

RESOLUTION NO. 19R-11-263

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL, FLORIDA ENCOURAGING MEMBERS OF THE FLORIDA LEGISLATURE TO APPROPRIATELY FUND AND PASS SENATE BILL 362 AND HOUSE BILL 213 TO REAUTHORIZE VISIT FLORIDA FOR AN ADDITIONAL EIGHT (8) YEARS; PROVIDING FOR FINDINGS; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY MAYOR KEN THURSTON)

WHEREAS, tourism is critical to the economies of the City of Lauderhill and the State of Florida; and

WHEREAS, tourism creates jobs and visitor spending keeps taxes low for Florida residents; and

WHEREAS, in 2017, visitors to Florida contributed \$85.9 billion to the state's economy and supported 1.5 million Florida jobs; and.

WHEREAS, out-of-state visitors to the City of Lauderhill contribute to the city through direct visitor spending which generates state and local tax revenues and supports jobs as a result of direct, indirect and induced employment; and

WHEREAS, VISIT FLORIDA is the state's official destination marketing organization and partners with more than 13,000 Florida businesses to attract visitors to Florida; and

WHEREAS, according to the Legislature's own economists, for every \$1 invested in VISIT FLORIDA, \$2.15 in tax revenue is generated; and

WHEREAS, state tourism marketing in Florida is absolutely necessary and effective to succeed in the hypercompetitive global travel and tourism market; and

WHEREAS, if the repeal effective July 1, 2020 is not extended, the VISIT FLORIDA program will end; and

WHEREAS, VISIT FLORIDA has demonstrated its critical nature to Florida's economy and must continue to be able to attract visitors to Florida so jobs and revenue are not jeopardized;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF LAUDERHILL, FLORIDA, THAT:

SECTION 1. The foregoing recitals contained in the preamble to this Resolution are incorporated by reference herein.

SECTION 2. The City Commission of the City of Lauderhill hereby support and encourage the members of the Florida Legislature to pass Senate Bill 362 and House Bill 213 to appropriately fund and reauthorize VISIT FLORIDA for and additional eight (8) years.

SECTION 3. The City Commission hereby directs the City Clerk to transmit a copy of this Resolution to: The Governor; The Speaker of the House for the Florida House of Representatives; the President of the Senate for the Florida Senate; Dana Young, the President and CEO of VISIT FLORIDA; the media; and any other interested party.

SECTION 4. This Resolution shall take effect immediately upon its passage.

DATED this _____ day of _____, 2019.

PASSED AND ADOPTED on first reading this _____ day of _____, 2019.

PRESIDING OFFICER

ATTEST:

CITY CLERK

MOTION _____
SECOND _____

M. BATES _____
H. BERGER _____
R. CAMPBELL _____
D. GRANT _____
K. THURSTON _____

Approved as to Form

W. Earl Hall
City Attorney