

PROPOSED

RESOLUTION NO. 2021-

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF BROWARD COUNTY, FLORIDA, SUPPORTING THE FULL FUNDING OF VISIT FLORIDA BY THE FLORIDA LEGISLATURE AS PART OF THE 2021 STATE BUDGET; INCLUDING ADVOCACY FOR SUCH FUNDING AS PART OF BROWARD COUNTY'S 2021 STATE LEGISLATIVE AND EXECUTIVE PROGRAM; DIRECTING THE COUNTY ADMINISTRATOR TO TRANSMIT COPIES OF THIS RESOLUTION TO ALL STATE LEGISLATORS REPRESENTING BROWARD COUNTY RESIDENTS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

(Sponsored by Commissioner Lamar P. Fisher)

WHEREAS, tourism is Broward County's second largest industry, accounting for more than 114,000 jobs in Broward County, over 10 million visitors annually to the area, and billions of dollars spent at local businesses;

WHEREAS, Florida's tourism industry was one of the industries hardest hit by the COVID-19 public health emergency, and the successful return of our tourism industry is vital for Broward County and the State of Florida's economic recovery;

WHEREAS, Visit Florida, a nonprofit public/private partnership established by the Florida Legislature in 1996, is Florida's official tourism marketing corporation, serving as an official source of travel planning to visitors across the globe;

WHEREAS, Visit Florida is funded in part by public funds from the Florida Legislature and in part by matching funds from the travel and tourism industry; and

WHEREAS, full funding of Visit Florida by the Florida Legislature as part of the state's annual budget for the 2021 legislative session is a key component of the needed

1 promotion and marketing of the State of Florida and Broward County to tourists, NOW,  
2 THEREFORE,

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4 BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF  
5 BROWARD COUNTY, FLORIDA:

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7 Section 1. The Board hereby supports the full funding of Visit Florida by the  
8 Florida Legislature as part of the annual state budget for the 2021 legislative session.

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10 Section 2. The Board hereby directs the Intergovernmental Affairs and Boards  
11 Section to advocate, as part of the County's 2021 legislative agenda, for full funding for  
12 Visit Florida as part of the annual state budget to be passed by the Florida Legislature.

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14 Section 3. The County Administrator is directed to transmit a certified copy of  
15 this Resolution to all Florida state legislators representing Broward County residents.

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17 Section 4. Severability.

18 If any portion of this Resolution is determined by any court to be invalid, the invalid  
19 portion will be stricken, and such striking will not affect the validity of the remainder of this  
20 Resolution. If any court determines that this Resolution, in whole or in part, cannot be  
21 legally applied to any individual, group, entity, property, or circumstance, such  
22 determination will not affect the applicability of this Resolution to any other individual,  
23 group, entity, property, or circumstance.

