

**ADDITIONAL MATERIAL  
REGULAR MEETING**

**JANUARY 26, 2021**

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

**From:** [lpearsall@visitflorida.org](mailto:lpearsall@visitflorida.org) <[lpearsall@visitflorida.org](mailto:lpearsall@visitflorida.org)> **On Behalf Of** Dana Young  
**Sent:** Monday, January 25, 2021 1:18 PM  
**To:** Fisher, Lamar <[LFISHER@broward.org](mailto:LFISHER@broward.org)>; Pryde, Mary <[MPRYDE@broward.org](mailto:MPRYDE@broward.org)>  
**Subject:** Thank you - 1/25 VISIT FLORIDA Call

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Dear Commissioner Fisher,

I enjoyed our conversation this morning. Thank you for reaching out.

To reiterate the answers to your questions, VISIT FLORIDA markets the entire state of Florida and has partnerships with businesses throughout the state. Our business partners are able to leverage limited marketing budgets and grow their business through the VISIT FLORIDA umbrella brand.

VISIT FLORIDA is 100% committed to diversity and inclusion and the LGBTQ community. [Here is a link](#) to one of our advertisements from the Domestic Marketing campaign that features the LGBTQ traveler segment. Additionally, [here is a link](#) to the LGBTQ Travel Hub on our VISIT FLORIDA website.

Links provided below.

- 1) [www.youtube.com/watch?v=iYIKxQ3d99M](https://www.youtube.com/watch?v=iYIKxQ3d99M)
- 2) [www.visitflorida.com/en-us/travel-ideas/lgbtq-friendly-travel.html](https://www.visitflorida.com/en-us/travel-ideas/lgbtq-friendly-travel.html)

If you have any additional questions, please do not hesitate to reach out to me and my team.

Thanks,  
Dana

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