



## MEMORANDUM

**TO:** Bill Lupfer, President and CEO, Florida Attractions Association

**FROM:** Jennifer J. Green, CAE, DPL, President  
Tim Parson, DPL, Vice President  
Adam Potts, DPL, Director of Government Affairs  
Ethan Merchant, DPL, Governmental Affairs Manager

**DATE:** January 24, 2022

**RE:** Second Week of Session Summary – Week of January 17-21, 2022

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Week two of the 2022 Legislative Session brought members of the Florida Attractions Association (FAA), as well as members of the tourism and hospitality industries, to Tallahassee for the 2022 Florida Tourism Day. On Tuesday afternoon, FAA board members held a luncheon and board meeting, before having a group dinner. During Wednesday morning's breakfast, Liberty Partners of Tallahassee President Jennifer Green provided FAA members with a legislative update and discussed key issues that are expected to be considered this session. Following Jennifer's briefing, VISIT FLORIDA President and CEO Dana Young addressed members of FAA. Dana highlighted the successful campaigns that VISIT FLORIDA has launched during the COVID-19 pandemic and the positive economic impact that marketing has had on the state. She also voiced her support for two pieces of legislation – HB 489 and SB 434 - that would extend VISIT FLORIDA's sunset until 2028 and 2031, respectively.

During Wednesday's Florida Tourism Day Luncheon, hundreds of attendees heard from a number of state leaders, including Attorney General Ashley Moody, Chief Financial Officer Jimmy Patronis, Department of Business and Professional Regulation (DBPR) Secretary Melanie Griffin, Dana Young and House Speaker Chris Sprowls (R-Clearwater). Each speaker commended tourism and hospitality leaders for their work during the COVID-19 pandemic and highlighted the value of tourism in our state. To conclude Florida Tourism Day, participants met with members of their legislative delegations at the Capitol. In these meetings, FAA members and other participants discussed the value their businesses bring to their legislative districts and their legislative priorities for the 2022 session.

In additional news, redistricting and COVID-19 liability protection continue to be two major themes of the 2022 Legislative Session. The Senate passed an extension on the duration of liability protections from COVID-19-related claims against health care providers last week and the legislation now awaits action in the House. While the redistricting process for state and congressional maps has been smooth thus far, Governor Ron DeSantis' office has weighed in, creating uncertainty around what the final maps will look like.

Several pieces of legislation that could impact the state's tourism industry are moving forward in the legislative process. Below is a summary of bills that have been filed that are of interest to FAA:

### **Florida Tourism Marketing**

[HB 489](#) by Representative Linda Chaney (R-St. Petersburg) would revise the scheduled repeal date of the Florida Tourism Industry Marketing Corporation; revise scheduled repeal date of Division of Tourism Marketing within Enterprise Florida, Inc. The bill is scheduled to be heard in the House Commerce Committee on Monday, January 24. The Senate companion - [SB 434](#) – by Senator Ed Hooper (R-Palm Harbor) is awaiting its final hearing in the Senate Appropriations Committee.

### **Tourist Development Taxes**

[HB 6075](#) by Representative Anna Eskamani (D-Orlando) would remove a provision requiring a specified percentage of all tourist development tax revenues to be used to promote and advertise tourism. The bill awaits its first hearing in the House Tourism, Infrastructure and Energy Subcommittee. The Senate companion - [SB 1898](#) – by Senator Gary Farmer Jr. (D-Fort Lauderdale) is awaiting its first hearing in the Senate Commerce and Tourism Committee.

### **Tourist Development Taxes**

[HB 673](#) by Representative Jason Shoaf (R-Blountstown) would authorize certain coastal counties to be reimbursed for use of tourist development tax revenues for tourism training; revise the percentage of tourist development tax revenues that may be used to reimburse for expenses incurred in providing public safety services; authorize certain rural counties to be reimbursed for use of tourist development tax revenues for certain purposes regardless of whether certain other requirements are met. The bill is awaiting its first hearing in the House Tourism, Infrastructure and Energy Subcommittee. The Senate companion – [SB 1542](#) – by Senator George Gainer (R-Panama City) is awaiting its first hearing in the Senate Commerce and Tourism Committee.

### **Local Tax Referenda Requirements**

[HB 777](#) by Representative Will Robinson (R-Bradenton) would require referenda elections related to tourist development taxes, tourist impact taxes, children's services and independent special district property taxes, increases in county and municipal ad valorem tax millages, ninth-cent fuel tax, local option fuel taxes, and certain school district millage elections to be held on day of general elections. The bill scheduled to be heard in the House Ways and Means Committee on Monday, January 24. The Senate companion – [SB 1194](#) – by Senator Jim Boyd (R-Bradenton) is awaiting its second hearing in the Senate Finance and Tax Committee.

### **HB 9 - Consumer Data Privacy**

[HB 9](#) by Representative Fiona McFarland (R-Sarasota) would require collectors to provide notice to consumers about data collection, sharing, and selling practices; provide consumers the right to request data be disclosed, deleted, or corrected and to opt-in or opt-out of sale or sharing of such data; provide nondiscrimination measures, methods for requesting data and opting-in or opting-out of sale or sharing of such data, private cause of action, enforcement, and jurisdiction; preempt regulation of consumer data collection, sharing, and selling to the state. The bill is awaiting its first hearing in the House Commerce

Committee. The Senate companion – [SB 1864](#) – by Senator Jennifer Bradley (R-Orange Park) is awaiting its first hearing in the Senate Commerce and Tourism Committee.

### **Acceptance of Cash Payments by Businesses**

[HB 233](#) by Representative Matt Willhite (D-Wellington) would require certain businesses to accept cash payments for services; prohibit fees or conditions for such transactions; provide exceptions, penalties, and rulemaking authority. The bill is awaiting its first hearing in the House Insurance and Banking Subcommittee. The Senate companion – [SB 408](#) – by Senator Shevrin Jones (D-Miami Gardens) is awaiting its first committee stop in the Senate Commerce and Tourism Committee.

### **Vacation Rentals**

[HB 325](#) by Representative Jason Fischer (R-Jacksonville) would require advertising platforms to collect and remit taxes for certain transactions; revise regulated activities of public lodging establishments and public food service establishments preempted to state; expand authority of local laws, ordinances, or regulations to include requiring vacation rentals to register with local vacation rental registration programs; preempt regulation of advertising platforms to state; authorize division to issue and deliver notice to cease and desist for certain violations; provide that such notice does not constitute agency action for which hearings may be sought; authorize division to collect attorney fees and costs; authorize division to impose fine on advertising platforms for violations. The bill is awaiting its first hearing in the House Regulatory Reform Subcommittee. The Senate companion – [SB 512](#) – by Senator Danny Burgess (R-Zephyrhills) is awaiting its second hearing in the Senate Community Affairs Committee.

### **Evidentiary Standards for Actions Arising During an Emergency**

[HB 411](#) by Representative Lauren Melo (R-Naples) would provide specified actions taken by business during declared emergencies may not be used as evidence in certain civil causes of action. The bill awaits its final hearing in the House Judiciary Committee. The Senate companion – [SB 542](#) – by Senator Ana Maria Rodriguez (R-Doral) has passed all committees and awaits consideration on the Senate floor.

## **2022 LEGISLATIVE SESSION SCHEDULE**

<b>September 20 – September 24, 2021</b>	1 <sup>st</sup> Interim Committee Week
<b>October 11 – October 15, 2021</b>	2 <sup>nd</sup> Interim Committee Week
<b>October 18 – October 22, 2021</b>	3 <sup>rd</sup> Interim Committee Week
<b>November 1 – November 5, 2021</b>	4 <sup>th</sup> Interim Committee Week
<b>November 15 – November 19, 2021</b>	5 <sup>th</sup> Interim Committee Week
<b>November 29 – December 3, 2021</b>	6 <sup>th</sup> Interim Committee Week
<b>January 11, 2022</b>	Regular Session Convenes
<b>March 1, 2022</b>	Last Day for Regular Committee Meetings
<b>March 11, 2022</b>	Last Day of Regular Session

We will continue to monitor these issues for FAA members and provide regular updates.