\$21M)
 - Promotions, Public Relations, Content and Social Media
 - Audience Segment Campaigns (\$18M)
 - Family Memory Makers
 - Winter Sun Seekers
 - Impulse Getaways
 - Experience & Adventure Seekers



Marketing Programs

❖ International Marketing = \$11M

- Core International Programs (\$2M)
 - In-country agencies, Travel Trade, International Trade Events, Tour Operators, Familiarization Tours (FAMs), e-Learning, Warehousing, etc.
- Targeted Country-Specific Campaigns (\$9M)
 - United Kingdom
 - Germany
 - Brazil and other Latin American (LATAM) Markets
 - China



Marketing Programs

- ❖ Strategically Scheduled & Overlapped Throughout the Year
 - Audience Segmentation Campaigns
 - Winter Travelers (November – March)
 - Family Memory-Makers (March – August)
 - Weekend/Impulse Getaways (Strategically Schedule)
 - Experience & Adventure Seekers (Strategically Schedule)
 - Trade Events – Align w/ Various Scheduled Campaigns
 - “Always On” Initiatives (e.g., Promotions, Public Relations, Content & Social Media)
 - 24/7 – 365 Days / Year



Additional Information

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