

ITEM #43

**ADDITIONAL MATERIAL
REGULAR MEETING**

JANUARY 26, 2021

**SUBMITTED AT THE REQUEST OF
COMMISSIONER LAMAR FISHER**



SOUTH FLORIDA BUSINESS COUNCIL

January 15, 2021

Dear Honorable Mayor Geller, Vice Mayor Udine, Commissioners and Ms. Henry:

The South Florida Business Council has been a strong supporter of Visit Florida, our state's tourism marketing agency. We encourage the Broward County Commission to make Visit Florida a legislative priority for 2021. Last year, Discover the Palm Beaches partnered with Visit Florida to develop a destination-specific strategy. By so doing, our friends to the north capitalized on a 1:1 match of marketing funding, doubling their impact.

We are happy to report that the Palm Beach County Commission has identified Visit Florida as a legislative priority this year. We would like you to do the same. Specifically, we request you make Visit Florida part of your state legislative package and request the state legislature to fund Visit Florida through its appropriations process.

Simply put, Visit Florida is a great investment. A recent independent report by Economic Data Research (EDR) showed that each dollar invested in Visit Florida generated \$3.27 of spending by visitors. This is just the type of high-impact spending that will help drive a swift recovery of Florida's tourism industry and economy.

Our local business community strongly supports Visit Florida. Our hospitality industry, Broward County's chambers of commerce, the Broward Workshop and the Florida Restaurant & Lodging Association – Broward Chapter are among many organizations that have endorsed the legislature continuing to fully fund Visit Florida. We, as the South Florida Business Council, stand with Visit Florida and its allies. We hope you will, too.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Joseph Chase', is written over a light blue, wavy background graphic.

Joseph Chase, Chair

The South Florida Business Council (SFBC) is a partnership of business leaders committed to attacking our region's most critical issues. The SFBC's founding members, the Greater Fort Lauderdale Chamber of Commerce, the Chamber of Commerce of the Palm Beaches and the Greater Miami Chamber of Commerce, work together to spotlight critical issues affecting the South Florida Region. Together, we use our combined influence to make our region a better place to live, work and enjoy.