

By Senator Smith

17-00982C-25

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1                   A bill to be entitled  
2       An act relating to large-scale county destination  
3       marketing organizations; creating s. 288.12267, F.S.;  
4       defining the term "large-scale county destination  
5       marketing organization"; requiring a large-scale  
6       county destination marketing organization to register  
7       with the Department of State; requiring the department  
8       to maintain a list of large-scale county destination  
9       marketing organizations on its website; requiring a  
10      one-to-one match of private to public contributions to  
11      fund large-scale county destination marketing  
12      organizations; providing sources and exclusions of  
13      public and private contribution funding; requiring a  
14      large-scale county destination marketing organization  
15      to revert all unmatched public contributions to the  
16      corresponding counties or municipalities with which  
17      the large-scale county destination marketing  
18      organization is contracted by a certain date each  
19      year; providing an effective date.

20  
21 Be It Enacted by the Legislature of the State of Florida:

22  
23       Section 1. Section 288.12267, Florida Statutes, is created  
24 to read:

25       288.12267 Large-scale county destination marketing  
26 organizations.-

27       (1) DEFINITION.-For the purposes of this section, the term  
28 "large-scale county destination marketing organization" has the  
29 same meaning as the term "county destination marketing

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30 organization” as defined in s. 288.005, but refers only to such  
31 organizations or agencies with an annual operating budget of \$5  
32 million or more.

33 (2) REGISTRATION.—A large-scale county destination  
34 marketing organization must register with the Department of  
35 State, and the Department of State shall maintain a directory on  
36 its website of all large-scale county destination marketing  
37 organizations operating in this state.

38 (3) MATCHING REQUIREMENTS.—A one-to-one match is required  
39 of private to public contributions to a large-scale county  
40 destination marketing organization. Public contributions include  
41 all state and local appropriations to a large-scale county  
42 destination marketing organization.

43 (a) For purposes of calculating the required one-to-one  
44 match, a large-scale county destination marketing organization  
45 shall receive matching private contributions in one of four  
46 private match categories. The large-scale county destination  
47 marketing organization shall maintain documentation of such  
48 categorized contributions on file and make such documentation  
49 available for inspection upon reasonable notice during its  
50 regular business hours. The private match categories are:

51 1. Direct cash contributions from private sources, which  
52 include, but are not limited to, cash derived from strategic  
53 alliances, contributions of stocks and bonds, and partnership  
54 contributions.

55 2. Fees for services, which include, but are not limited  
56 to, event participation, research, and brochure placement.

57 3. Cooperative advertising, which is limited to partner  
58 expenditures for paid media placement, partner expenditures for

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59 collateral material distribution, and the actual market value of  
60 contributed productions, broadcast air time, and print space.

61 4. In-kind contributions, which are limited to the actual  
62 market value of promotional contributions of partner-supplied  
63 benefits to target audiences and the actual market value of  
64 nonpartner-supplied air time or print space contributed for the  
65 broadcasting or printing of such promotions that would otherwise  
66 require tourist promotion expenditures by a large-scale county  
67 destination marketing organization for advertising, air travel,  
68 rental car fees, hotel rooms, RV or campsite space rental,  
69 onsite guest services, and admission tickets. The net value of  
70 air time or print space, if any, is deemed to be the actual  
71 market value of the air time or print space, based on an average  
72 of actual unit prices paid contemporaneously for comparable  
73 times or spaces, less the value of increased ratings or other  
74 benefits realized by the media outlet as a result of the  
75 promotion.

76  
77 Contributions from a governmental entity or from an entity that  
78 received more than 50 percent of its revenue in the previous  
79 fiscal year from public sources, including revenue derived from  
80 taxes, from fees, or from other government revenues, are not  
81 considered private contributions for purposes of calculating the  
82 required one-to-one match.

83 (b) If a large-scale county destination marketing  
84 organization fails to meet the one-to-one match requirements of  
85 this subsection, the large-scale county destination marketing  
86 organization must, by June 30 of each fiscal year, revert all  
87 unmatched public contributions to the treasuries of the

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88 corresponding counties or municipalities with which the large-  
89 scale county destination marketing organization is contracted.

90 Section 2. This act shall take effect July 1, 2025.