



March 21, 2019

Attention: FL State House Representatives,

The South Florida Business Council respectfully requests that House Bill 6031 receives the attention and due consideration in the Workforce Development & Tourism Subcommittee to allow for its reauthorization and funding.

Tourism is Florida's main industry. Over 126 million people visited Florida in 2018 thanks to the efforts of Visit Florida. Tourism in turn generates jobs and income growth for Floridians. In fact, the tourism industry in Florida supports 1.4 million jobs. Further, according to the Chief Economist of the Florida Legislature, Visit Florida has proven its value with a \$2.15 ROI ratio.

Floridians enjoy no state tax thanks to the large amount of revenue generated by visitors to our state. We cannot accomplish this without the help of Visit Florida.

The South Florida Business Council respectfully requests that Visit Florida be reauthorized and fully funded at \$76 million.

Respectfully,

A handwritten signature in black ink that reads "Christine Barney". The signature is written in a cursive, flowing style.

Christine Barney, Chairperson SFBC

*The SFBC is a partnership between the Chamber of the Palm Beaches, the Greater Fort Lauderdale Chamber of Commerce and Greater Miami Chamber of Commerce. Its mission is to assist with South Florida's regional issues and use its resources to create solutions. The Chambers expect to use the power that comes from speaking with one voice to drive South Florida forward and make it a better place to live, work and enjoy. To learn more, visit [www.soflobusinesscouncil.com](http://www.soflobusinesscouncil.com).*