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LEGISLATIVE ACTION

Senate . House

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Senator Bean moved the following:

Senate Amendment (with title amendment)

Delete lines 1235 - 1370

and insert:

Section 21. Paragraph (b) of subsection (2) of section 288.0001, Florida Statutes, is amended to read:

288.0001 Economic Development Programs Evaluation.—The Office of Economic and Demographic Research and the Office of Program Policy Analysis and Government Accountability (OPPAGA) shall develop and present to the Governor, the President of the Senate, the Speaker of the House of Representatives, and the

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chairs of the legislative appropriations committees the Economic Development Programs Evaluation.

(2) The Office of Economic and Demographic Research and OPPAGA shall provide a detailed analysis of economic development programs as provided in the following schedule:

(b) By January 1, 2015, and every 3 years thereafter, an analysis of the following:

1. The entertainment industry financial incentive program established under s. 288.1254.

2. The entertainment industry sales tax exemption program established under s. 288.1258.

3. VISIT Florida and its programs established or funded under ss. 288.122, 288.1226, 288.12265, ~~and~~ 288.124, and 288.924.

4. The Florida Sports Foundation and related programs established under ss. 288.1162, 288.11621, 288.1166, 288.1167, 288.1168, 288.1169, and 288.1171.

Section 22. Subsection (2) of section 288.901, Florida Statutes, is amended to read:

288.901 Enterprise Florida, Inc.—

(2) PURPOSES.—Enterprise Florida, Inc., shall act as the economic development organization for the state, using ~~utilizing~~ private sector and public sector expertise in collaboration with the department to:

(a) Increase private investment in Florida;

(b) Advance international and domestic trade opportunities;

(c) Market the state both as a probusiness location for new investment and as an unparalleled tourist destination;

(d) Revitalize Florida's space and aerospace industries,

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and promote emerging complementary industries;

(e) Promote opportunities for minority-owned businesses;

(f) Assist and market professional and amateur sport teams and sporting events in Florida; ~~and~~

(g) Assist, promote, and enhance economic opportunities in this state's rural and urban communities; and

(h) Market the state as a health care destination by using the medical tourism initiatives as described in s. 288.924 to promote quality health care services in this state.

Section 23. Paragraph (c) of subsection (4) of section 288.923, Florida Statutes, is amended to read:

288.923 Division of Tourism Marketing; definitions; responsibilities.—

(4) The division's responsibilities and duties include, but are not limited to:

(c) Developing a 4-year marketing plan.

1. At a minimum, the marketing plan shall discuss the following:

a. Continuation of overall tourism growth in this state.

b. Expansion to new or under-represented tourist markets.

c. Maintenance of traditional and loyal tourist markets.

d. Coordination of efforts with county destination marketing organizations, other local government marketing groups, privately owned attractions and destinations, and other private sector partners to create a seamless, four-season advertising campaign for the state and its regions.

e. Development of innovative techniques or promotions to build repeat visitation by targeted segments of the tourist population.

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f. Consideration of innovative sources of state funding for tourism marketing.

g. Promotion of nature-based tourism and heritage tourism.

h. Promotion of medical tourism, as provided under s. 288.924.

i.~~h.~~ Development of a component to address emergency response to natural and manmade disasters from a marketing standpoint.

2. The plan shall be annual in construction and ongoing in nature. Any annual revisions of the plan shall carry forward the concepts of the remaining 3-year portion of the plan and consider a continuum portion to preserve the 4-year timeframe of the plan. The plan also shall include recommendations for specific performance standards and measurable outcomes for the division and direct-support organization. The department, in consultation with the board of directors of Enterprise Florida, Inc., shall base the actual performance metrics on these recommendations.

3. The 4-year marketing plan shall be developed in collaboration with the Florida Tourism Industry Marketing Corporation. The plan shall be annually reviewed and approved by the board of directors of Enterprise Florida, Inc.

Section 24. Section 288.924, Florida Statutes, is created to read:

288.924 Medical tourism.—

(1) MEDICAL TOURISM MARKETING PLAN.—The Division of Tourism Marketing shall include within the 4-year marketing plan required under s. 288.923(4)(c) specific initiatives to advance this state as a destination for quality health care services.

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The plan must:

(a) Promote national and international awareness of the qualifications, scope of services, and specialized expertise of health care providers throughout this state;

(b) Promote national and international awareness of medical-related conferences, training, or other business opportunities to attract practitioners from the medical field to destinations in this state; and

(c) Include an initiative that showcases selected, qualified providers offering bundled packages of health care and support services for defined care episodes. The selection of providers to be showcased must be conducted through a solicitation of proposals from Florida hospitals and other licensed providers for plans that describe available services, provider qualifications, and special arrangements for food, lodging, transportation, or other support services and amenities that may be provided to visiting patients and their families. A single health care provider may submit a proposal describing the available health care services that will be offered through a network of multiple providers and explaining any support services or other amenities associated with the care episode. The Florida Tourism Industry Marketing Corporation shall assess the qualifications and credentials of providers submitting proposals. To the extent funding is available, all qualified providers shall be selected to be showcased in the initiative. To be qualified, a health care provider must:

1. Have a full, active, and unencumbered Florida license and ensure that all health care providers participating in the proposal have full, active, and unencumbered Florida licenses;

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2. Have a current accreditation that is not conditional or provisional from a nationally recognized accrediting body;

3. Be recognized as a Cancer Center of Excellence under s. 381.925 or have a current national or international recognition in another specialty area, if such recognition is given through a specific qualifying process; and

4. Meet other criteria as determined by the Florida Tourism Industry Marketing Corporation in collaboration with the Agency for Health Care Administration and the Department of Health.

(2) ALLOCATION OF FUNDS FOR MARKETING PLAN.—Annually, at least $3.5 million of the funds appropriated in the General Appropriations Act to the Florida Tourism Industry Marketing Corporation shall be allocated for the development and implementation of the medical tourism marketing plan.

(3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism Industry Marketing Corporation shall create a matching grant program to provide funding to local or regional economic development organizations for targeted medical tourism marketing initiatives. The initiatives must promote and advance Florida as a destination for quality health care services. Selection of recipients of a matching grant shall be based on the following criteria:

(a) The providers involved in the local initiative must meet the criteria specified in subsection (1).

(b) The local or regional economic development organization must demonstrate an ability to involve a variety of businesses in a collaborative effort to welcome and support patients and their families who travel to this state to obtain medical services.

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(c) The cash or in-kind services available from the local or regional economic development organization must be at least equal to the amount of available state financial support.

(4) ALLOCATION OF FUNDS FOR MATCHING GRANTS.—Annually, at least $1.5 million of the funds appropriated in the General Appropriations Act to the Florida Tourism Industry Marketing Corporation shall be allocated for the matching grant program.

========== T I T L E A M E N D M E N T ==========

And the title is amended as follows:

Delete lines 117 - 136

and insert:

s. 288.0001, F.S.; requiring an analysis of medical tourism in the Economic Development Programs Evaluation; amending s. 288.901, F.S.; requiring Enterprise Florida, Inc., to collaborate with the Department of Economic Opportunity to market this state as a health care destination; amending s. 288.923, F.S.; requiring the Division of Tourism Marketing to include in its 4-year plan a discussion of the promotion of medical tourism; creating s. 288.924, F.S.; requiring the plan to promote national and international awareness of the qualifications, scope of services, and specialized expertise of health care providers in this state, to promote national and international awareness of certain business opportunities to attract practitioners to destinations in this state, and to include an initiative to

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showcase qualified health care providers; requiring a specified amount of funds appropriated to the Florida Tourism Industry Marketing Corporation to be allocated for the medical tourism marketing plan; requiring the Florida Tourism Industry Marketing Corporation to create a matching grant program; specifying criteria for the grant program; requiring that a specified amount of funds appropriated to the Florida Tourism Industry Marketing Corporation be allocated for the grant program;