Industry Trends and Legislative Issues

Your Guide for Today

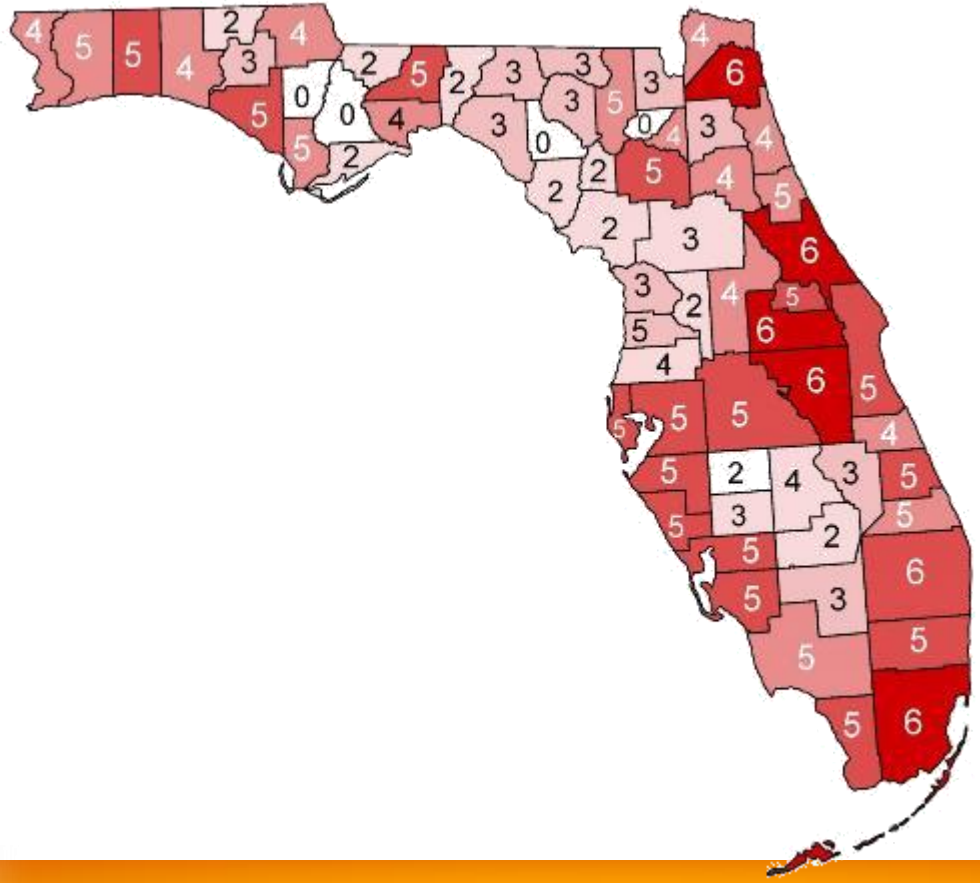
Florida Association of Destination Marketing Bureaus

- Community of county tourism promotion agencies.
- Empower DMOs to attract more customers.

Robert Skrob, CPA, CAE

- Since 2001
- Live in Tallahassee with wife
- 2 kids, daughter (23) and son (19)

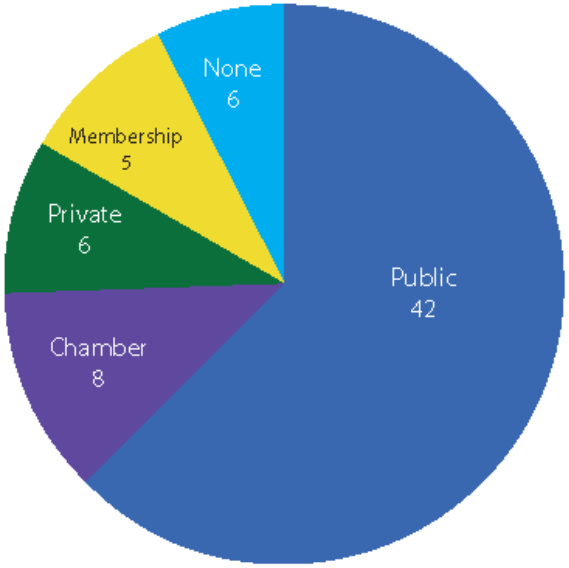
Tourist Development Tax Rates



Revised 07/18

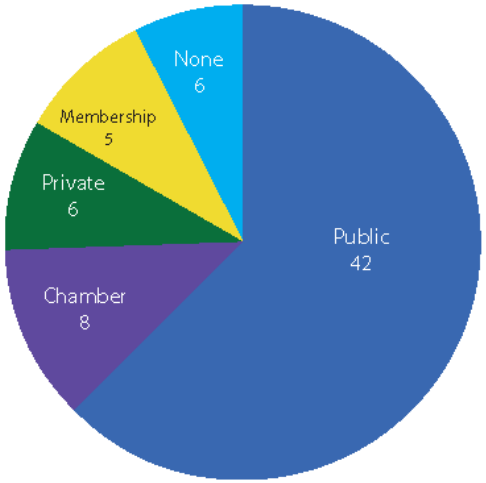
County Tourism Promotion Models

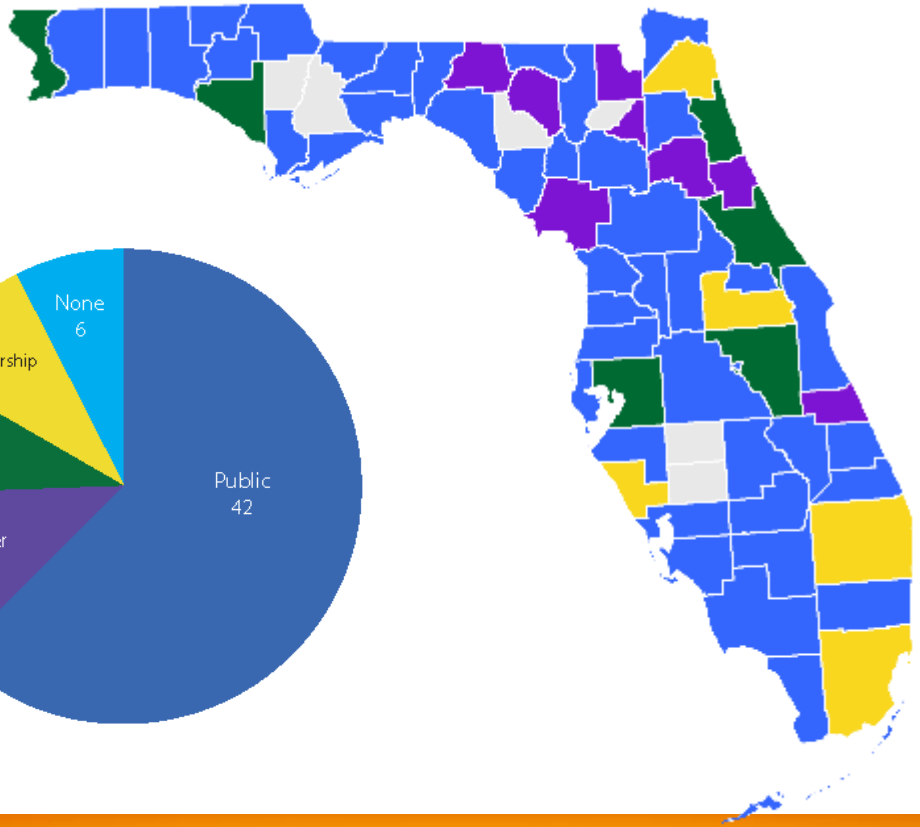
- Public – division with county government
- Private – contract with a non-profit agency set-up by industry
- Membership – similar to private but agency accepts memberships
- Chamber – contract with a local chamber to provide marketing services for the county



Revised 11/16

Tourism Marketing Models

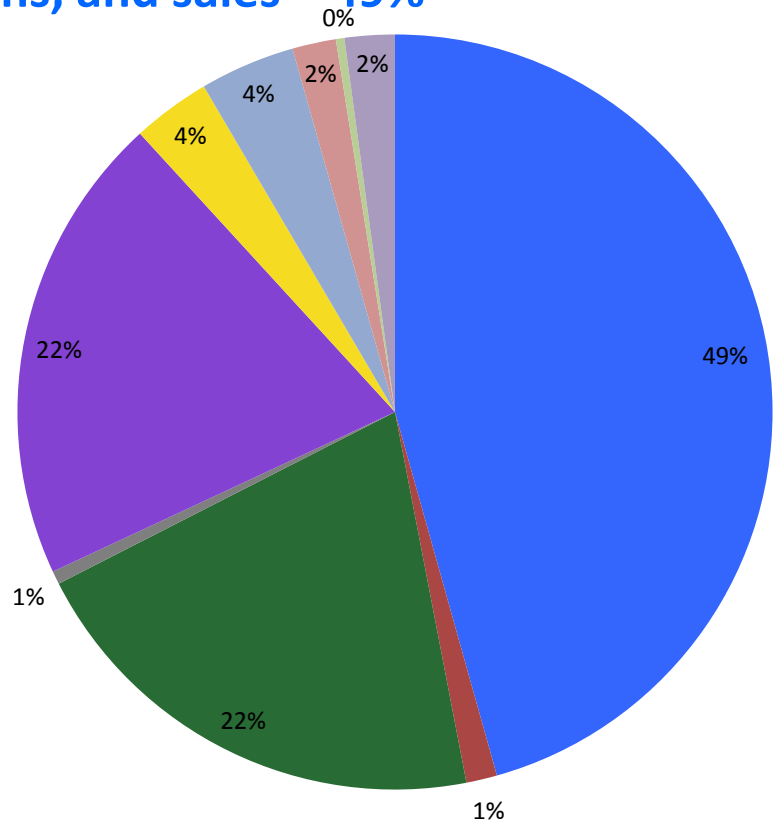




Revised 11/16

Statewide Uses of TDT

- Marketing, advertising, public relations, and sales – 49%
- Professional sports facilities – 22%
- Beach renourishment – 4%
- Convention, civic centers or performing arts facilities – 22%
- Welcome centers - 1%
- Zoological parks – 1%
- Arts and culture – 4%
- Grants – 2%
- Film office – <1%
- Other – 2%



Based on a survey conducted by FADMO in December 2015 with 80% of Tourist Development Taxes reported.

FADMO Communication Efforts

- Education with House and Senate lawmakers
- Local PR marketing efforts
- Social media marketing campaigns engaging tourism leaders
- Identify leaders within key communities to contact elected leaders
- Negotiate details with House bill sponsor
- Provide recommendations to Senators on new bill

Tourism Works for Pinellas County

ST.PETE CLEARWATER

Not every Pinellas County resident works in tourism, but tourism works for every resident. As the heartbeat of Pinellas County, our vibrant tourism industry enhances citizens' day-to-day lives – and keeps more money in their paychecks, too. Students, young professionals and families all enjoy an improved quality of life thanks to our guests, and the revenue generated by tourism ensures future generations will enjoy living, working and playing in Pinellas County just as much as we do. Learn why tourism works for us:

Provides $10 billion in economic impact[1]

Generates $138.3 million in local sales tax revenue[2]

Local Taxes from Tourism Help Pay for Programs Important to all Pinellas County Residents:

Creates 102,000 Jobs supported by tourism[3]

Pays $4.7 billion in compensation[4]

downs & st. germain RESEARCH

1 Source: Visit St. Petersburg
2 Calculated utilizing Florida Department of Revenue Data
3 Source: Visit St. Petersburg
4 Source: Visit St. Petersburg

FADMO

2018 Outlook

- Florida's new governor?

Polls

Florida Governor - DeSantis vs. Gillum

Primary Elections: Republican | Democratic

RCP Senate Map | Senate Polls | RCP House Map | Generic Vote | RCP Governor Map | Governor Polls | All 2018 Polls

Candidates

Andrew Gillum (D)
Bio | Campaign Site

Ron DeSantis (R)
Bio | Campaign Site

Florida Snapshot

RCP: Average: Gillum +2.5
RCP Ranking: Toss Up
Key 2018 Races: Senate | FL-7 | FL-13 | FL-16 | FL-18 | FL-25 FL-26 | FL-27

----------PAST KEY RACES----------

2016: President | Senate | FL-7 | FL-13 | FL-18 | FL-26
2014: Governor | FL-2 | FL-18 | FL-26
2012: President | Senate | House
2010: Governor | Senate | House
2008: Pres | FL-8 | FL-16 | FL-21 | FL-24 | FL-25
2006: Governor | FL-13 | FL-16 | FL-22
2004: President | Senate

Polling Data

Poll	Date	Sample	MoE	Gillum (D)	DeSantis (R)	Spread
RCP Average	**8/29 - 9/3**	--	--	**48.5**	**46.0**	**Gillum +2.5**
Quinnipiac	8/30 - 9/3	785 LV	4.3	50	47	Gillum +3
Gravis	8/29 - 8/30	1225 LV	2.8	47	45	Gillum +2

2018 Outlook

- Florida's new governor?
- New Legislative leadership

Jose Oliva (Republican)

Florida House District 110 Term Limits Out in 2020

District Address
Suite A
3798 West 12th Avenue
Hialeah, FL 33012-4126
Phone: (305) 364-3114
View Map

jose.oliva@myfloridahouse.gov
@RepJoseOliva

Bill Galvano (Republican)

Florida Senate District 21 Term Limits Out in 2020

District Address
Suite 201
1023 Manatee Avenue West
Bradenton, FL 34205
Phone: (941) 741-3401
View Map

galvano.bill@flsenate.gov
@BillGalvano

2018 Outlook

- Florida's new governor?
- New Legislative leadership
- Record tourism numbers throughout Florida

Contact Information

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