

## Importance of Passing SB 362 and HB213 to reauthorize VISIT FLORIDA

VISIT FLORIDA is invaluable to our state's economy and its taxpayers.

Right now, VISIT FLORIDA is only authorized to exist until July 2020; however, bills have been filed in both the House and Senate to reauthorize VISIT FLORIDA for an additional eight years – [SB 362 by Senator Ed Hooper](#) and [HB 213 by Representative Mel Ponder](#).

If the Legislature does not affirmatively pass legislation this session to reauthorize VISIT FLORIDA, the organization will cease to exist and Florida's tourism industry will go silent on the national and international stage.

Florida's tourism community needs to speak up and let the Florida Legislature know that ending VISIT FLORIDA is not a risk worth taking.

The Legislature's own economists have determined for every dollar invested in VISIT FLORIDA, \$2.15 is returned to Florida taxpayers.

VISIT FLORIDA needs level, recurring funding for years to come so the organization can continue to focus on leveraging private sector investment to attract more visitors to our great state.