

Now is the time for action. Please call the following members of the Legislature and urge them to stand with Governor Scott to fully fund VISIT FLORIDA.

Florida Senate	Florida House of Representatives
Senate President Joe Negron (850) 487-5229	Speaker of the House of Representatives Richard Corcoran (850) 717-5000
Senate President Pro Tempore Anitere Flores (850) 487-5039	Speaker Pro Tempore Jeanette Nunez (850) 717-5650
Senate Majority Leader Wilton Simpson (850) 487-5184	Majority Leader Ray Rodrigues (850) 488-1993
Senate Appropriations Chairman Jack Latvala (850) 487-5016	House Appropriations Chairman Carlos Trujillo (850) 717-5105
Senate Rules Chair Lizbeth Benacquisto (850) 487-5027	House Rules Chairman and Incoming House Speaker Jose Oliva (850) 717-5110
Past Majority Leader Bill Galvano (850) 487-5021	House Transportation & Tourism Appropriations Subcommittee Chairman Clay Ingram (850) 717-5001
Senate Transportation & Tourism Appropriations Subcommittee Chairman Jeff Brandes (850) 487-5024	Minority Leader Janet Cruz (850) 717-5062
Minority Leader Oscar Braynon (850) 487-5035	

Talking points/Transcript

I urge you to support funding VISIT FLORIDA at the full \$100 million requested by Governor Scott. A reduction in VISIT FLORIDA funding puts Florida at a competitive disadvantage.

VISIT FLORIDA is essential in bringing visitors to our state who generate 23% of our sales tax revenue, create 1.4 million jobs, support small business and boost our local economy with \$108.8 billion in economic impact. For every \$1 the state invests in VISIT FLORIDA, the state sees a \$3.20 return.

VISIT FLORIDA is critical for crisis prevention. VISIT FLORIDA responded promptly to the 2010 oil spill emphasizing Florida beaches are clean, our local seafood is safe and "Florida is open for business." VISIT FLORIDA also plays a role during hurricane season providing information on lodging availability to displaced families, first responders and utility crews. Then, after communities were up and running, the agency worked diligently with local destination marketing organizations to spread the message, "Florida is open for business."