

Ron DeSantis
GOVERNOR



Ken Lawson
EXECUTIVE DIRECTOR

August 15, 2019

The Honorable Ron DeSantis, Governor
State of Florida
The Capitol
400 South Monroe Street
Tallahassee, FL 32399-0001

Dear Governor DeSantis:

Pursuant to section 20.058, Florida Statutes, the Department of Economic Opportunity (DEO) is providing this report on its direct-support organization, The Florida Concrete Masonry Education Council, Inc. (Council). The Council was created by section 446.53, Florida Statutes, as a Florida nonprofit corporation.

Information provided in compliance with section 20.058(1), Florida Statutes, is as follows:

- a) Name, mailing address, telephone number, and website address:
The Florida Concrete Masonry Education Council, Inc.
6353 Lee Vista Boulevard, Orlando, FL, 32833
(407) 988-6414
www.floridamasonrycouncil.org.
- b) Statutory Authority: Section 446.53, Florida Statutes
- c) Mission description and results: Coordinate a statewide program to inform and educate the public about the sustainability and economic benefits of concrete masonry products and train individuals in the field of concrete masonry.
- d) Description of the Council's plans for the next three fiscal years: See attached.
- e) Copy of the Council's Code of Ethics: See attached.
- f) Copy of the Council's most recent federal Internal Revenue Service Return: See attached.

It is DEO's recommendation to continue the agency's association with the Council as a direct support organization. The Council plays a key role in educating and training concrete masonry professionals, which contributes to Florida's growing economy.

If you have any questions regarding this recommendation, please feel free to contact me.

Sincerely,

Brian McManus
Chief of Staff

cc: Jim Painter, Executive Director, Florida Concrete Masonry Education Council

Florida Department of Economic Opportunity | Caldwell Building | 107 E. Madison Street | Tallahassee, FL 32399
866.FLA.2345 | 850.245.7105 | 850.921.3223 Fax
www.floridajobs.org | [www.twitter.com/FLDEO](https://twitter.com/FLDEO) | www.facebook.com/FLDEO

Per 20.058 (5), F.S. specifies that citizen support organizations or direct-support organizations are repealed on October 1 of the 5th year after enactment, unless reviewed and saved from repeal through reenactment by the Legislature. The Florida Concrete Masonry Education Council was not reenacted prior to July 1st, 2019.



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Preston Sparkman
Quality Precast

Jim Painter
FL Concrete Masonry Education Council
Executive Director

Address:
P.O. Box 12018
Gainesville, FL 32604

Email:
Jim@floridamasonrycouncil.org

August 1, 2019

Ms. Trina Travis, PMP®
Senior Manager, Partnerships and Strategic Initiatives
Florida Department of Economic Opportunity
107 E. Madison Street
Tallahassee, FL 32399-4135

Ms. Claudia Gunnels
Florida Department of Economic Opportunity
107 E. Madison Street
Tallahassee, FL 32399-4135

Submitted via email to: Trina.Travis@deo.myflorida.com
Claudia.gunnels@deo.myflorida.com

Re: August 1, 2019 Report - Florida Concrete Masonry Education Council, Inc.

Dear Ms. Travis and Ms. Gunnels,

As required by section 6.3 of the Memorandum of Agreement ("MOA") between the Florida Department of Economic Opportunity ("DEO") and the Florida Concrete Masonry Education Council, Inc. (the "Council"), the following information is provided with reference to the pertinent subsections of the MOA:

6.3.1 – Florida Concrete Masonry Education Council, Inc.

P.O. Box 12018
Gainesville, FL 32604

407.988.6414

www.floridamasonrycouncil.org

6.3.2 – The Council was created by Florida Statute 446.53.

6.3.3 – The mission of the Council is to coordinate a statewide program to inform and educate the public about the sustainability and economic benefits of concrete masonry products and train individuals in the field of concrete masonry. To accomplish this mission the Council has:

- Renewed its contract with the Florida Masonry Apprentice and Educational Foundation (MAEF) to maintain and add apprenticeship and pre-apprenticeship programs throughout Florida using the National Center for Construction Education and Research (NCCER) curriculum, retains and adds contractors for the apprenticeship program, guides graduates of pre-apprenticeship programs into apprenticeship programs throughout Florida, and identify and implement ways to connect with and interest high school graduates, older youth, and incarcerated individuals in masonry industry careers.

Continued a program with a grant from CareerSource Northeast Florida (CSNEF) between Baker Correctional Institution, MAEF, and CSNEF. This program administers construction career assessments, masonry pre-apprenticeship training, and credentialing examinations to incarcerated individuals that are scheduled for release in approximately one year. Upon release, program graduates are referred to CSNEF's career management team for employment referral and placement. It is anticipated that this program will serve as a pilot for statewide implementation of construction trades assessments and pre-apprenticeship programs with the anticipated future support of the Florida Department of Corrections and CareerSource Florida. Program outcomes for training completers, credentials earned, placement outcomes, and wage rates will support additional Federal and State program funding opportunities.

- The over-arching goal of this program is to reduce recidivism and re-incarceration through employment that enables self-sufficiency
- Continued outreach efforts to Local Workforce Development Boards to encourage the use of Workforce Innovation and Opportunity Act (WIOA) training dollars to support the training of masons for the construction industry.
- Renewed its contract with the Masonry Association of Florida (MAF). MAF has authored white papers for publication in the American Institute of Architects (AIA) magazine, created and distributed a quarterly Newsletter to over 3,400 industry professionals, presented webinars relating to industry relevant changes to the Florida Building Code, and provided Continuing Education to the industry; awarding over 1,600 continuing education units to date.
- Through its contract with MAF, continued to provide a Help Desk for engineers, architects, contractors, and code inspectors.
- Through its Executive Director, the Council participated with the Construction Industry Workforce Consortium. Consortium members meet to address the workforce issues challenging the construction industry.
- Renewed its contract with the Florida Concrete & Products Association (FC&PA) to continue informing and educating the public about the benefits of masonry construction. The BlockStrong.com website has been enhanced with additional vignettes, e.g., interviewing a homeowner, builder, and architect asking, "Why Block?", and produced a 30-second television spot that pays homage to masons. Across the website and other media platforms, the following has been achieved:
 - 131,954 second quarter visits to BlockStrong.com,
 - 46,503 visits to the Storm Tracker page,
 - Created and produced the latest vignette focusing on Energy efficiency, R-Value, Thermal Mass,
 - Ran TV ads in target markets,
 - Ran two digital display ads: Dr. Block Questions and new Storm Tracker,
 - REIT Advertising:
 - Two magazine print ads in the REIT publication
 - Digital banner ads on REIT website, and

Ms. Trina Travis
Ms. Claudia Gunnels
August 1, 2019
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- Email blast to REIT members email distribution list
- Created the designs for a line of Block Strong T-Shirt.
- Renewed its contract with the Rinker School of Construction Management at the University of Florida to provide a residential market analysis report. The report identified areas and types of opportunity within Florida for masonry construction and increased masonry construction market share.
- Received additional funding from a grant awarded to CareerSource North Central Florida for the development by NCCER of masonry training in an online learning environment. Contract negotiations with the NCCER are underway. When completed, this will significantly increase the ability to deliver certified masonry training to many more Florida citizens.
- Members of the Council have been participating in national governance discussions regarding the possible future implementation of the National Checkoff Program and its potential impact on the Council.

6.3.4 – The Council’s plan for 2018 - 2021 is provided as an attachment to the email conveying this report.

6.3.5 - The Council’s current Code of Ethics is provided as an attachment to the email conveying this report.

6.3.6 - The Council’s 2018 federal Internal Revenue Service (IRS) Return of Organization Exempt from Income Tax (Form 990) is provided as an attachment to the email conveying this report. Also attached is the Council’s initial 2020 Budget, which was approved at the Council’s June 20, 2019 Annual Meeting.

6.3.7 – This report and its referenced attachments are in portable document format (PDF) to facilitate publication on the DEO website. The link to the Council’s website is: <http://www.floridamasonrycouncil.org>.

Also provided as an attachment to the email conveying this report is the Council’s initial budget for fiscal year 2020, which is required by MOA Section 6.2. This budget was approved by the Council’s Board of Directors at its June 20, 2019 Annual Meeting.

Together we are building a sustainable Florida with Florida resources and Florida manpower one block at a time. If you have any questions, please contact me at: jim@floridamasonrycouncil.org or 352.494.8960.

Sincerely,

Jim Painter
Executive Director

cc: Anita Richardson, DEO (via email: Anita.Richardson@deo.myflorida.com)

Attachments to the email conveying this report:

- Strategic Plan: 2018-2021
- Code of Ethics
- IRS Form 990 - 2018
- Initial 2020 Budget

Strategic Plan: July 2018 – June 2021
Approved: June 14, 2018

The Florida Concrete Masonry Education Council has identified the following as its Strategic Plan for the period specified above.

Goals:

- Make masonry a top 10 preferred career option for Florida's technical and vocational students and others looking for high skill, high wage careers,
- Identify and leverage additional funding sources for industry training,
- Make masonry the top choice for building single and multi-family homes throughout Florida,
- Maintain the industry's 'materials of choice' standing for commercial and industrial buildings,
- Create living (and higher) wage jobs for Florida residents,
- Retain the masonry workforce through economic ebbs,
- Pursue masonry as a skilled trade that requires state licensing,
- Create masonry industry career paths, and
- Create safe and efficient homes for Floridians, thereby saving lives and reducing property loss.

Challenges:

- Age and eminent retirement of many of its current employees; predominantly masons, laborers, and supervisory personnel,
- Difficulty attracting and training a sufficient number of the next generation of industry employees,
- Insufficient number of contractors. If our contractors don't participate, we won't have jobs for the apprentices,
- Inconsistent attendance in apprenticeship programs,
- Difficulty attracting and compensating qualified instructors,
- Lack of reliable transportation to/from home/office/work sites/education campus,
- Lack of documentation by those interested in masonry industry careers, and
- Lack of documentation, housing, transportation, and/or restricted or prohibited access by ex-offenders to certain job sites.

Strategies for Overcoming Challenges and Achieving Goals:

- Develop a single Statewide Masonry Apprenticeship Program. Each chapter within this system would have a subcommittee to run the local apprenticeship program. One representative from each chapter would make up the State Executive Committee,
- Promote a masonry program to all high schools that offer a construction trades curriculum,
- Implement a platform ("hall") to connect masonry contractors and individual service providers,
- Explore the possibility of starting Trade Schools within public school districts/community colleges. Encourage these institutions to provide buildings and instructors with oversight by an all industry board,
- Develop a 'train-the-trainers' methodology for employer worksites and correctional institutions,
- Digitize training text books and implement a learning management system to enable and encourage flexible and independent learning and validation of acquired knowledge,

- Work with the State of Florida to develop and implement incentive programs for contractors that employ apprentices. The incentive programs would be integrated with the CareerSource Florida system,
- Encourage industry members to sit on/participate with Local Workforce Development Boards,
- Facilitate the hiring of fully certified and industry experienced professionals to deliver ‘hands-on’ learning to each contractor’s yard,
- Facilitate alternative means of and transportation services, e.g., an industry supported ‘UBER/Lyft-like’ programs, coordination with automotive services training programs to repair vehicles and make the vehicles available for students use,
- Promote and offer a plan reading course to third year students or any mason interested in becoming a foreman, and
- Develop and implement incentive programs to attract and retain masonry industry interest, employment, continuing education, and advancement. Incentives could include:
 - Student stipends (pay for attendance/performance),
 - Providing meals for weekend class/workshop attendance,
 - Awarding tools to recognize advancement throughout training programs,
 - Cash awards for completing training, graduation, class standing, etc., and
 - Providing on-going transportation assistance, low cost vehicle purchase/finance programs.
- Promote purpose, i.e. being an artisan, being responsible for the safety and security of homebuyers, opportunities to earn and learn, working outside, multiple career paths to attract individuals to masonry careers,
- Identify and publicize high technology and advanced manufacturing careers available within the masonry industry,
- Expand the supply chain of workers via social media,
- Continue to develop and maintain a strong and effective social media presence,
- Provide masonry construction life cycle costs and value engineering for builders,
- Provide value propositions to multiple industry constituencies and consumers,
- Develop alternative training programs and training delivery systems,
- Continue to inform the public about the benefits of masonry construction, and
- Acquire data and analysis to support and measure initiatives.

Measurements of Progress:

- Increase in number of training/apprenticeship programs throughout the State,
- Increase in the number of participating educational institutions,
- Increase in the number of participating contractors,
- Increase in the number of students,
- Increase in the number of program graduates,
- Increase in wages,
- Meeting the employment and training needs of contractors, and
- Increase in the construction of residential and commercial concrete structures as verified by third party market analysis reports.

Florida Concrete Masonry Education Council, Inc. CODE OF ETHICS/CONFLICT OF INTEREST POLICY¹

PREAMBLE

- (1) It is essential to the proper conduct and operation of the Florida Masonry Education Council, Inc. (herein “Council”), a direct support organization (“DSO”), that its board members, officers, and employees remain independent and impartial and that their position is not used for private gain. Therefore, the Florida Legislature, pursuant to sections 112.3251, 112.313, and 112.3143(2), Florida Statutes (2014), requires the Council, operating as a DSO, to establish a Code of Ethics that protects against conflicts of interest and establishes standards of conduct for DSO board members, officers and employees in situations where conflicts may arise.
- (2) It is the policy of the state that no DSO board member, officer, or employee shall have any interest, financial or otherwise, direct or indirect, or shall incur any obligation of any nature which is in substantial conflict with the proper discharge of his or her duties for the DSO. To implement this policy and strengthen the faith and confidence of the people in DSOs, there is enacted a Code of Ethics/Conflict of Interest Policy setting forth standards of conduct required of Council board members, officers and employees in the performance of their official duties.

STANDARDS

The following standards of conduct are enumerated in Chapter 112, Florida Statutes (2014), and are required by section 112.3251, Florida Statutes, to be observed by DSO board members, officers and employees and shall apply to board members, officers, or employees of the Council:

1. Prohibition of Solicitation or Acceptance of Gifts

A DSO board member, officer, or employee shall not solicit or accept anything of value to the recipient, including a gift, loan, and reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the DSO board member, officer or employee would be influenced thereby.

2. Prohibition of Accepting Compensation Given to Influence a Vote

A DSO board member, officer, or employee shall not accept any compensation, payment, or thing of value when the person knows, or, with reasonable care, should know that it was given to influence a vote or other action in which the DSO board member, officer, or employee was expected to participate in his or her official capacity.

3. Salary and Expenses

¹ Previously reviewed and approved by the Florida Department of Economic Opportunity and adopted by the Florida Concrete Masonry Education Council as the Code of Ethics to protect against conflicts of interest and establish standards of conduct for board members, officers and employees.

A DSO board member or officer shall not be prohibited from voting on a matter affecting one's salary, expenses, or other compensation as a DSO board member or officer, as provided by law.

4. Misuse of Public Position

A DSO board member, officer or employee shall not corruptly use or attempt to use one's official position or any property or resource of the Council which may be within one's trust, or perform one's official duties to secure a special privilege, benefit, or exemption.

5. Prohibition of Misuse of Privileged Information

A DSO board member, officer or employee shall not disclose or use information not available to members of the general public and gained by reason of one's official position for one's personal gain or benefit or for the personal gain or benefit of any other person or business entity.

6. Post-Office/Employment Restrictions

A person who has been elected to any DSO board or office or who is employed by a DSO may not personally represent another person or entity for compensation before the governing body of the DSO of which he or she was a board member, officer, or employee for a period of two years after he or she vacates that office or employment position.

7. Prohibition of Employees Holding Office

A person may not be both a DSO employee and a DSO board member at the same time.

8. Requirements to Abstain From Voting

A DSO board member or officer shall not vote in official capacity upon any measure which would affect his or her special private gain or loss, or which he or she knows would affect the special gain or any principal by whom the board member or officer is retained. When abstaining, the DSO board member or officer, prior to the vote being taken, shall make every reasonable effort to disclose the nature of his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes. If it is not possible for the DSO board member or officer to file a memorandum before the vote, the memorandum must be filed with the person responsible for recording the minutes of the meeting no later than 15 days after the vote.

9. Failure to Observe DSO Code of Ethics/Conflict of Interest Policy

Failure of a DSO board member, officer, or employee to comply with the Code of Ethics/Conflict of Interest Policy may result in the removal of that person from their position. Further, failure of the DSO to observe the Code of Ethics/Conflict of Interest Policy may result in the Florida Department of Economic Opportunity terminating its Agreement with the DSO.

		Jan - Dec 2019		Jan - Dec 2020
Income		Approved by Board November 14, 2018		2020 Budget at \$0.0125 /block
	2020 Contributions	2,140,000.00	0.00	2,140,000.00
	Projected Carry Forward Cash	342,000.00	108,000.00	450,000.00
	5% Reserve	-150,000.00	0.00	-150,000.00
	Projected Annual Interest Earned	0.00	7,468.21	7,468.21
Total Income		2,332,000.00	115,468.21	2,447,468.21
		2,332,000.00	115,468.21	2,447,468.21
Expense				
	Outreach, Marketing and Advertising	10,750.00	(10,250.00)	500.00
	Operating Expenses			
	Bank Service Charges	250.00	74.00	324.00
	Postage/Mailings	200.00	0.00	200.00
	Office Supplies	400.00	0.00	400.00
	Telephone/Computer Expense	1,500.00	0.00	1,500.00
	Board Meetings & Board Travel	1,500.00	1,000.00	2,500.00
	Insurance- Liability-D&O	2,500.00	0.00	2,500.00
	Meeting Expense (other)	1,000.00	0.00	1,000.00
	Exec Director Travel Expense	28,000.00	0.00	28,000.00
	Total Operating Expenses	46,100.00	(9,176.00)	36,924.00
	Employee Expenses			
	Payroll Admin Fees	2,100.00	400.00	2,500.00
	Payroll Taxes	10,000.00	0.00	10,000.00
	Workers Comp	1,000.00	0.00	1,000.00
	Benefits	15,000.00	0.00	15,000.00
	Salary	107,625.00	2,690.63	110,315.63
	Bonus if earned	0.00	5,000.00	5,000.00
	Total Employee Expenses	135,725.00	8,090.63	143,815.63
	Professional Fees			
	Filing Fees	100.00	0.00	100.00
	Auditing and Taxes	10,000.00	1,000.00	11,000.00
	Legal Fees	5,000.00	1,000.00	6,000.00
	Management Fee	140,000.00	0.00	140,000.00
	Total Professional Fees	155,100.00	2,000.00	157,100.00
	Contracted Services:			
	UF Market Study	51,612.00	0.00	51,612.00
	MAEF Training Contract	403,500.00	0.00	403,500.00
	Education of the Public Contracts			
	MAF (Education of Engineers and Architects/ Codes and Standards)	305,000.00	0.00	305,000.00
	FC & PA (Education - Public Information & Education)	1,039,000.00	0.00	1,039,000.00
	Masonry Codes and Standards	0.00	0.00	0.00
	Total Other Expenses	1,799,112.00	0.00	1,799,112.00
	Unobligated Surplus	195,963.00	114,553.58	310,516.58
Total Expense		2,332,000.00	115,468.21	2,447,468.21
		0.00		0.00

Notes

- Based on 2019 current forecast with actuals at \$0.0125/block as of 5/21/2019
- New budget item -- Monthly compounding interest at 2% from sweep account included as revenue. Projected interest earned based on 2018's average account balance maintained.
- Does not include planned expenditures for outreach contribution for NCCER online development
- Based on current bank fees for online banking averaging \$27/month as of 5/21/2019.
- Adjusted to account for Annual Meeting expenditures, according to 2019 actuals
- Includes payroll filing and reporting fees. Payroll processing fees expected to increase in 2020.
- Executive Director employment contract proposed at standard 2.5% increase with performance bonus for 2020.
- Accounts for additional legal fees and taxes anticipated for National Check-off and potential closeout process in 4th quarter
- 2020 contract amounts are based on 2018 and 2019 contract amounts. Contract amounts to be discussed and negotiated during renewal drafting period in Fall 2019.

Form **8879-EO****IRS e-file Signature Authorization
for an Exempt Organization**

OMB No. 1545-1878

Department of the Treasury
Internal Revenue Service

For calendar year 2018, or fiscal year beginning _____, 2018, and ending _____, 20____

2018▶ **Do not send to the IRS. Keep for your records.**
▶ **Go to www.irs.gov/Form8879EO for the latest information.**

Name of exempt organization

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Employer identification number

47-1255713

Name and title of officer

**JIM PAINTER
EXECUTIVE DIRECTOR****Part I Type of Return and Return Information** (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, or 5a, below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than one line in Part I.

1a Form 990 check here ▶ <input checked="" type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b 2,339,270.
2a Form 990-EZ check here ▶ <input type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b
3a Form 1120-POL check here ▶ <input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b
4a Form 990-PF check here ▶ <input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b
5a Form 8868 check here ▶ <input type="checkbox"/>	b Balance Due (Form 8868, line 3c)	5b

Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2018 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

☒ I authorize **VERDEJA, DE ARMAS & TRUJILLO, LLP**to enter my PIN **55713**

ERO firm name

Enter five numbers, but
do not enter all zeros

as my signature on the organization's tax year 2018 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

☐ As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2018 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶

Date ▶

7/31/2019**Part III Certification and Authentication**

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

65944259442

Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2018 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶

Date ▶ **07/31/19**

ERO Must Retain This Form - See Instructions
Do Not Submit This Form to the IRS Unless Requested To Do So

LHA For Paperwork Reduction Act Notice, see instructions.

Form **8879-EO** (2018)

823051 10-26-18

Form **8879-EO****IRS e-file Signature Authorization
for an Exempt Organization**

OMB No. 1545-1878

Department of the Treasury
Internal Revenue Service

For calendar year 2018, or fiscal year beginning _____, 2018, and ending _____, 20____

2018▶ **Do not send to the IRS. Keep for your records.**▶ **Go to www.irs.gov/Form8879EO for the latest information.**

Name of exempt organization

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Employer identification number

47-1255713

Name and title of officer

**JIM PAINTER
EXECUTIVE DIRECTOR****Part I Type of Return and Return Information** (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line **1a**, **2a**, **3a**, **4a**, or **5a**, below, and the amount on that line for the return being filed with this form was blank, then leave line **1b**, **2b**, **3b**, **4b**, or **5b**, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than one line in Part I.

1a Form 990 check here ▶ <input checked="" type="checkbox"/>	b Total revenue , if any (Form 990, Part VIII, column (A), line 12)	1b 2,339,270.
2a Form 990-EZ check here ▶ <input type="checkbox"/>	b Total revenue , if any (Form 990-EZ, line 9)	2b _____
3a Form 1120-POL check here ▶ <input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b _____
4a Form 990-PF check here ▶ <input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b _____
5a Form 8868 check here ▶ <input type="checkbox"/>	b Balance Due (Form 8868, line 3c)	5b _____

Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2018 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

☒ I authorize **VERDEJA, DE ARMAS & TRUJILLO, LLP** to enter my PIN **55713**
ERO firm name Enter five numbers, but do not enter all zeros

as my signature on the organization's tax year 2018 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

☐ As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2018 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶ _____ Date ▶ _____

Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

65944259442

Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2018 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of **Pub. 4163**, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶ _____ Date ▶ **07/31/19**

ERO Must Retain This Form - See Instructions
Do Not Submit This Form to the IRS Unless Requested To Do So

LHA For Paperwork Reduction Act Notice, see instructions.

Form **8879-EO** (2018)

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2018Open to Public
Inspection**A For the 2018 calendar year, or tax year beginning and ending**

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC		D Employer identification number 47-1255713
	Doing business as		E Telephone number 407-895-9333
	Number and street (or P.O. box if mail is not delivered to street address) Room/suite POST OFFICE BOX 12018		
	City or town, state or province, country, and ZIP or foreign postal code GAINESVILLE, FL 32604		
	F Name and address of principal officer: JIM PAINTER		
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527			
J Website: WWW.FLORIDAMASONRYCOUNCIL.ORG			
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other			L Year of formation: 2014
			M State of legal domicile: FL

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: THE FCMEC WILL COORDINATE A STATEWIDE PROGRAM TO INFORM AND EDUCATE THE PUBLIC ABOUT THE		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	14
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	14
	5 Total number of individuals employed in calendar year 2018 (Part V, line 2a)	5	1
	6 Total number of volunteers (estimate if necessary)	6	0
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.
b Net unrelated business taxable income from Form 990-T, line 38	7b	0.	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year 1,748,926.	Current Year 2,339,270.
	9 Program service revenue (Part VIII, line 2g)	0.	0.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0.	0.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0.	0.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,748,926.	2,339,270.
	Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0.
14 Benefits paid to or for members (Part IX, column (A), line 4)		0.	0.
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		131,796.	130,679.
16a Professional fundraising fees (Part IX, column (A), line 11e)		0.	0.
b Total fundraising expenses (Part IX, column (D), line 25) ▶ 44,897.			
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		2,025,021.	1,943,163.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		2,156,817.	2,073,842.
Net Assets or Fund Balances	19 Revenue less expenses. Subtract line 18 from line 12	-407,891.	265,428.
	20 Total assets (Part X, line 16)	Beginning of Current Year 730,257.	End of Year 996,197.
	21 Total liabilities (Part X, line 26)	0.	512.
	22 Net assets or fund balances. Subtract line 21 from line 20	730,257.	995,685.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer		Date		
	JIM PAINTER, EXECUTIVE DIRECTOR Type or print name and title				
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	MANUEL ALVAREZ Firm's name ▶ VERDEJA, DE ARMAS & TRUJILLO, LLP Firm's address ▶ 255 ALHAMBRA CIR STE 560 CORAL GABLES, FL 33134-7417		07/31/19		P01404480
					Firm's EIN ▶ 20-4989621 Phone no. 305-446-3177

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC

Form 990 (2018)

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Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III ☐

1 Briefly describe the organization's mission:

SEE SCHEDULE O

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 1,896,407. including grants of \$) (Revenue \$)

IN ACCORDANCE WITH SECTION 446.531, F.S., THE FCMEC WILL COORDINATE A STATEWIDE PROGRAM TO INFORM AND EDUCATE THE PUBLIC ABOUT THE SUSTAINABILITY AND ECONOMIC BENEFITS OF CONCRETE MASONRY PRODUCTS AND TRAIN INDIVIDUALS IN THE FIELD OF CONCRETE MASONRY. FURTHER, AS DIRECTED IN SECTION 1011.80(4), F.S., THE FCMEC WILL ESTABLISH BASELINE DATA OF PRIORITY TARGETS FOR THE PURPOSE OF FORMULATING ANNUAL OUTCOME MEASUREMENTS.

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe in Schedule O.)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses **1,896,407.**

Form 990 (2018)

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Form 990 (2018)

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Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>		X
b Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Form 990 (2018)

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Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22	X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23	X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>	24a	X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b	
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c	
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d	
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a	X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>	25b	X
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>	26	X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>	27	X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a	X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b	X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>	28c	X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29	X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30	X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31	X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32	X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33	X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	34	X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b	
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36	X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>	37	X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	38	X

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V ☐

	Yes	No
1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	0
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	0
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	X

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Form 990 (2018)

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Part V **Statements Regarding Other IRS Filings and Tax Compliance** (continued)

		Yes	No
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a 1		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	
Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)			
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		X
b If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	3b		
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b If "Yes," enter the name of the foreign country: ▶ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
c If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a		X
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7 Organizations that may receive deductible contributions under section 170(c).			
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		X
b If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		X
d If "Yes," indicate the number of Forms 8282 filed during the year	7d		
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		
9 Sponsoring organizations maintaining donor advised funds.			
a Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10 Section 501(c)(7) organizations. Enter:			
a Initiation fees and capital contributions included on Part VIII, line 12	10a		
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b		
11 Section 501(c)(12) organizations. Enter:			
a Gross income from members or shareholders	11a		
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b		
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b		
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			
a Is the organization licensed to issue qualified health plans in more than one state?	13a		
Note. See the instructions for additional information the organization must report on Schedule O.			
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b		
c Enter the amount of reserves on hand	13c		
14a Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b		
15 Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year?	15		X
If "Yes," see instructions and file Form 4720, Schedule N.			
16 Is the organization an educational institution subject to the section 4968 excise tax on net investment income?	16		X
If "Yes," complete Form 4720, Schedule O.			

Form **990** (2018)

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Form 990 (2018)

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Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI ☒ **X**

Section A. Governing Body and Management

		Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year	1a	14	
If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.			
b Enter the number of voting members included in line 1a, above, who are independent	1b	14	
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?	3		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6 Did the organization have members or stockholders?	6		X
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		X
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
a The governing body?	8a	X	
b Each committee with authority to act on behalf of the governing body?	8b	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a		X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	X	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990.			
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b		X
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	X	
13 Did the organization have a written whistleblower policy?	13		X
14 Did the organization have a written document retention and destruction policy?	14		X
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a The organization's CEO, Executive Director, or top management official	15a		X
b Other officers or key employees of the organization	15b		X
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).			
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed **FL**

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records **►**
FOCUSED MANAGEMENT SOLUTIONS - 352-872-5901
2153 SE HAWTHORNE ROAD SUITE 201, GAINESVILLE, FL 32601

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Form 990 (2018)

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Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) PRESTON SPARKMAN BOARD MEMBER	3.00	X						0.	0.	0.
(2) ANTONIO OBREGON BOARD MEMBER	3.00	X						0.	0.	0.
(3) ADAM FREEMAN BOARD MEMBER	3.00	X						0.	0.	0.
(4) MARK SMITH BOARD MEMBER	3.00	X						0.	0.	0.
(5) CHARLES KENYON BOARD MEMBER	3.00	X						0.	0.	0.
(6) RANDY DUNLAP BOARD MEMBER	3.00	X						0.	0.	0.
(7) TROY MASCHMEYER CHAIRMAN	3.00	X						0.	0.	0.
(8) JUSTIN LORD VICE CHAIRMAN	3.00	X						0.	0.	0.
(9) MONICA MANOLAS SECRETARY	3.00	X						0.	0.	0.
(10) TRINA TRAVIS TREASURER	3.00	X						0.	0.	0.
(11) ROBERT CARLTON BOARD MEMBER	3.00	X						0.	0.	0.
(12) DARRYL FALES BOARD MEMBER	3.00	X						0.	0.	0.
(13) JAY SNYDER BOARD MEMBER	3.00	X						0.	0.	0.
(14) JIM PAINTER EXECUTIVE DIRECTOR	40.00			X				105,000.	0.	0.

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
1b Sub-total								105,000.	0.	0.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								105,000.	0.	0.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **1**

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	3	X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	4	X
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>	5	X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
FOCUSED MANAGEMENT SOLUTIONS, 2153 SE HAWTHORNE ROAD SUITE 201, GAINSVILLE, FL		140,000.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **1**

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**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII ☐

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e					
	f All other contributions, gifts, grants, and similar amounts not included above	1f	2,339,270.				
	g Noncash contributions included in lines 1a-1f: \$						
	h Total. Add lines 1a-1f				2,339,270.		
Program Service Revenue	Business Code						
	2 a						
	b						
	c						
	d						
	e						
	f All other program service revenue						
g Total. Add lines 2a-2f							
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)						
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties						
	6 a Gross rents	(i) Real	(ii) Personal				
	b Less: rental expenses						
	c Rental income or (loss)						
	d Net rental income or (loss)						
	7 a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other				
	b Less: cost or other basis and sales expenses						
	c Gain or (loss)						
	d Net gain or (loss)						
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a					
	b Less: direct expenses	b					
	c Net income or (loss) from fundraising events						
	9 a Gross income from gaming activities. See Part IV, line 19	a					
	b Less: direct expenses	b					
	c Net income or (loss) from gaming activities						
	10 a Gross sales of inventory, less returns and allowances	a					
	b Less: cost of goods sold	b					
c Net income or (loss) from sales of inventory							
Miscellaneous Revenue			Business Code				
11 a							
b							
c							
d All other revenue							
e Total. Add lines 11a-11d							
12 Total revenue. See instructions				2,339,270.	0.	0.	0.

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☒ **X**

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	130,679.	111,078.	5,227.	14,374.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages				
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes				
11 Fees for services (non-employees):				
a Management	140,000.		112,000.	28,000.
b Legal	3,261.		3,261.	
c Accounting	8,823.		8,823.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	1,763,984.	1,763,984.		
12 Advertising and promotion				
13 Office expenses	861.	861.		
14 Information technology	1,443.	1,443.		
15 Royalties				
16 Occupancy				
17 Travel	20,668.	17,569.	826.	2,273.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,472.	1,472.		
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance	2,317.		2,317.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a MARKETING AND ADVERTISING	250.			250.
b BANK CHARGES	84.		84.	
c				
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	2,073,842.	1,896,407.	132,538.	44,897.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here ☐ if following SOP 98-2 (ASC 958-720)

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	308,186.	1	414,078.
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net	422,071.	3	582,119.
	4 Accounts receivable, net		4	
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b Less: accumulated depreciation	10b	10c	
	11 Investments - publicly traded securities		11	
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11		15	
16 Total assets. Add lines 1 through 15 (must equal line 34)	730,257.	16	996,197.	
Liabilities	17 Accounts payable and accrued expenses		17	512.
	18 Grants payable		18	
	19 Deferred revenue		19	
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25	
	26 Total liabilities. Add lines 17 through 25	0.	26	512.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	730,258.	27	995,685.
	28 Temporarily restricted net assets		28	
	29 Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
	33 Total net assets or fund balances	730,258.	33	995,685.
	34 Total liabilities and net assets/fund balances	730,258.	34	996,197.

Form **990** (2018)

**THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Form 990 (2018)

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Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☐

1	Total revenue (must equal Part VIII, column (A), line 12)	1	2,339,270.
2	Total expenses (must equal Part IX, column (A), line 25)	2	2,073,842.
3	Revenue less expenses. Subtract line 2 from line 1	3	265,428.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	730,258.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	995,686.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☐

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2a	X
b	Were the organization's financial statements audited by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2b	X
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____ If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	2c	X
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____	3a	X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits _____	3b	

Form **990** (2018)

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support
Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2018

Open to Public
Inspection

Name of the organization **THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Employer identification number
47-1255713

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2 ☐ A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E (Form 990 or 990-EZ).)
- 3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: _____
- 5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
- 6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7 ☒ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 8 ☐ A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 9 ☐ An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____
- 10 ☐ An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
- 11 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
- 12 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3)**. Check the box in lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
- a ☐ **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
- b ☐ **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
- c ☐ **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
- d ☐ **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
- e ☐ Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
- f Enter the number of supported organizations
- g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
Total						

THE FLORIDA CONCRETE MASONRY

Schedule A (Form 990 or 990-EZ) 2018 **EDUCATION COUNCIL INC**

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Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2014	(b) 2015	(c) 2016	(d) 2017	(e) 2018	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	85,000.	1223248.	1705542.	1748926.	2339270.	7101986.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	85,000.	1223248.	1705542.	1748926.	2339270.	7101986.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						1455316.
6 Public support. Subtract line 5 from line 4.						5646670.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2014	(b) 2015	(c) 2016	(d) 2017	(e) 2018	(f) Total
7 Amounts from line 4	85,000.	1223248.	1705542.	1748926.	2339270.	7101986.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						7101986.

12 Gross receipts from related activities, etc. (see instructions)	12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here	<input type="checkbox"/>	

Section C. Computation of Public Support Percentage

14 Public support percentage for 2018 (line 6, column (f) divided by line 11, column (f))	14	79.51 %
15 Public support percentage from 2017 Schedule A, Part II, line 14	15	%
16a 33 1/3% support test - 2018. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization	<input checked="" type="checkbox"/>	
b 33 1/3% support test - 2017. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
17a 10% -facts-and-circumstances test - 2018. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
b 10% -facts-and-circumstances test - 2017. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions	<input type="checkbox"/>	

Schedule A (Form 990 or 990-EZ) 2018

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2014	(b) 2015	(c) 2016	(d) 2017	(e) 2018	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support. (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2014	(b) 2015	(c) 2016	(d) 2017	(e) 2018	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ► ☐

Section C. Computation of Public Support Percentage

15 Public support percentage for 2018 (line 8, column (f), divided by line 13, column (f))	15	%
16 Public support percentage from 2017 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2018 (line 10c, column (f), divided by line 13, column (f))	17	%
18 Investment income percentage from 2017 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2018. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ► ☐

b 33 1/3% support tests - 2017. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ► ☐

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ► ☐

Part IV Supporting Organizations

(Complete only if you checked a box in line 12 on Part I. If you checked 12a of Part I, complete Sections A and B. If you checked 12b of Part I, complete Sections A and C. If you checked 12c of Part I, complete Sections A, D, and E. If you checked 12d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer (b) and (c) below.		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.		
4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes," and if you checked 12a or 12b in Part I, answer (b) and (c) below.		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).		
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI .		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI .		
b Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI .		
c Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI .		
10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer 10b below.		
b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?		
11a		
b A family member of a person described in (a) above?		
11b		
c A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI .		
11c		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.		
1		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.		
2		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).		
1		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
1		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).		
2		
3 By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.		
3		

Section E. Type III Functionally Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).			
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.			
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.			
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).			
2 Activities Test. Answer (a) and (b) below.			
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.		Yes	No
2a			
b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.			
2b			
3 Parent of Supported Organizations. Answer (a) and (b) below.			
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI .			
3a			
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.			
3b			

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1** ☐ Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (explain in Part VI.) **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1 Net short-term capital gain	1		
2 Recoveries of prior-year distributions	2		
3 Other gross income (see instructions)	3		
4 Add lines 1 through 3	4		
5 Depreciation and depletion	5		
6 Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6		
7 Other expenses (see instructions)	7		
8 Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8		

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1 Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
a Average monthly value of securities	1a		
b Average monthly cash balances	1b		
c Fair market value of other non-exempt-use assets	1c		
d Total (add lines 1a, 1b, and 1c)	1d		
e Discount claimed for blockage or other factors (explain in detail in Part VI):			
2 Acquisition indebtedness applicable to non-exempt-use assets	2		
3 Subtract line 2 from line 1d	3		
4 Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions)	4		
5 Net value of non-exempt-use assets (subtract line 4 from line 3)	5		
6 Multiply line 5 by .035	6		
7 Recoveries of prior-year distributions	7		
8 Minimum Asset Amount (add line 7 to line 6)	8		

Section C - Distributable Amount			Current Year
1 Adjusted net income for prior year (from Section A, line 8, Column A)	1		
2 Enter 85% of line 1	2		
3 Minimum asset amount for prior year (from Section B, line 8, Column A)	3		
4 Enter greater of line 2 or line 3	4		
5 Income tax imposed in prior year	5		
6 Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6		
7 <input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).			

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions	Current Year
1 Amounts paid to supported organizations to accomplish exempt purposes	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	
4 Amounts paid to acquire exempt-use assets	
5 Qualified set-aside amounts (prior IRS approval required)	
6 Other distributions (describe in Part VI). See instructions.	
7 Total annual distributions. Add lines 1 through 6.	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	
9 Distributable amount for 2018 from Section C, line 6	
10 Line 8 amount divided by line 9 amount	

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2018	(iii) Distributable Amount for 2018
1 Distributable amount for 2018 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2018 (reasonable cause required- explain in Part VI). See instructions.			
3 Excess distributions carryover, if any, to 2018			
a From 2013			
b From 2014			
c From 2015			
d From 2016			
e From 2017			
f Total of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2018 distributable amount			
i Carryover from 2013 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from 3f.			
4 Distributions for 2018 from Section D, line 7: \$			
a Applied to underdistributions of prior years			
b Applied to 2018 distributable amount			
c Remainder. Subtract lines 4a and 4b from 4.			
5 Remaining underdistributions for years prior to 2018, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI . See instructions.			
6 Remaining underdistributions for 2018. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI . See instructions.			
7 Excess distributions carryover to 2019. Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2014			
b Excess from 2015			
c Excess from 2016			
d Excess from 2017			
e Excess from 2018			

SCHEDULE D
(Form 990)Department of the Treasury
Internal Revenue Service**Supplemental Financial Statements**▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**▶ **Attach to Form 990.**▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2018**Open to Public Inspection****Name of the organization** THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**Employer identification number**
47-1255713**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of a historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶

4 Number of states where property subject to conservation easement is located ▶

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1

(ii) Assets included in Form 990, Part X

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included on Form 990, Part VIII, line 1

b Assets included in Form 990, Part X

27

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value	
(1) Federal income taxes		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶		

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ☒

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	2,339,270.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	0.
3	Subtract line 2e from line 1	3	2,339,270.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	2,339,270.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	2,073,842.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	0.
3	Subtract line 2e from line 1	3	2,073,842.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	2,073,842.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART X, LINE 2:

THE ORGANIZATION IS EXEMPT FROM INCOME TAX UNDER SECTION 501(C) (3) OF THE INTERNAL REVENUE CODE AND THEREFORE, HAS MADE NO PROVISION FOR FEDERAL INCOME TAXES IN THE ACCOMPANYING FINANCIAL STATEMENTS. IN ADDITION, THE ORGANIZATION QUALIFIES FOR THE CHARITABLE CONTRIBUTION DEDUCTION UNDER SECTION 170 (B) (1) (A) AND HAS BEEN CLASSIFIED AS AN ORGANIZATION OTHER THAN A PRIVATE FOUNDATION UNDER SECTION 509 (A) (2). THERE ARE NO RESERVES HELD FOR UNCERTAIN TAX POSITIONS AT 12/31/2018. THE ORGANIZATION IS NO LONGER SUBJECT TO U.S. FEDERAL, STATE AND LOCAL INCOME TAX EXAMINATIONS BY TAX AUTHORITIES FOR YEARS BEFORE 2015.

[illegible]

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2018

Open to Public
Inspection

Name of the organization

THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC

Employer identification number
47-1255713

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

SUSTAINABILITY AND ECONOMIC BENEFITS OF CONCRETE MASONRY PRODUCTS AND
TRAIN INDIVIDUALS IN THE FIELD OF CONCRETE MASONRY. FURTHER, AS DIRECTED
IN SECTION 1011.80(4), F.S., THE FCMEC WILL ESTABLISH BASELINE DATA OF
PRIORITY TARGETS FOR THE PURPOSE OF FORMULATING ANNUAL OUTCOME
MEASUREMENTS.

FORM 990, PART VI, SECTION B, LINE 11B:

ORGANIZATION'S PROCESS TO REVIEW FORM 990

FORM 990 IS CIRCULATED AMONG MEMBERS OF THE ORGANIZATION'S BOARD OF
DIRECTORS FOR REVIEW, COMMENTS AND APPROVAL PRIOR TO SUBMISSION

FORM 990, PART VI, SECTION B, LINE 12C:

EVERY MEETING AGENDA OF THE COUNCIL (BOARD OF DIRECTORS AND
COMMITTEES) CONTAINS TEXT INFORMING COUNCIL MEMBERS OF THEIR RESPONSIBILITY
TO DECLARE A CONFLICT OF INTEREST AS IT RELATES TO ITEMS BEFORE THE COUNCIL
FOR ACTION. THE TEXT INCLUDES A LINK TO THE COUNCIL'S CONFLICT OF
INTEREST MEMORANDUM THAT A MEMBER WOULD COMPLETE. ADDITIONALLY, EVERY
MEETING AGENDA PROACTIVELY ASKS THE MEMBERS IN ATTENDANCE IF ANY HAVE A
CONFLICT OF INTEREST. IF A CONFLICT OF INTEREST IS NOT DECLARED AT A
MEETING BUT A MEMORANDUM INDICATING A CONFLICT OF INTEREST IS RECEIVED AFTER
A MEETING, THE MEMORANDUM IS READ INTO THE MINUTES AT THE NEXT MEETING OF
THE BOARD OF DIRECTORS.

FORM 990, PART VI, SECTION C, LINE 19:

GOVERNING DOCUMENTS ARE MADE AVAILABLE TO THE PUBLIC UPON REQUEST.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2018)

Name of the organization **THE FLORIDA CONCRETE MASONRY
EDUCATION COUNCIL INC**

Employer identification number
47-1255713

FORM 990, PART IX, LINE 11G, OTHER FEES:

CONTRACTS:

PROGRAM SERVICE EXPENSES 1,763,984.

MANAGEMENT AND GENERAL EXPENSES 0.

FUNDRAISING EXPENSES 0.

TOTAL EXPENSES 1,763,984.

TOTAL OTHER FEES ON FORM 990, PART IX, LINE 11G, COL A 1,763,984.

FORM 990 - ORGANIZATION'S MISSION

IN ACCORDANCE WITH SECTION 446.531, F.S., THE FCMEC WILL COORDINATE A
STATEWIDE PROGRAM TO INFORM AND EDUCATE THE PUBLIC ABOUT THE
SUSTAINABILITY AND ECONOMIC BENEFITS OF CONCRETE MASONRY PRODUCTS AND
TRAIN INDIVIDUALS IN THE FIELD OF CONCRETE MASONRY. FURTHER, AS
DIRECTED IN SECTION 1011.80(4), F.S., THE FCMEC WILL ESTABLISH BASELINE
DATA OF PRIORITY TARGETS FOR THE PURPOSE OF FORMULATING ANNUAL OUTCOME
MEASUREMENTS.

Application for Automatic Extension of Time To File an Exempt Organization Return

OMB No. 1545-1709

► **File a separate application for each return.**
► **Go to www.irs.gov/Form8868 for the latest information.**

Electronic filing (e-file). You can electronically file Form 8868 to request a 6-month automatic extension of time to file any of the forms listed below with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, for which an extension request must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits.

Automatic 6-Month Extension of Time. Only submit original (no copies needed).

All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

		Enter filer's identifying number
Type or print File by the due date for filing your return. See instructions.	Name of exempt organization or other filer, see instructions. THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC	Employer identification number (EIN) or 47-1255713
	Number, street, and room or suite no. If a P.O. box, see instructions. POST OFFICE BOX 12018	Social security number (SSN)
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. GAINESVILLE, FL 32604	

Enter the Return Code for the return that this application is for (file a separate application for each return) 0 | 1

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 990-T (corporation)	07
Form 990-BL	02	Form 1041-A	08
Form 4720 (individual)	03	Form 4720 (other than individual)	09
Form 990-PF	04	Form 5227	10
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069	11
Form 990-T (trust other than above)	06	Form 8870	12

FOCUSED MANAGEMENT SOLUTIONS

- The books are in the care of ► **2153 SE HAWTHORNE ROAD SUITE 201 - GAINESVILLE, FL 32601**
Telephone No. ► **352-872-5901** Fax No. ► _____
- If the organization does not have an office or place of business in the United States, check this box ☐
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____. If this is for the whole group, check this box ☐. If it is for part of the group, check this box ☐ and attach a list with the names and EINs of all members the extension is for.

- 1 I request an automatic 6-month extension of time until **NOVEMBER 15, 2019**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:
 ► ☒ calendar year **2018** or
 ► ☐ tax year beginning _____, and ending _____.

- 2 If the tax year entered in line 1 is for less than 12 months, check reason: ☐ Initial return ☐ Final return
☐ Change in accounting period

3a If this application is for Forms 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	3a	\$	0.
b If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	3b	\$	0.
c Balance due. Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	3c	\$	0.

Caution: If you are going to make an electronic funds withdrawal (direct debit) with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions.

Ron DeSantis
GOVERNOR



Ken Lawson
EXECUTIVE DIRECTOR

August 15, 2019

The Honorable Ron DeSantis, Governor
State of Florida
The Capitol
400 South Monroe Street
Tallahassee, FL 32399-0001

Dear Governor Scott:

Pursuant to section 20.058, Florida Statutes, the Department of Economic Opportunity (DEO) is providing this report on behalf of Enterprise Florida, Inc. for the Florida Tourism Industry Marketing Corporation, Inc. (d.b.a. VISIT FLORIDA). VISIT FLORIDA was created by section 288.1226, Florida Statutes as a Florida not-for-profit corporation.

Information provided in compliance with section 20.058(1), Florida Statutes, is as follows:

- (a) Name, mailing address, telephone number and website:
Florida Tourism Industry Marketing Corporation D.B.A. VISIT FLORIDA
2450 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301
(850) 488-5607
VISITFLORIDA.com – consumer website, VISITFLORIDA.org – business to business website
- (b) Statutory Authority: Section 288.1226, Florida Statutes
- (c) Mission description and results: See attachment VISIT FLORIDA MARKETING PLAN.
- (d) A description of plans of the organization for the next three fiscal years: See attachment VISIT FLORIDA 2018-2020 Strategic Plan.
- (e) A copy of VISIT FLORIDA's code of ethics: See attachment VISIT FLORIDA CODE OF ETHICS.
- (f) A copy of the most recent federal Internal Revenue Service Return: See attachment IRS Form 990.

It is DEO's recommendation on behalf of Enterprise Florida, Inc. to continue the agency's association with VISIT FLORIDA as a direct support organization. VISIT FLORIDA plays a key role in the marketing and tourism efforts for the state and has been an invaluable partner to DEO and Enterprise Florida, Inc.

If you have any questions please feel free to contact me at any time.

Sincerely,

Brian McManus
Chief of Staff

Florida Department of Economic Opportunity | Caldwell Building | 107 E. Madison Street | Tallahassee, FL 32399
866.FLA.2345 | 850.245.7105 | 850.921.3223 Fax
www.floridajobs.org | www.twitter.com/FLDEO | www.facebook.com/FLDEO

2019-20

MARKETING PLAN



VISITFLORIDA®

2019-20 VISIT FLORIDA

MARKETING PLAN



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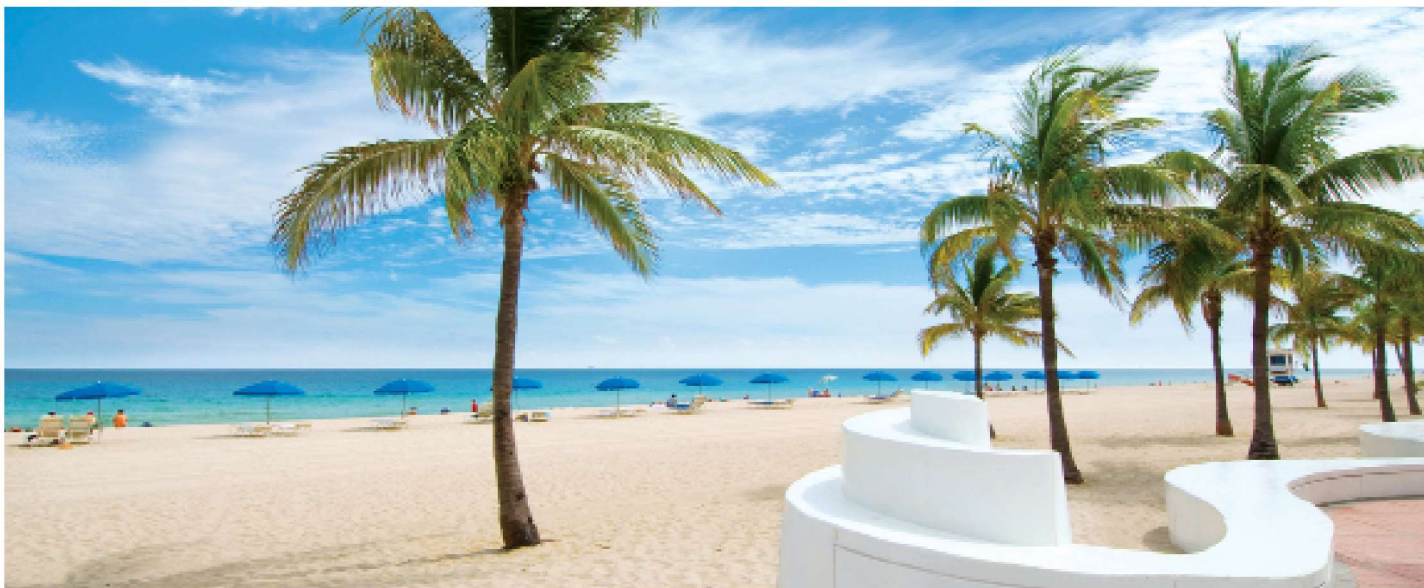
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ABOUT VISIT FLORIDA

VISIT FLORIDA, the state's official tourism marketing corporation, serves as Florida's source for travel planning to visitors across the globe. VISIT FLORIDA is a not-for-profit corporation created as a public/private partnership by the Florida Legislature in 1996.

As the Sunshine State's No. 1 industry, tourism was responsible for welcoming a record 124.7 million visitors in 2018. Based on the latest economic impact study, out-of-state visitors to Florida contributed \$86 billion to Florida's GDP and supported 1.5 million Florida jobs. According to the Florida Office of Economic and Demographic Research, for every \$1 the state invests in VISIT FLORIDA, \$2.15 in state tax revenue is generated.

Each year, the Florida Legislature appropriates public funding to be allocated for tourism marketing. VISIT FLORIDA is required to match this public investment dollar for dollar by partnering with the state's tourism industry through cooperative advertising campaigns, promotional programs, and other innovative marketing ventures. Through this partnership, VISIT FLORIDA serves more than 13,000 tourism businesses from all 67 counties across the state.

VISIT FLORIDA facilitates tourism industry participation in domestic and international travel trade and consumer shows, as well as media missions to the top global visitor markets. VISIT FLORIDA also works closely with travel agents, tour operators and meeting and event planners, and is responsible for operating Florida's Official Welcome Centers.

2020 STRATEGIC PLAN

To keep Florida ahead of the competition, VISIT FLORIDA and its Board of Directors implemented a strategic plan in 2015 intended to carry the Florida tourism industry through 2020.

PURPOSE.....Brighten the lives of all.

VISION.....Establish Florida as the No. 1 travel destination in the world.

MISSION.....Strengthen Florida's share of the global travel market.

GOAL.....Maximize the economic impact of travel and tourism to Florida.

OBJECTIVE.....\$100 billion in tourism-related spend by 2020.

VALUES.....Make an impact. Work purposefully and live passionately. Innovate.

STRATEGY 01: DRIVE DEMAND
STRATEGY 02: INCREASE YIELD
STRATEGY 03: BRAND ENGAGEMENT
STRATEGY 04: INDUSTRY ALIGNMENT

Learn more about VISIT FLORIDA: [VISITFLORIDA.org](https://www.visitflorida.org)

NO. 1 TRAVEL DESTINATION IN THE WORLD

VISIT FLORIDA's vision – to establish Florida as the No. 1 travel destination in the world – is ambitious but achievable. To succeed, VISIT FLORIDA must build a strategic marketing platform that aligns the collective interests of the Florida tourism industry and provides integrated marketing opportunities for the industry to leverage.

VISIT FLORIDA must prioritize its resources to focus only on programs that maximize impact and create and add value for travelers and industry Partners. That means following a set of principles that guides all marketing decisions.

MARKETING PRINCIPLES



CREATE VALUE & ADD VALUE

Every VISIT FLORIDA program or initiative must create and add value for travelers and for industry Partners. If the industry can produce a program at the same cost and with the same impact, there is no reason for VISIT FLORIDA to invest resources in the program. VISIT FLORIDA programs must provide the Florida tourism industry a strategic advantage and must inspire consumers with valuable information or a valuable service.



SOMETHING FOR EVERYONE, BUT NOT EVERYTHING FOR EVERYONE

There is a tendency in membership organizations to stick to the “Fairness Doctrine” – build programs to the lowest common denominator and provide the same benefits to all members in all cases. The result is often a marketing structure that tends toward mediocrity.

VISIT FLORIDA represents an industry that is remarkable in its breadth and diversity and a “one-size-fits-all” approach simply will not work. VISIT FLORIDA has made a strategic decision to prioritize efforts on valuable programs that are good for Florida. We strive to provide programs that work for all Partners, but we recognize that not all programs will be a good fit for every Partner.



IF IT'S WORTH DOING, IT'S WORTH DOING RIGHT

While wise financial stewardship is critical in all that we do, VISIT FLORIDA will not sacrifice quality to save money; nor will we initiate a new program or continue with an existing program without dedicating the resources necessary to make the program a success. VISIT FLORIDA will protect our brand promise and will commit to do it right or not do it at all.



QUALITY VS. QUANTITY

Scale matters, but impact matters more. The impact of a promotion on consumer behavior is more important than the number of people that the promotion reaches. VISIT FLORIDA is committed to delivering high-quality innovative programs that give Florida a competitive advantage. These programs will be thoroughly vetted, measured and optimized to ensure they maximize the impact of every dollar spent.



DIGITAL FIRST

Constant technological advancement has left the world of marketing in a state of permanent transformation. In order to ensure that VISIT FLORIDA thrives in the future, it must be a marketing company that thinks digital first. We will invest in platforms, partners and people who understand how technology will evolve and can provide VISIT FLORIDA a competitive advantage as a destination marketer.



TRAVELER-CENTRIC

The goal of all VISIT FLORIDA efforts is to deliver visitors to the state. Our ability to be successful requires a comprehensive understanding of Florida's visitors and potential travelers. Prioritizing the traveler helps VISIT FLORIDA deliver greater results for our Partners and ultimately the residents of Florida.



DATA-DRIVEN

In order for VISIT FLORIDA to compete in a hyper-competitive landscape, every decision must be data-driven. Priority will be placed on programs that can be measured and optimized and can provide data that continuously improves our ability to attract potential visitors.

TRENDS WE ARE WATCHING

Marketing and travel are among the fastest-changing industries. Here are some of the trends with near-term importance.

PRIVACY REMAINS PARAMOUNT

For most marketers, all business decisions are grounded in data. It is the key to building stronger brands, smarter audience targeting, and improved customer service.

Customers are often the beneficiaries. Reliable data lead to more relevant content, meaningful interactions, and useful product offers.

But following the countless data breaches over the past few years, consumers are skeptical and growing more vigilant about their privacy. Research from software company Janrain found that 69% of American consumers would like to see privacy laws like the European Union's General Data Protection Regulation (GDPR) enacted.

California's Consumer Privacy Act will launch on Jan. 1, 2020, and it is just the beginning. Businesses will be forced to become more transparent about the way they collect, store, and use customer data.

With more readily accessible data, consumers have come to expect personalized messaging and experiences. For brands, this means developing a one-to-one marketing approach. And that presents a challenge for smaller companies, like VISIT FLORIDA, who lack the in-house resources to meet these demands. Successful personalized marketing will require partnership with larger brands with established reputations for protecting consumer data.

CIVIC RESPONSIBILITY

Responsible consumerism has gone mainstream. “With the growing ease of buying goods and experiences,” Forbes reports, “consumers are seeking out brands that help them make better, more responsible choices.” Eliminating plastic at home and engaging in a zero-impact lifestyle are daunting changes, but supporting green brands is a feel-good first step for many. A growing number of consumers are passionate about social equality and environmental sustainability – and brands are paying attention. Patagonia and Nike are proactively taking stands on issues in ways that align with their own values and they're being rewarded with sales and brand loyalty. Destinations should follow suit and get up to date on what matters most to their core audiences. With 825 miles of beaches, 320 freshwater springs, and over 1,300 trails, protecting Florida's natural resources is essential to Florida's thriving tourism industry.

ECONOMIC SLOWDOWN

Visitation to Florida has benefited from the American economic expansion that began in 2008. Most economists project that growth to continue through at least 2020, but at a slower rate. The Federal Reserve also is signaling a slowdown following the Q1 jobs report and indicators show that both consumers and businesses are cutting back on spending.

Internationally, we are watching the economies of several

countries that typically send a large number of visitors to Florida:

- **Argentina and Venezuela.** How will their economic struggles affect travel?
- **China.** How might trade negotiations with the United States and China's declining overall growth rates impact their burgeoning travel class?
- **United Kingdom.** What will become of Brexit and how will those decisions influence the British economy?
- **The dollar.** Will its value weaken with a slowing economy and will that swing in the currency exchange rate make travel to the United States more affordable?

Given tourism's vital contributions to the Florida economy – tax revenue, jobs, and the buffer against a state income tax – VISIT FLORIDA closely monitors and stands ready to respond to changing economic conditions. Any deceleration in the economy could create significant financial impact in an industry that contributes more than \$80 billion to Florida's economy. Marketing to the right travelers at the right time with the best message will be more important than ever.

EXPERIENCE IS THE CORE OF EVERYTHING

“Customer centricity is no longer a nice-to-have, it's a must-have,” says the research firm Phocuswright. “The travel industry needs to meet consumers along the entire spectrum of their journey. The sum of these interactions will make up their experience, whether good or bad.”

Companies are investing in customer experience teams – which is wise because, as global marketing research firm *Euromonitor* reports, consumers expect more. They want products and services delivered within frictionless experiences that mesh with their lifestyles.

How far off is the “super app” that takes all aspects of a consumer's life and combines those functions into a single platform? China already has WeChat: pay your bills, buy groceries, follow the news, check social media, have a video conversation, transfer money between accounts, create a podcast.

Reports *Traveldailymedia.com*: “WeChat has 1.08 billion monthly active users and has a market penetration in China of 79%. WeChat is slowly moving in the travel space by offering rail tickets for domestic travel. Thanks to its business model, the possibilities are endless.

“Google is here to stay and it knows more about the traveler than any company thanks to its ocean of data from its metasearch, but the company that can cater convenience and best customer service can trump this juggernaut.”

To thrive, Florida brands must seek out and test new partnership opportunities with companies that have the tools to create a connected and enhanced experience for travelers – before, during and after their vacations.

PERFORMANCE SNAPSHOT



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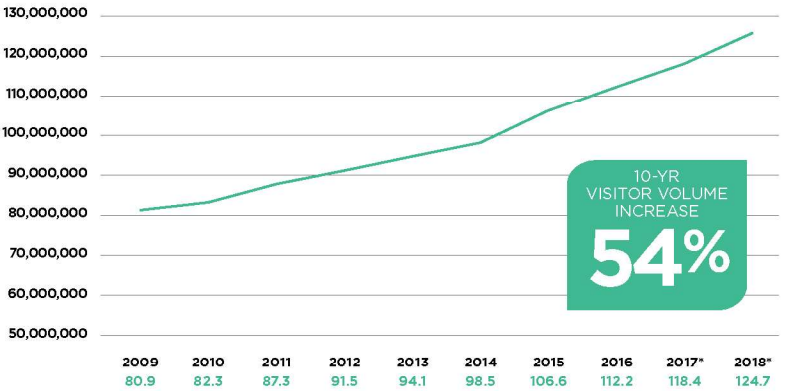


EIGHT YEARS OF RECORD VOLUME

For proof of the popularity of the Florida vacation brand and confirmation that marketing matters, look at how far and fast we have come. From 2011 to 2018 – one record year after another – the number of visitors to Florida has increased by 43%, or 37.3 million additional travelers. The newest benchmark is 2018's 124.7 million visitors. A critical part of maintaining this trend line is identifying opportunities for improvement. Here's one: International visitor volume is down from its 2013 apex by 7%. Canadian visitation continued to rebound in 2018, and Brazil and Colombia had good years. But Germany, a traditional stronghold for Florida, was off by 9% in 2018.

TOTAL VISITOR VOLUME (in millions)

This chart shows the total visitor volume to the state over the past 10 years.

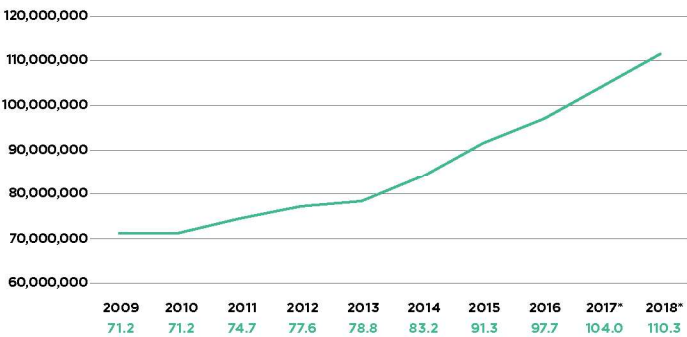


Source: VISIT FLORIDA



DOMESTIC VISITOR VOLUME (in millions)

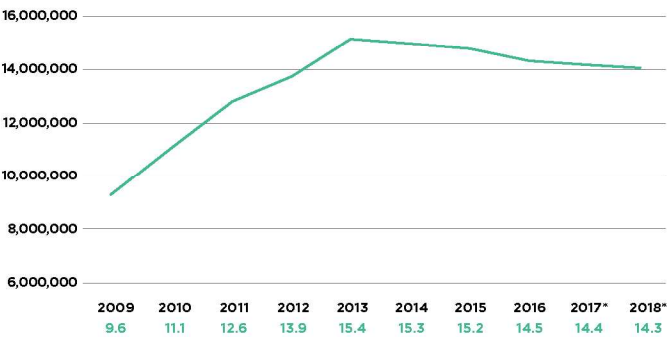
This chart shows the volume of domestic visitors to Florida over the past 10 years.



Source: VISIT FLORIDA

INTERNATIONAL VISITOR VOLUME (in millions)

This chart shows the volume of international visitors to Florida over the past 10 years.



Source: VISIT FLORIDA

*estimate is preliminary and subject to change

MARKET SHARE

LARGEST SHARE OF VACATION TRAVELERS OF ALL U.S. STATES

For more than a decade now, the Sunshine State has been the uncontested leader among American vacation destinations.

Florida's share of U.S. tourists has hovered around 16% and remains at least four points better than the closest competitor.

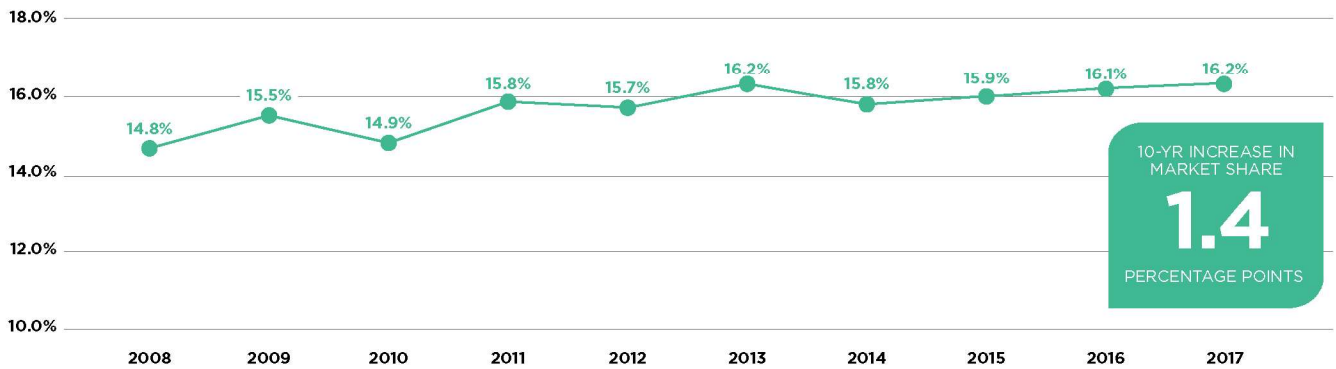
That good news is offset by cautionary data: Interest in traveling to Florida within the next two years dropped for a second consecutive year by one point. California, with its unsurpassed marketing budget, is the leading destination when it comes to travelers' expressed interest (though it trails Florida in actual visitation).

To maintain our market dominance, keeping Florida top of mind among likely travelers is more important than ever. Year-round marketing campaigns reinforce Florida's staples (beaches, weather, theme parks) and raise awareness for the state's lesser-known experiences (cultural and culinary diversity and outdoor adventures).

The alternative is also simple: When Florida doesn't market itself, we risk dropping out of the traveler's consideration set.

FLORIDA'S MARKET SHARE

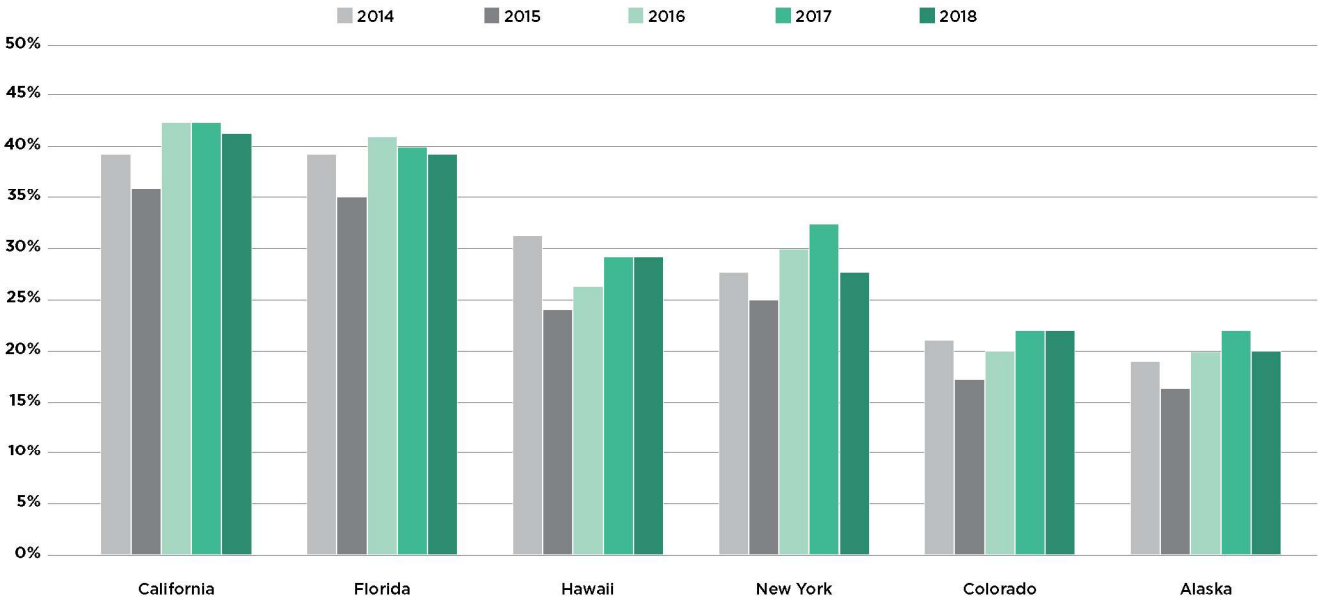
This chart tracks Florida's share of the domestic vacation travel market.



Source: D.K. Shifflet & Associates

INTERESTED IN VISITING OVER TIME

This chart shows the top states that travelers are interested in visiting over the next two years..



Source: MMGY Global. Portrait of American Travelers 2018-2019
Respondents could select more than one state. The states shown generated the most responses.

HOTEL OCCUPANCY AND REVENUE

FLORIDA SET RECORDS FOR ROOM DEMAND, ADR AND REVPAR

Top-line hotel numbers confirm that 2018 was another strong year for the Florida hotel industry. Room Demand, Average Daily Rate (ADR), and Revenue per Available Room (RevPAR) all rose to historic benchmarks.

In 2018, Florida's hotel inventory had a net increase of 8,000 rooms, after significantly more hotels opened than closed, leading supply to outpace demand. Average monthly occupancy was 72.9% – a year-over-year decrease of 1.1%. More growth is expected: 39,000-plus rooms will be added by the end of 2020.

The ADR grew by 4.4% and remained above \$115 even during the slower months. Room rate peaked in March, with 11.4 million rooms sold at a daily average of nearly \$184. September was lowest at \$116.

Florida also shines brightest in regional and national comparisons, outpacing the South Atlantic and greater United States for Occupancy, RevPAR and ADR.

This year's good news is the continuation of a five-year winning streak. Since 2014, Florida hotel occupancy has averaged 1.8% annual growth; Rooms Sold, 3% annual growth; and ADR, 4% annually.

HOTEL OCCUPANCY AND ADR

This chart compares Florida's hotel industry against the values from the South Atlantic region and the U.S. in 2018.

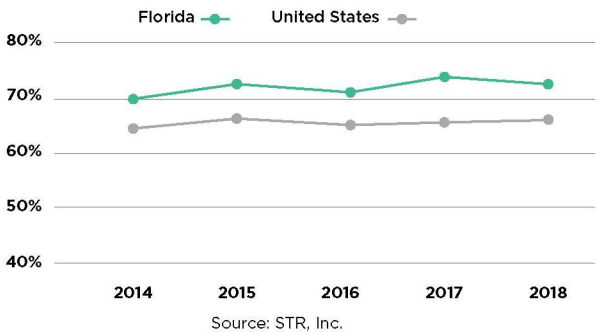
FLORIDA		
72.9% Occupancy	\$144.06 ADR	\$104.97 RevPar
-1.1% ↓	4.4% ↑	3.2% ↑
Rooms Sold Growth 0.8%		

SOUTH ATLANTIC		
67.9% Occupancy	\$126.45 ADR	\$85.88 RevPar
0.1% ↑	2.3% ↑	2.4% ↑
Rooms Sold Growth 1.8%		

UNITED STATES		
66.2% Occupancy	\$129.83 ADR	\$85.86 RevPar
0.5% ↑	2.4% ↑	2.9% ↑
Rooms Sold Growth 2.8%		

OCCUPANCY RATES

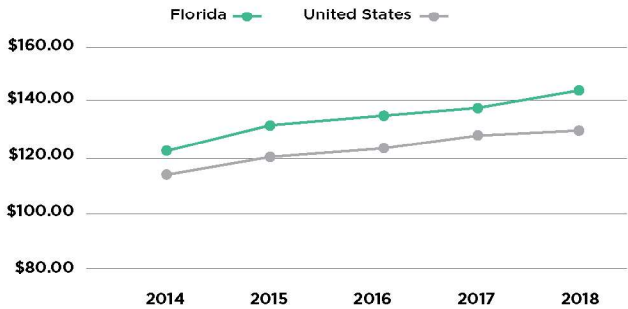
This chart shows the five-year trend of Florida occupancy rates compared to U.S. rates.



Source: STR, Inc.

AVERAGE DAILY ROOM RATE

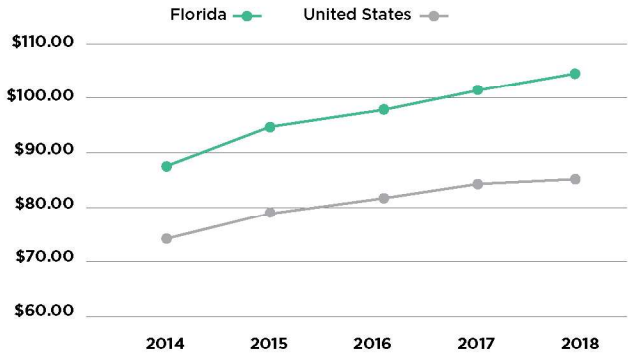
This chart shows the five-year trend of Florida average daily room rates compared to U.S. rates.



Source: STR, Inc.

REVENUE PER AVAILABLE ROOM

This chart shows the five-year trend of Florida revenue per available room compared to U.S. rates.



Source: STR, Inc.

QUICK FACTS

- 87 new hotels opened in 2018, adding nearly 11,000 new rooms.
- More than 39,000 new hotel rooms are set to be completed by the end of 2020.

Source: STR, Inc.

TOURISM'S POWERFUL ECONOMIC IMPACT

OUT-OF-STATE VISITOR ECONOMY CONTINUES TO GROW

More than ever, out-of-state visitors remain vital contributors to the Florida economy. More than one in six Florida jobs is supported by tourism. Out-of-state visitation generates nearly 9% of the state economy. And since 2013, Florida's tourism economy has been on a roll, with out-of-state tourism's impact on Florida's GDP up 19%.

Here are some other highlights:

- Every 81 visitors support one Florida job.
- Florida's tourism-supported jobs increased by 2.9% in 2017; in the United States, the increase was 2.1%.
- Visitor spending on lodging in 2017 was up 4.1%.
- Visitors' economic impact on Florida's GDP increased by 3.2% in 2017.

High consumer confidence, low gasoline prices, employment, wage growth, as well as the attractiveness of Florida as a destination for both domestic and international travelers are factors contributing to growth in the visitor economy.

(Source: U.S. Travel Association)

TOURISM'S IMPACT ON GDP (in billions)



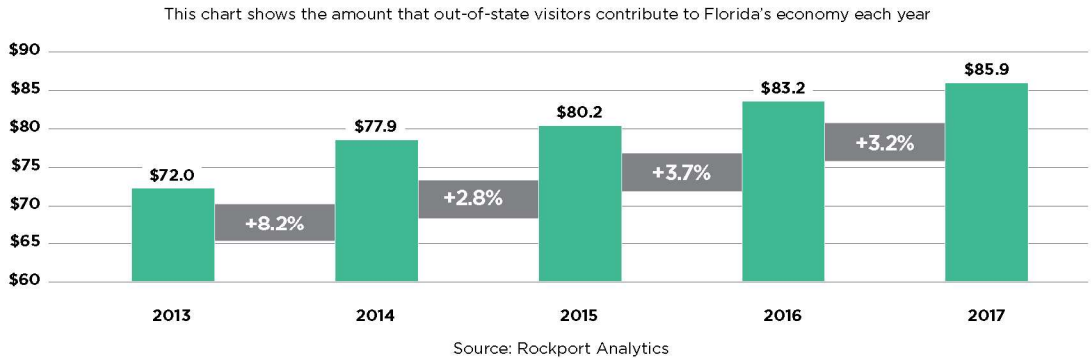
Source: Rockport Analytics

All sectors of the Florida economy benefit from tourism either directly or through:

Indirect Impacts such as increased sales for local businesses who supply the tourism industry (e.g. supplier to the hotel that delivers goods and services and employs workers to meet the demand)

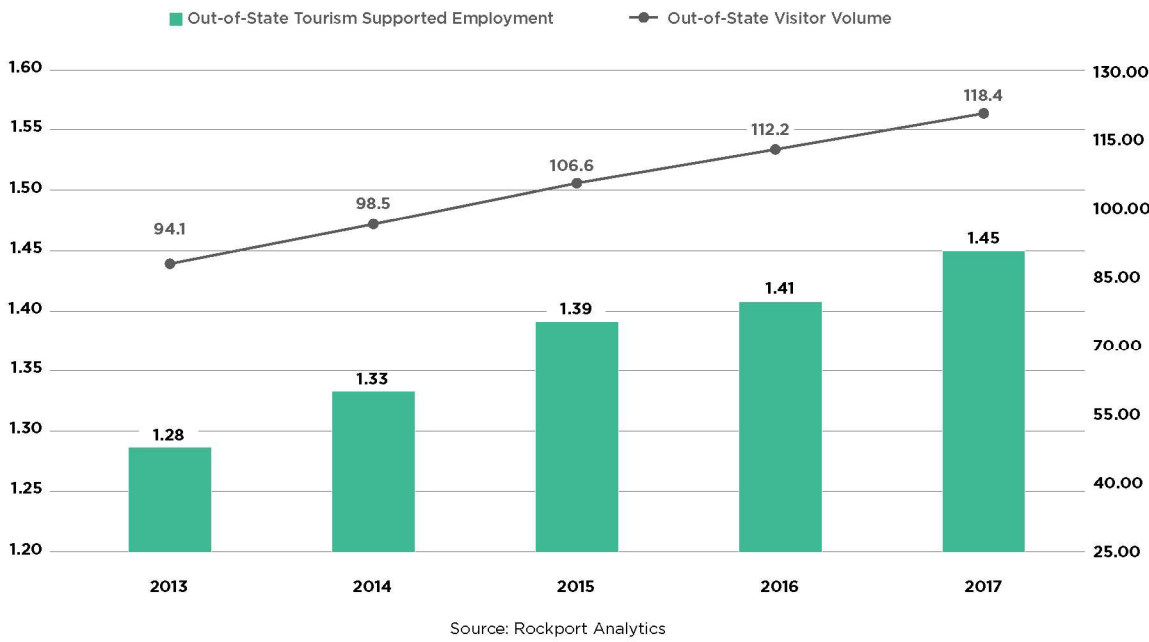
Induced Impacts such as increased sales for local businesses through resident spending of income earned in tourism and supporting sectors (e.g. the employees of the hotel supplier purchase goods and services at a household level, such as food, child care, and home insurance).

TOURISM'S CONTRIBUTION TO FLORIDA'S GDP (in billions)



JOBS SUPPORTED BY OUT-OF-STATE VISITORS (in millions)

This chart shows the number of Floridians employed by the out-of-state tourism industry compared to total out-of-state visitor volume. As visitors increased, so have Florida jobs.



QUICK FACTS

- Out-of-state visitors supported nearly 1.5 million Florida jobs in 2017, with an associated income of \$55 billion.
- From 2013 - 2017, Florida tourism-supported jobs grew by 13.3%. That rate was higher than overall job growth in both the US (7.4%) and in Florida (12.8%).
- Out-of-state tourism in Florida generated \$11.4 billion in state and local taxes and \$13.3 billion in federal taxes in 2017.
- Tourism keeps Florida's taxes low. Visitors save every Florida household \$1,511/year in taxes.
- According to the Florida Legislature's chief economist, tourism accounted for 12.9% or \$3 billion of total state sales tax collections.
- Bed taxes in rural counties have grown nearly 50% faster than in urban counties since 2012, according to the Florida Department of Revenue.



FLORIDA VISITORS



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DOMESTIC MARKET

THE GREAT MAJORITY OF FLORIDA'S VISITORS LIVE IN THE U.S.

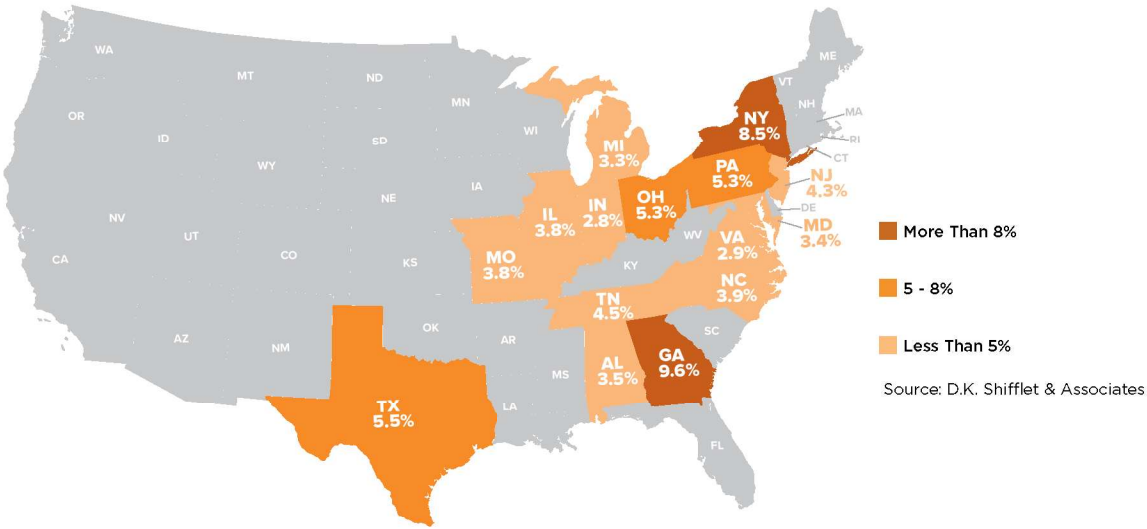
Where do Florida's visitors originate? How are they getting here? What are their favorite Florida activities and destinations? Combine this attention to data with valuable input from tourism industry leadership and the result is a record 124.7 million visitors in 2018 – with 110.3 million, or 89%, of those visitors from the United States.

Florida attracts vacationers from all 50 states, but more than two-thirds (70%) of those visitors come from 15 states, all but two of them east of the Mississippi River. In 2017, Florida experienced the largest increases in share from Missouri, Maryland, Tennessee, and Virginia.

Visitors west of the Mississippi also have played a significant role in Florida's record run. From 2013 to 2017, their share of domestic visitor volume has increased from 20.3% to 22.5%.

Examining mode of travel, the data shows more non-air travelers coming to Florida (an increase of 4.7 million from 2017 to 2018) and a willingness to cover greater distances to get here. The average round-trip distance is nearly 2,000 miles. There were 1.5 million more air visitors from 2017 to 2018, as demand rose to the supply. Available flights from the United States into Florida have increased by 16% since 2013.

FLORIDA'S VISITORS FROM TOP 15 STATES



FLORIDA'S SUPER SIX MARKETS

Among metropolitan areas, New York City, Atlanta, Philadelphia, Chicago, Washington, D.C., and Boston are the greatest contributors to Florida's visitor numbers. These Super Six DMAs (Designated Market Areas) account for nearly one-third of Florida's domestic

volume. Nine secondary markets, including four metros west of the Mississippi River, contribute 16% of Florida's visitors. A year-over-year increase of nearly 2 points in share among these secondary markets meant an additional 1.9 million visitors.

SUPER SIX DMAs		Share of Florida's Domestic Visitors		PP* change '16/'17	Vol Shift
		2016	2017		
1.	New York, NY	11.1%	10.5%	-0.6%	▼
2.	Atlanta, GA	6.7%	7.0%	0.4%	▲
3.	Philadelphia, PA	3.2%	3.6%	0.5%	▲
4.	Chicago, IL	3.8%	3.6%	-0.2%	▼
5.	Washington, DC	2.9%	2.9%	0.0%	▲
6.	Boston, MA	2.8%	2.8%	-0.1%	▼

SECONDARY DMAs		Share of Florida's Domestic Visitors		PP* change '16/'17	Vol Shift
		2016	2017		
7.	Nashville, TN	1.6%	2.4%	0.8%	▲
8.	Houston, TX	1.6%	2.1%	0.5%	▲
9.	Detroit, MI	2.1%	2.0%	-0.2%	▼
10.	Indianapolis, IN	1.4%	1.6%	0.2%	▲
11.	Dallas-Fort Worth, TX	1.8%	1.6%	-0.2%	▼
12.	Raleigh-Durham, NC	1.5%	1.6%	0.0%	▲
13.	Baltimore, MD	1.3%	1.6%	0.2%	▲
14.	St. Louis, MO	1.1%	1.5%	0.5%	▲
15.	Los Angeles, CA	1.7%	1.5%	-0.2%	▼

Source: D.K. Shifflet & Associates
*percentage point

SUPER SIX MARKET SNAPSHOT

New York City

- New York City remained Florida's top DMA in 2017 despite a 4.8% decrease in volume and a share decrease of 0.6 points to 10.5%.
- New York City ranks as the No. 1 DMA for VISIT FLORIDA's Family, Experience, Adventure, Winter, and Impulse Getaway audience segments.
- Nearly one in three of Florida's leisure visitors from New York City come in the spring and their top activity is visiting friends and relatives.
- The New York metropolitan area has the largest population in the U.S. at 20.3 million.

Atlanta

- Atlanta, Florida's number two origin DMA, is the top drive market.
- Visitors from Atlanta have the shortest average length of stay compared to the other Super Six DMAs.
- More than 20% of all leisure travel parties from Atlanta are traveling with children.

Philadelphia

- Philadelphia is Florida's number three origin market for domestic visitors.
- Almost half of the visitors from Philadelphia are Baby Boomers – the largest share of that generation among the Super Six DMAs.
- The top activities for visitors from Philadelphia are going to the beach, visiting friends and relatives, and culinary or dining experiences.

Chicago

- Chicago is Florida's number four origin market, accounting for nearly 4% of Florida's domestic visitors. Chicago is the second-most popular air market, representing 6% of Florida's domestic air visitors.
- The majority of Florida's visitors from Chicago come in spring and summer.
- More than one in three of Florida's leisure visitors from Chicago are GenXers – the highest share among the Super Six. Nearly a fourth of Florida's visitors from Chicago are Affluent Families.

Washington, D.C.

- Leisure visitors from this DMA have the highest average household income (\$142,700) among the Super Six.
- Nearly one in four of Florida's leisure visitors from Washington, D.C. is a Millennial – the greatest share compared to the other top six markets.
- The majority of visitors from Washington, D.C. are traveling alone.

Boston

- Boston is Florida's number six origin market for domestic visitors.
- Nearly one-third of Florida's leisure visitors from Boston come in the spring.
- 55% of Boston's visitors fly to Florida and Boston is the fourth-largest origin market for domestic air visitors.
- Among the top six markets, Boston leisure visitors have the longest average length of stay at 5.2 nights – up from 4.9 nights the previous year.

Florida's Secondary Markets

- Nashville, Houston, Detroit, Indianapolis, Dallas, Raleigh, Baltimore, St. Louis, and Los Angeles account for 16% of Florida's domestic visitation – an increase of nearly 2 percentage points from the previous year.
- Nashville, Tenn., for a second consecutive year had the largest share increase, with the Nashville market increasing from 1.6% of Florida's domestic visitation in 2016 to 2.4% in 2017.
- St. Louis, Mo., became one of Florida's top 15 origin markets for the first time in 2017.
- Among Florida's Super Six and secondary markets, Dallas-Fort Worth has the highest percentage of leisure travelers visiting Florida in the summer. The majority of Florida's visitors from this origin market are young families.

DEMOGRAPHICS

LIFESTAGE SEGMENTS

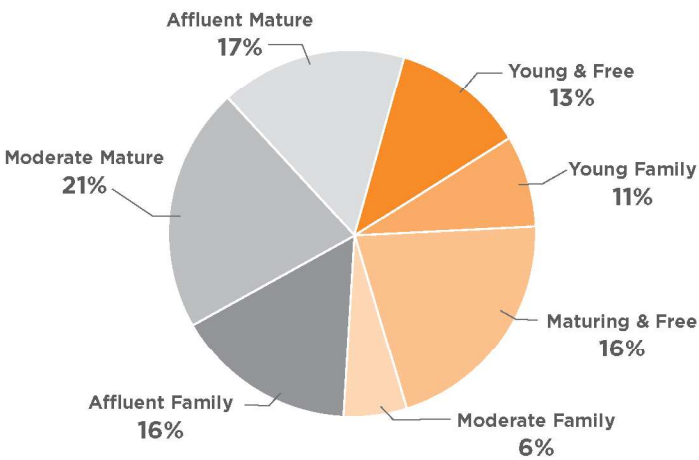
Florida's domestic visitors represent a diverse portfolio of generational cohorts, income levels, family composition, and ethnicities. Florida tracks visitor volume, spending, and other patterns by lifestage segmentation. Lifestage categories combine three variables (age, household income, and the presence of children in the household) to create seven segments that are most likely to differentiate visitors.

The most recent data around lifestage segments shows

highlights and challenges. The Sunshine State attracts a greater share of the mature audience (55-and-older) than all other U.S. destinations combined. Families remain an important segment to Florida and their overall visitor volume grew from 2016 to 2017. But Florida lost ground with two segments that have no children. Young and Free (18-34 years old) and Maturing and Free (35-54 years old) account for nearly one-third of all U.S. travelers.

LIFESTAGE SEGMENT COMPOSITION

This chart shows the share of domestic visitors to Florida by lifestage.



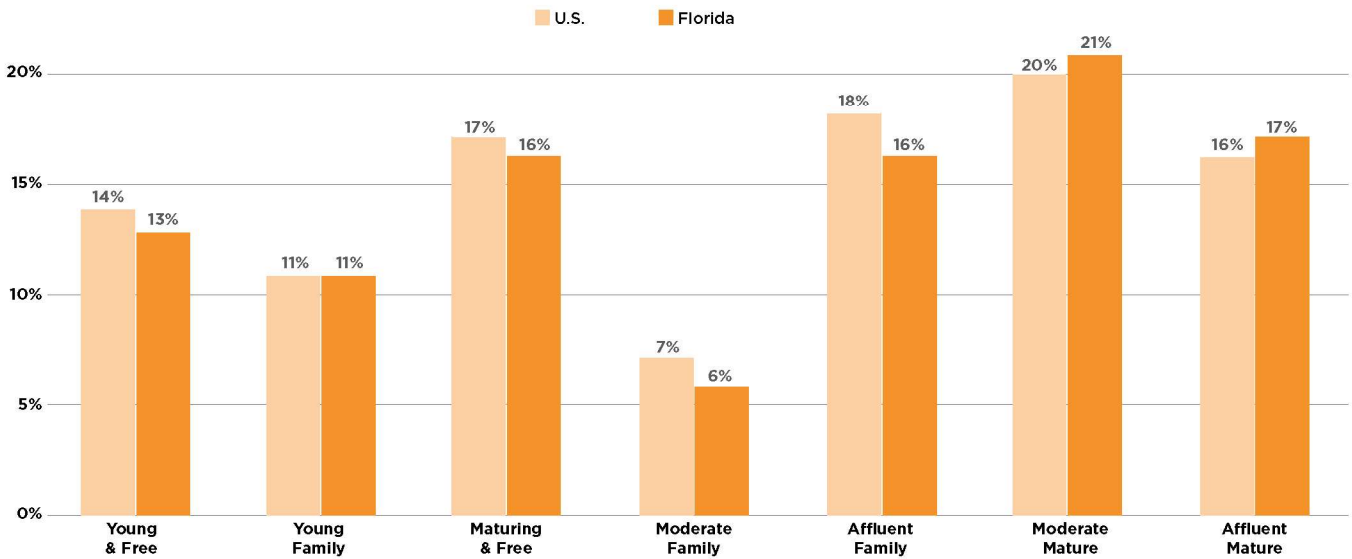
Source: D.K. Shifflet & Associates

Lifestage Definitions

- Young & Free** (18-34; any income; no kids)
- Young Family** (18-34; any income; kids in HH)
- Maturing & Free** (35-54; any income; no kids)
- Moderate Family** (35-54; <\$75K; kids in HH)
- Affluent Family** (35-54; \$75K+; kids in HH)
- Moderate Mature** (55 or older; <\$100K; no kids)
- Affluent Mature** (55 or older; \$100K+; no kids)

COMPARISON OF U.S. AND FLORIDA TRAVELERS

This chart shows the share of U.S. travelers by lifestage compared to the share of Florida's visitors by lifestage.



Source: D.K. Shifflet & Associates

AGE AND FAMILY COMPOSITION

FOCUS ON FAMILIES

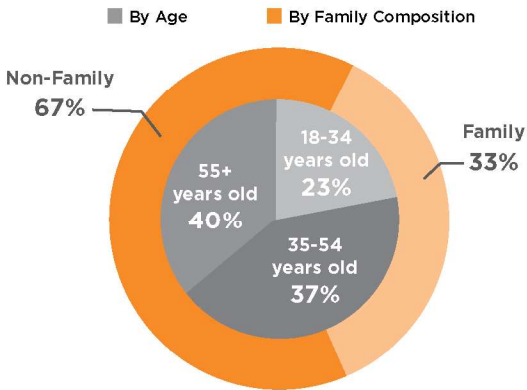
Florida is recognized globally as a family vacation destination. One-third of Florida's domestic visitors have children in the household – a higher share than U.S. travelers as a whole. The U.S. Travel Association's 2018 Domestic Travel Market Report affirms that family tourism is increasing, so competition for these travelers will remain fierce and marketing campaigns that target them will be critically important.

2017 was a bounceback year for Florida's family travelers, with that audience segment adding more than 3 million to its Florida visitor volume. In 2018, 44% of family travelers interested in visiting Florida had children under 18 in their household. In response to that data, VISIT FLORIDA increased its investment in the marketplace in Spring 2018 with new family campaigns and fresh creative approaches. Early indicators suggest that family travel continued to grow in 2018.

Millennials are America's largest generation and, according to MMGY Global's 2018-2019 report on American travelers, Millennial families account for 16% of all active American travelers and are the only lifestage intending to spend more on travel in the coming year than in the previous year.

DOMESTIC VISITORS BY AGE AND FAMILY COMPOSITION

This chart shows that in 2017, Non-Family Lifestages (those with no children in the household) made up 67% of Florida's domestic visitors. This chart also shows that in 2017, the Mature Lifestages (55 and older) accounted for more than a third of Florida's domestic visitors.



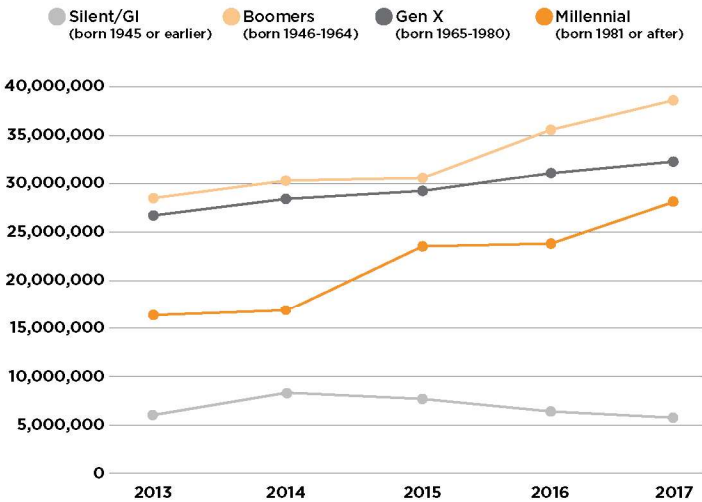
Source: D.K Shifflet & Associates

BABY BOOMERS ON THE RISE

Florida's visitors span the generations. Boomers and Generation X together represent nearly 70% of visitors to the state. In 2017, the share of 55-and-older visitors overtook those 35-54 for the first time and now accounts for the largest share of Florida's domestic audience. Given 2017's substantial rise in overall visitor volume, Florida gained visitors from each generation except Silent/G.I. But Millennials were the only generation to experience an increase in share – up 2 percentage points – prompting share shifts elsewhere. Looking ahead, as Millennials age and start families, visitor volume is expected to rise as more and more travel parties include children.

DOMESTIC VISITOR VOLUME BY GENERATION

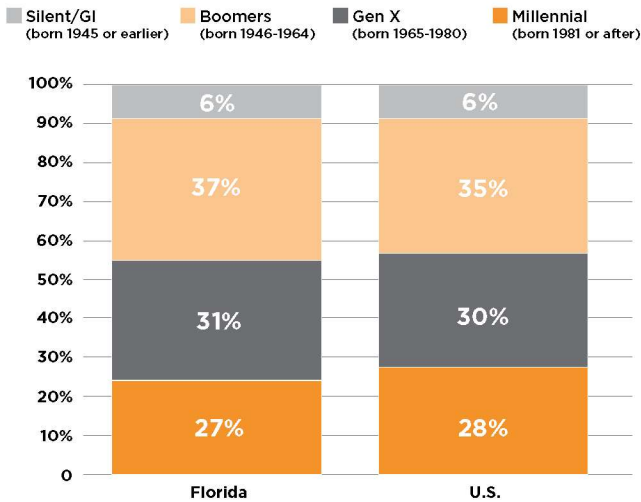
This chart tracks Florida's visitors by generational cohort over the past five years.



Source: D.K Shifflet & Associates

GENERATION OF U.S. TRAVELERS VS. FLORIDA TRAVELERS

This chart shows the breakout by generation of U.S. travelers compared to Florida travelers.



Source: D.K Shifflet & Associates

CLOSING THE SEASONALITY GAP

IT'S ABOUT MORE THAN BACK TO SCHOOL

Historically, early fall is Florida's slowest season, a vacation lull that arrives with the new school year. The story of Fall 2018 had additional complications. VISIT FLORIDA works year-round to spur visitation in its slow season. Reducing the gap in hotel occupancy between the high Spring and the low Fall helps maintain year-round employment and increase cost efficiencies for local businesses. After four consecutive years of good news, the seasonality gap took a backward step in 2018.

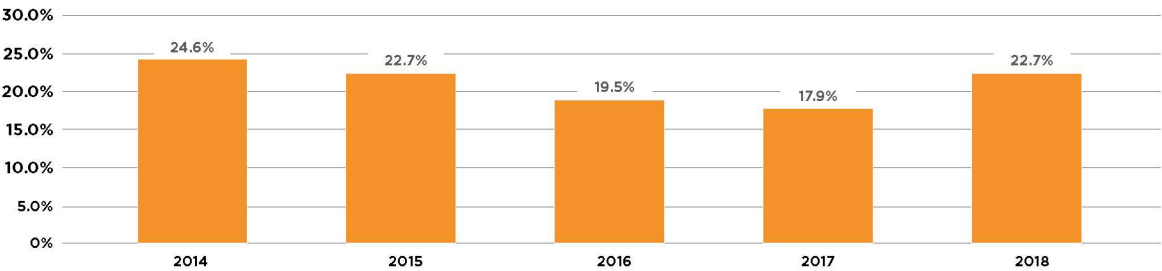
In 2017, the difference between the busiest and slowest months was 17.9 percent – Florida's best performance since VISIT FLORIDA began collecting this specific data.

In 2018, hotel occupancy in the busiest month, March, reached 85.2% – a record high. But September retreated to 62.5% occupancy, and the difference between the two months meant a swing of almost five percentage points in the wrong direction.

A widening gap was inevitable given the new standard set in March 2018, plus there was less demand for hotel rooms among first responders and displaced residents after Hurricane Michael than the previous year with Hurricane Irma.

STATEWIDE OCCUPANCY GAP

This chart shows the seasonal gap between the peak month (March) and the slowest month (September)



Source: STR, Inc.

THE IMPACT OF CRISIS ON OCCUPANCY

Hurricane Michael was the third-strongest storm to ever make landfall in the United States. Its impact in Northwest Florida was devastating but covered significantly less geography than 2017's Hurricane Irma, which had prompted a surge in hotel occupancy for emergency workers and displaced residents. The occupancy spike that occurred with Michael was much more limited geographically and in duration.

And then there was Red Tide, which peaked in September and besieged Southwest Florida for months.

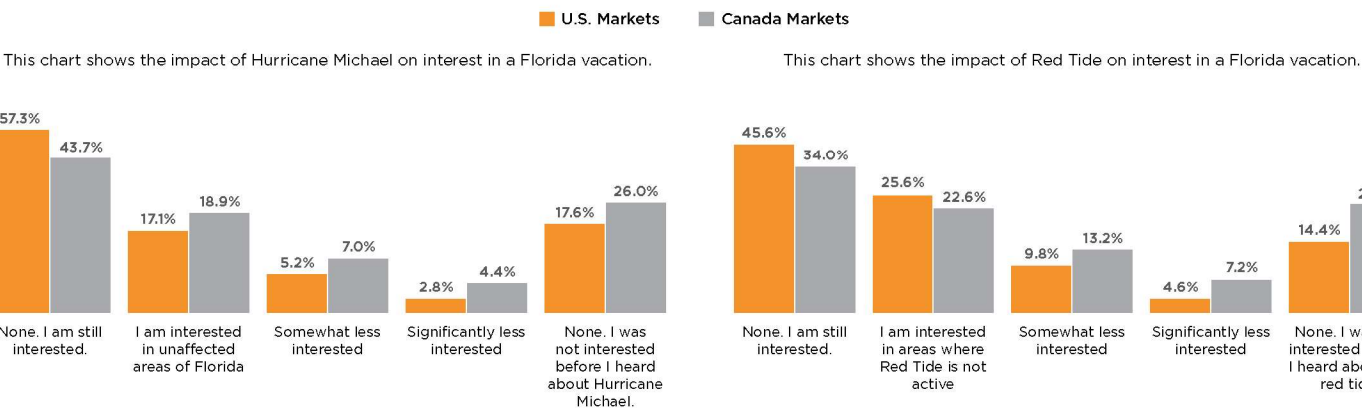
The primary goal in a crisis response marketing effort is to

protect Florida's brand perception as a top travel destination and to ensure that travelers will continue to visit.

In 2017 and 2018, VISIT FLORIDA developed crisis response campaigns that maintained Florida's desirability. Without that targeted messaging, perceptions would have been damaged, visitation would have dropped, and Florida's economy would have sustained an even greater blow. Instead, Florida continued its record run of tourism.

Given that many natural events occur during the fall, VISIT FLORIDA's well-developed crisis response plan is an integral part of sustaining year-round visitation.

IMPACT ON FLORIDA VACATION INTEREST



INTERNATIONAL MARKET

VISITORS WHO STAY LONGER AND SPEND MORE

International visitors are vital to Florida tourism revenue. They stay longer and spend almost twice as much per person as domestic visitors.

In 2018, 14.3 million international visitors accounted for 11% of Florida's visitor volume. These visitors contributed \$15.2 billion to Florida's GDP, or 17.7% of tourism's impact on the state economy.

Since 2013, the strong dollar and volatile politics have depressed international visitation and foreign travel to

the United States has grown at a slower rate than to the rest of the world – even declining in some years. In Florida, international visitation is off by 7% from its apex in 2013. But in 2017, three key international markets (Canada, Brazil, and Colombia) rebounded and the recovery appears to be spreading, with both the U.K. and Mexico showing growth in 2018.

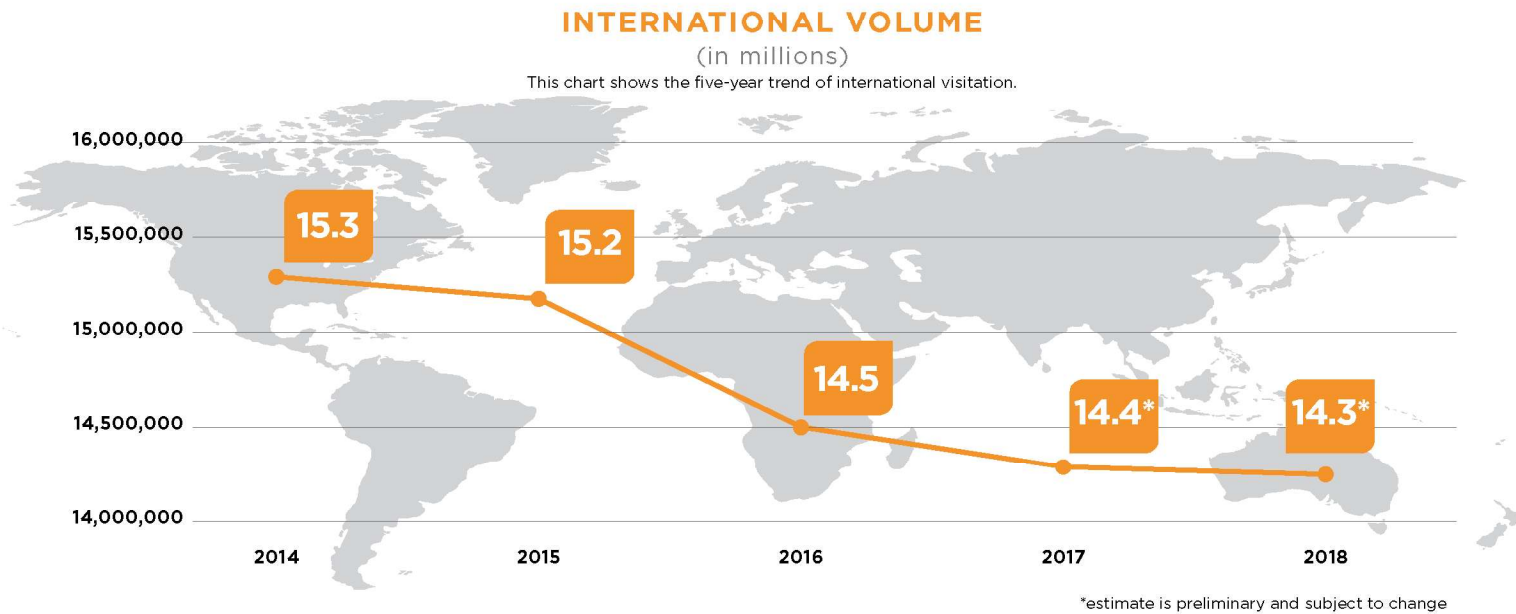
Perspective is valuable. During these past eight years of record volume, international and domestic visitors have taken turns leading the way.

German visitor volume in 2018 was off by 9%. **Germany** tends to be resilient to economic swings and they prioritize vacations, making it a reliable source market. But German travelers also are more sensitive to political factors in their potential vacation destinations. For this reason, travel to the U.S. from Germany is expected to slow in the coming years.

China is the world's largest outbound travel market and getting larger. Trips are more frequent and long-haul travel is no longer a once-in-a lifetime occasion. Independent

travelers, who plan their own vacations without the help of a tour operator, accounted for almost all of the increases in Chinese travel overseas. That growing segment now represents 40% of China's outbound market.

China is forecast to be the No. 2 overseas source market for U.S. tourism by the end of 2022. Florida's opportunity lies with those independent travelers who are seeking new destinations and experiences beyond the traditional U.S. gateways of California and New York.



HERE IS THE CURRENT OUTLOOK FOR SEVERAL KEY INTERNATIONAL MARKETS:

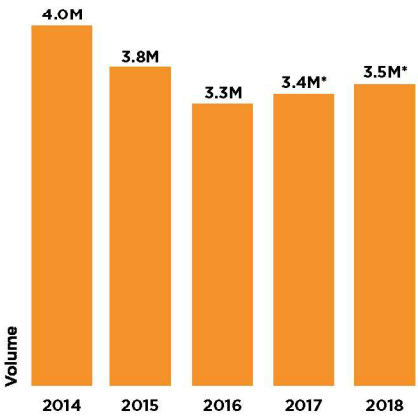
Canada remains Florida's No. 1 international market, but competition from other vacation destinations has increased. While the exchange rate has stabilized, the lower value of the Canadian dollar will continue to affect auto trips. Marketing efforts must continue to address the currency exchange reality and counter the possibility of Florida fatigue.

United Kingdom outbound travel is sensitive to economic and political circumstances at home. British visitation weakened after Brexit passed and the subsequent decline in value of the pound compared to the U.S. dollar. Although signs of recovery appeared in 2018, the higher cost of visiting Florida, such as rising hotel and attractions rates, will be a challenge. Competitors also are spending more in the U.K. travel market to build awareness for their destinations. If Florida is to maintain its market share, in-country efforts must combat the rising cost of travel here and maintain Britons' longtime relationship with the Florida travel product.

Florida's top South American markets have great potential as long as they remain politically stable and economic growth continues as predicted. At their peak, Brazil's outbound trips represented less than 5% of its population. For comparison, consider the United Kingdom, where the number of trips and the population were virtually equal. As the conditions in **Brazil**, **Colombia**, and **Argentina** improve, the travel potential of these markets is ripe for nurturing.

Closer to Florida, **Mexico** is another Latin American market that shows potential. Growth in outbound Mexican air travel contributed to Florida's annual visitation growth for eight of the past nine years, including 2018. The U.S. has welcomed more than 2 million Mexican air visitors annually since 2014, and Florida's share of those visitors has ranged between 17% and 20%.

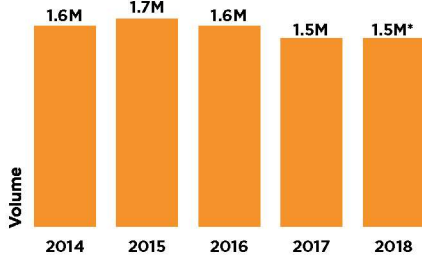
INTERNATIONAL MARKET SNAPSHOT



Canada

- The average trip value of a Canadian travel party visiting Florida is \$1,948 while the average trip value among Canadian families is \$2,579 and Matures \$2,621.

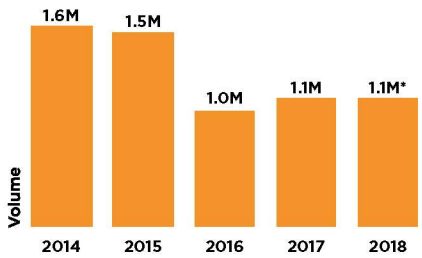
- Canadian visitors stay an average of 21.2 nights.



United Kingdom

- The average trip value for a UK travel party is \$2,581.

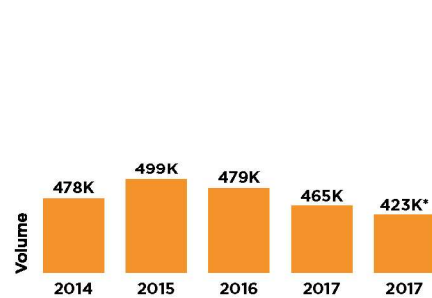
- Florida's British visitors stay an average of 11.9 nights.



Brazil

- Brazilian travel parties, on average, have a trip value of \$3,766.

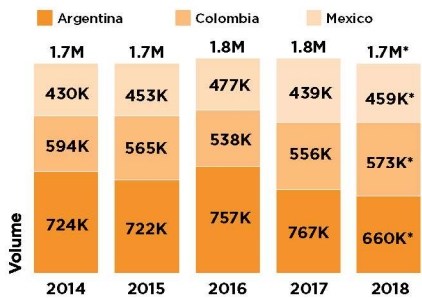
- Brazilian visitors stay an average of 10.7 nights.



Germany

- The average trip value for a German travel party is \$2,825.

- German travelers stay an average of 12.7 nights and travel widely throughout the state.



Secondary Latin America

- The average trip value of an Argentinian travel party is \$3,160; Colombian, \$1,887; and Mexican air visitors, \$1,301.

- The average length of stay in Florida among Argentinians and Colombians is 11.3 nights; and Mexican air visitors, 7.4 nights.

China

- The average trip value for a Chinese travel party is \$3,465.

- While visiting the U.S., Chinese travelers stay in Florida an average of 14.2 nights.

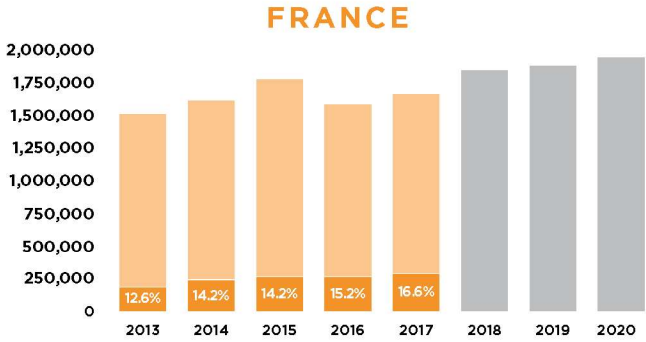
*estimate is preliminary and subject to change

INTERNATIONAL MARKETS TO WATCH

While the majority of international visitors came from six key markets, Florida has seen potential for growth across the globe especially as airports expand and new flights open up.

These charts show visits to the U.S. with Florida's market share

■ U.S. Visits Forecast ■ Other States ■ Florida Market Share

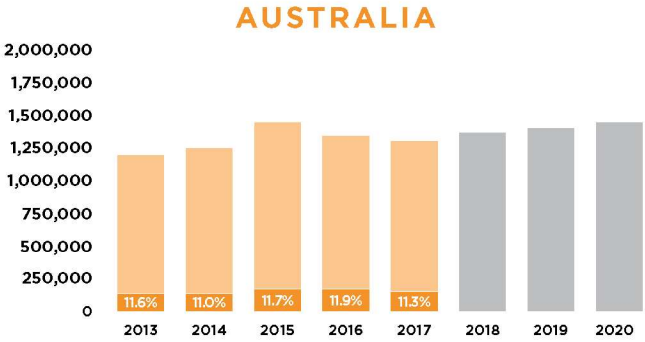


Outbound travel to the U.S. is forecast to continue growing at an annual rate of 3% during the next five years.

French visits to Florida are rising, but our share of all French travelers to the United States is 16.6% – well off Florida's 24% share of all Western European travelers.

Snapshot:

- The average trip value for a French travel party to Florida is \$1,670.
- French travelers stay in Florida an average of 12.7 nights and 62% rent an automobile.

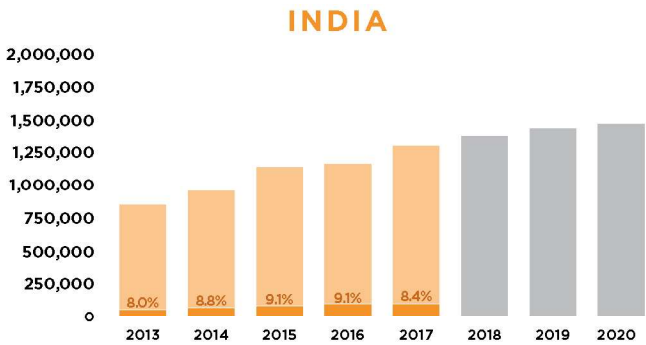


Growth in outbound travel to the U.S. is forecast to hover slightly above 3% over the next five years. In 2019, U.S. visits are expected to reach nearly 1.4 million (+2%). Florida's market share of U.S. visits rose from 11.0% in 2014 to 11.9% in 2016, before dropping to 11.3% in 2017.

Nearly half of Australians visiting the U.S. visit more than one state and 42% of Australians visiting the U.S. use a travel agency, potentially making them easier to target.

Snapshot:

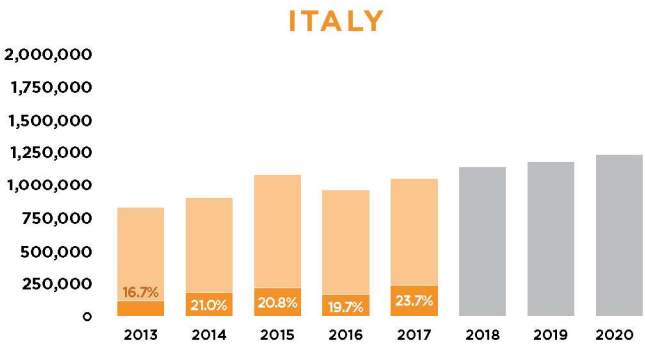
- The average trip value for an Australian travel party visiting Florida is \$2,850.
- Florida's Australian visitors stay an average of 10.2 nights and make their travel decision an average of 7 months out.
- A travel agency (53%) is the information source most used by Florida's Australian visitors for trip planning, followed by OTAs (44%) and airlines (43%).



The forecast for Indian travel to the U.S. is good: 5% growth over the next five years. Indian travelers often travel to multiple Florida destinations during their trip. Visiting friends or relatives (VFR) and traveling for business are a rich opportunity for marketing efforts and destination exploration

Snapshot:

- The average trip value for an Indian travel party to Florida is \$963 – a smaller number by comparison because 71% of Indians travel alone and often stay with friends or relatives.
- Indian travelers stay in Florida an average of 11.6 nights.
- 36% of Florida's Indian visitors are traveling for business and 22% visit friends and/or relatives.

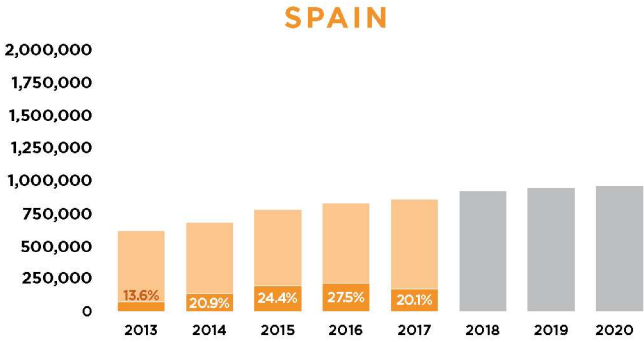


U.S. visits have hovered around 1 million during the past few years and are forecast to surpass 1.1 million in 2019. Direct flights and capacity to Florida are scheduled to increase by more than 10%.

Florida's market share of U.S. visitors hit a high of 23.7% in 2017. With annual growth in U.S. visits expected to average 3% over the next five years, Florida will benefit if it maintains its market share.

Snapshot:

- The average trip value of an Italian travel party visiting Florida is \$1,812.
- Italian travelers stay in Florida 9.4 nights on average.
- Nearly a quarter of Florida's Italian visitors obtain information from a travel agency.



Outbound travel to the U.S. is forecast to continue growing through 2023.

Florida's market share of Spaniards visiting the U.S. rose from 12.7% in 2012 to a high of 27.5% in 2016, before dropping to 20.1% in 2017.

Snapshot:

- The average trip value for a Spanish travel party visiting Florida is \$1,406.
- Spaniards stay in Florida an average of 10.1 nights.



Dutch visits to the U.S. are expected to grow about 3% during the next five years.

Since 2014, Florida's market share of Dutch visitors has grown to 21.5% – short of 2013's peak but good enough for Florida to overtake California as the No. 2 destination within the U.S.

Snapshot:

- The average trip value for a Dutch travel party visiting Florida is \$2,097.
- Dutch travelers stay an average of 10.9 nights.
- Dutch visitors' top Florida destinations are Miami, Orlando, the Florida Keys, and Fort Myers.



Chile is considered South America's most stable and prosperous nation. In 2019, Chile's GDP is forecast to increase 3.4% and disposable income is expected to rise 1.5%

Outbound travel to the U.S. has grown 6% or more annually during 11 of the past 13 years and growth is expected to continue. Thanks to visa waivers, Chilean travelers can easily enter the U.S. and access Florida via a direct flight.

Snapshot:

- The average trip value for a Chilean travel party to Florida is \$2,734.
- Chilean travelers stay in Florida an average of 10.1 nights and 56% rent an automobile.

GULF COOPERATION COUNCIL (GCC)

The GCC is comprised of six countries: Saudi Arabia, Kuwait, Bahrain, Qatar, Oman, and the United Arab Emirates.

Outbound travel from the GCC is on a steady growth path and estimated outbound travel spend is forecast to reach \$140 billion by 2025.

GCC leisure travelers take long vacations, on average lasting 21-42 days and expansions by Middle Eastern airlines over the past few years have made it easier to reach new destinations.

ISRAEL

Outbound travel to the U.S. is forecast to grow over the next few years. According to data on overseas visitors to Florida obtained from the National Travel and Tourism Office, Florida's market share to the U.S. is 17.3%. Florida could capture more Israeli travelers, especially with the growth potential of a new direct flight from Tel Aviv to Orlando and increasing demand for the existing Tel Aviv-Miami flight.



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WHAT LIES AHEAD

Florida is one of the world’s leading destinations, riding the crest of eight consecutive record years of tourism. But will eight become nine? The reality is that external factors plus VISIT FLORIDA’s new budget limitations will pose challenges to sustainability. Here are six narratives that will likely impact VISIT FLORIDA’s ability to drive visitation.

RESURGENCE OF U.S. TRAVEL AGENTS

Travel agents are back in fashion. There was a time recently when they were considered dinosaurs, when the majority view was that the abundance of digital, consumer-facing booking options would push travel agencies into extinction. But Phocuswright reports that personal networks and relationships, destination knowledge, and planning expertise matter.

Hail the travel advisor (as they now prefer to be called).

“Leisure agents are specialists,” Phocuswright says. “They are communicating constantly with their customer network via mobile devices, social media, whatever works. Personal relationships are playing into agents’ hands, since this shows they’re truly the keepers of the keys to lucrative leisure travelers.”

Millennials know this, according to *Forbes*. They appreciate “the expertise of a travel advisor, seeing them as they might see a personal trainer for fitness expertise or a nutritionist

for help with their diet.” According to Vox, Millennials tend to be short on time but not money, so they reach out for help. Also, because of the contradictory nature of online reviews, Millennials trust the advice they are getting from travel pros.

Phocuswright research data confirms the renaissance. At 30%, travel agencies are the single largest sales channel in the travel industry, followed by supplier-direct website bookings (28%) and OTAs (18%). By 2021, website bookings are expected to rank first, but travel agency bookings are predicted to continue growing 2-3% annually.

For Florida tourism, travel advisors remain vital word-of-mouth storytellers on our behalf, and a strong opportunity for growth. They remind potential visitors that in addition to the Florida sunshine, beaches and theme parks, there are cultures and cuisines and lesser-known experiences waiting to be discovered.

LAST-MINUTE TRAVELERS: CATCH THEM WHEN WE CAN

Think of our Impulse Getaway segment, but even younger.

These are the DIY travelers. 40% are under age 35 and they are tech-first operators. They book everything – transportation, lodging, event tickets – and they execute their plans two weeks and often less before their trip.

These last-minute travelers, or LMTs, have a preference for nature and the outdoors. Roughly a third of this segment make national/state parks and beaches their primary destinations. That’s two boxes checked for Florida.

But LMTs come and go in a blink; their trips are 1-3 days in length. And nearly half stay with friends. Also:

- They prefer booking through OTAs, particularly Expedia.
- They are careful spenders, but more than half can be swayed through travel deals and bundles.

Given the nature of how they plan and decide in the moment, this audience can be a lever that helps tourism businesses quickly respond to unexpected recent performance. An emotional connection with this audience might be an always-on strategy that emphasizes everyone’s need for an occasional break, and Florida is that source of wellness.

Once in location, LMTs are most likely to rely on word-of-mouth recommendations. We can make it easier for them with targeted advertising and personalization. The in-person experience needs to feel customized to fulfill Florida’s hospitality promise and improve the odds of a return visit.

THE LURE OF INTERNATIONAL TRAVEL

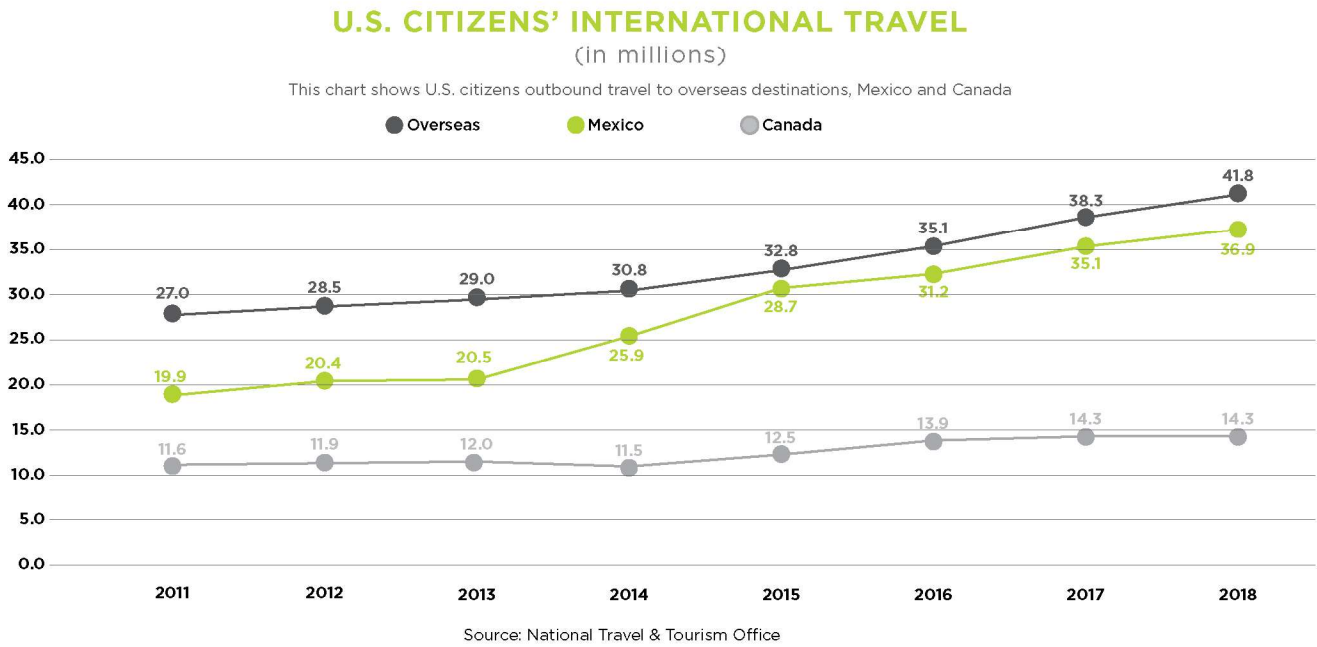
More and more, U.S. travelers are looking across borders and overseas. The dollar is strong. Airfares are down. Available flights have increased.

Since 2014, U.S. outbound travel is averaging 9% annual growth. In 2018, 93 million Americans traveled internationally, with the leading preferences being Europe, Mexico and Canada.

Further, 52% of Millennials intend to take one or more international trips during the next 12 months. Remember that Millennials represent the largest portion of the U.S. traveling population and Florida has struggled at times to get their attention.

This ability to look elsewhere for a vacation – more than 86 percent of these trips are for leisure – means more competition for Florida tourism.

These Millennial travelers celebrate and search for the differences among us, hence their broader world view. VISIT FLORIDA marketing campaigns stoke that curiosity with stories of local cultures and culinary discoveries, as told by Florida artisans and entrepreneurs who look and think like these travelers. Florida must tailor the message to this audience to shift traveler perception from their grandparents' vacation spot to a destination worthy of their attention.



REDEFINING FAMILY TRAVEL

What has been a growth trend for several years now appears to be a fact of life. The makeup of American families has shifted:

- The number of solo-parent households has increased to just over 30%, according to the United States Census Bureau.
- 20% of Americans live in multigenerational households. Most of these families are non-white, reflecting the growing diversity of the U.S. population.
- Millennials are the driving force behind these data points.

Catering to these niche markets is a rich opportunity for Florida tourism. As a destination known for its appeal to families, Florida should lead the way and better represent and serve the diverse needs of this audience segment.

Campaign messaging and imagery should reflect what

families look like in America and more should be done to ensure that these “non-traditional” families are encouraged to travel here by creating products and experiences that fit their needs. For example, businesses could provide unique pricing programs for lone-parent families and skip-gen family travelers that don’t penalize them for being different. Specialized services could address the unique needs of the caregivers – like a hotel nanny program that is a standard amenity similar to a gym or spa service; or dining packages that work for all kinds of tastes and diet restrictions.

Families are a lucrative travel segment and a bedrock audience for Florida tourism. They come here for the beaches and attractions, of course; they keep coming back because effective tourism marketing reminds them how Florida destinations are paying attention to who they are and what they need.

RESPONDING TO OVERTOURISM

Overtourism is plaguing some of the world’s greatest destinations. Residents of Venice, Amsterdam, Barcelona, and Santorini are protesting the growing number of visitors while those same visitors leave dissatisfied with their overcrowded experience. Europe has been hit hardest by the stress of increased travel and tourism, and Florida must pay attention.

As one of the top destinations in the world with continued record visitor growth, overtourism is a legitimate concern as crowds and traffic stress the state’s most popular destinations and threaten to sour vacation experiences. But what can be done to head off this problem?

Florida can protect its lead by improving collaboration among key stakeholders – locals and governmental entities – to better serve the interests of communities instead of solely promoting rampant visitation growth. The economic prosperity delivered by the Florida tourism industry should

not come at the expense of local residents’ quality of life.

VISIT FLORIDA, local destination marketing organizations, and businesses within the state tourism industry must understand residents’ concerns at ground level in order to better plan infrastructure and in-destination experiences according to the limits of change. Annual tourism performance goals should focus on the right kind of visitors, not just more visitors. It is time to double down on promoting unexplored Florida – lesser-known destinations that can handle an influx of tourists.

Focusing on sustainable tourism will put Florida in position for continued and purposeful growth in the long run, but the Florida tourism industry needs help. Protecting one of the state’s top economic drivers will require buy-in from public, private, and governmental stakeholders across the state.

WHY MARKETING MATTERS

Travel and Tourism is a key sector for economic development and job creation throughout the world. In 2018, tourism made up more than 10% of the global economy. And in the coming years, the tourism economy is expected to continue to grow at a faster rate than the global economy as a whole.

In 2017-18, the 50 state DMOs spent \$959 million promoting their destinations – a 45% increase since 2009-10. Rival destinations have studied Florida’s eight-year run of record visitation and are emulating VISIT FLORIDA’s marketing approach and tactics.

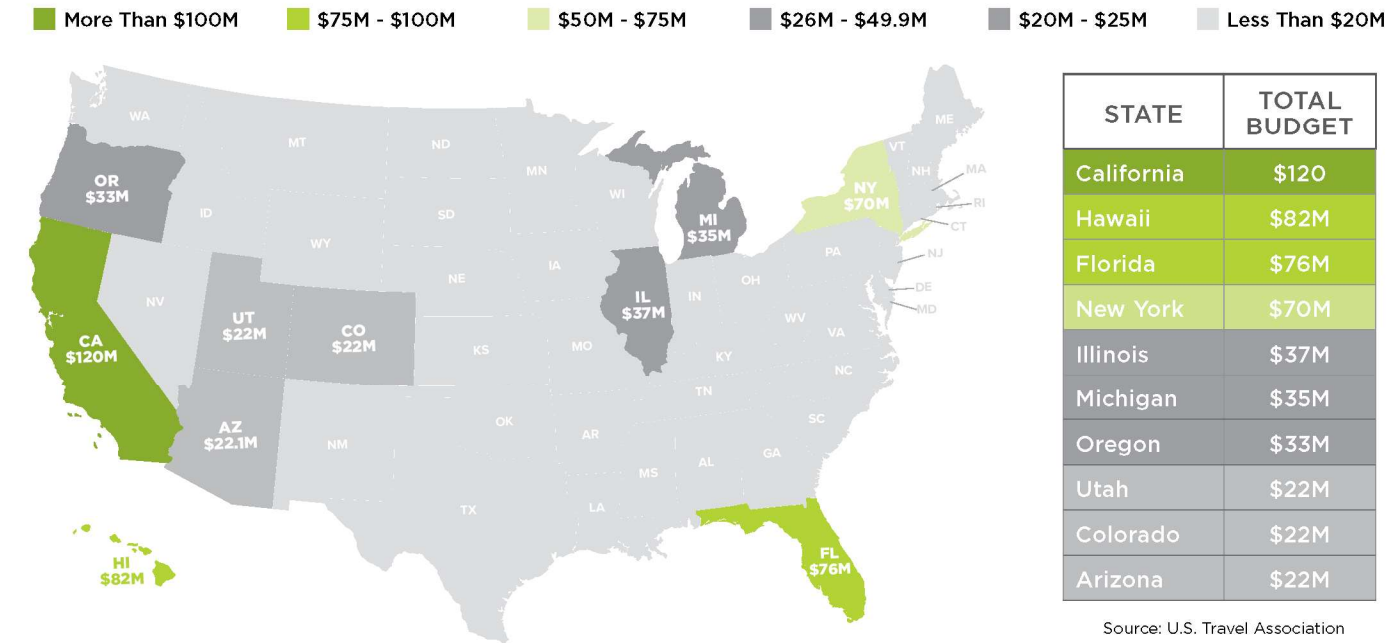
always-on marketing strategy and Florida’s ability to reach potential travelers through high-impact advertising channels. Given the intense competition for visitors, we know that when Florida is out of sight, Florida as a destination is out of the consideration set. The Pennsylvania, Colorado, and Texas tourism experiences suggest that Florida will struggle to remain competitive, that the streak of record years will end, that jobs will be lost.

The history of Florida tourism, especially in this decade, shows the wisdom and effectiveness of an industry and the state working together for a common goal.

A smaller VISIT FLORIDA budget will rule out an

2017-2018 TOP TEN STATE MARKETING BUDGETS

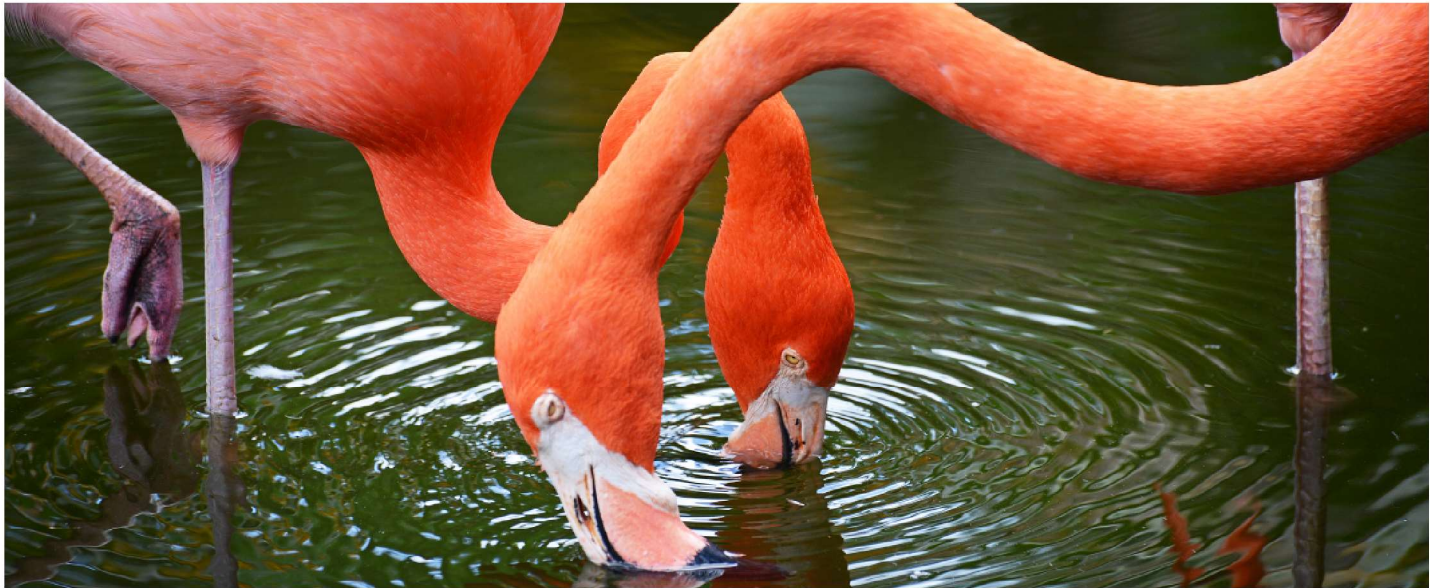
Half of the combined DMO spend comes from these top 10 states.





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MARKETING APPROACH	30
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DEPARTMENT PROJECT PLANS	34



HITTING THE MARK

As a mature destination hosting 124.7 million non-resident visitors a year, Florida attracts travelers from a wide variety of consumer segments and geographic origins. Understanding and effectively communicating with these consumers, based on their individual preferences, is critical to Florida's success as a tourism destination.

A budget cut by 34% will necessitate changes in priorities and asset allocation, but the goal remains the same: Maintain the record results of the past

eight years. Some origin markets, demographics, and psychographics will become more important and some will be paused. Our go-to-market strategies will shift. VISIT FLORIDA will constantly monitor and evaluate resources, programs, and performance to optimize against the organization's goals. The opportunities are great and our success is made more likely by aligning the goals and efforts of Florida's tourism industry. The power of a united travel industry is undeniable and more important than ever.

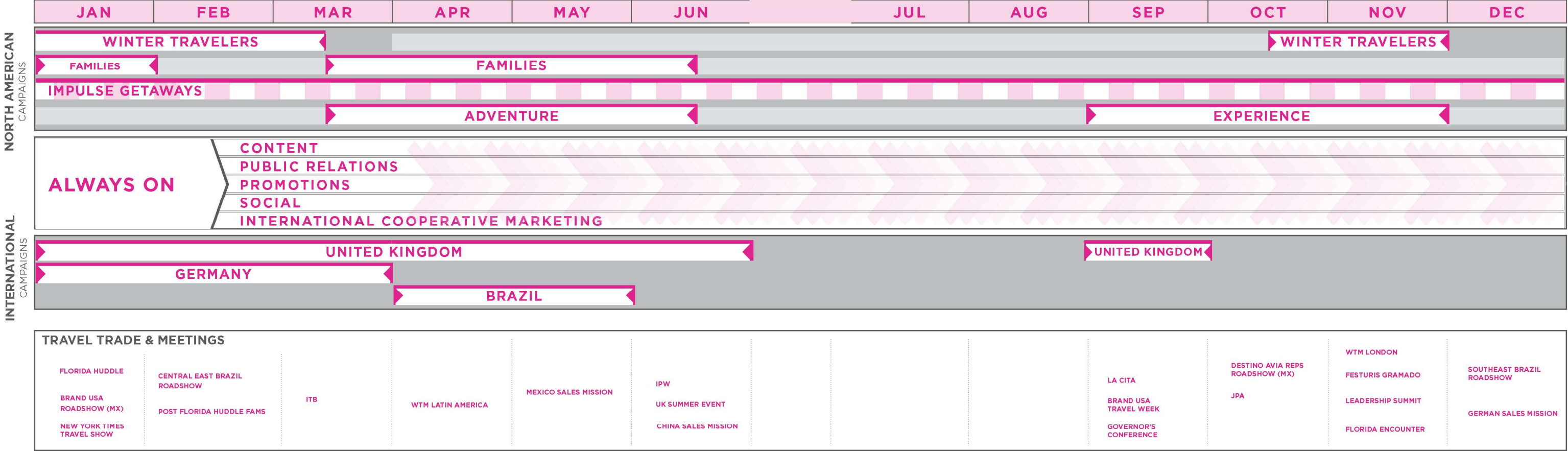
In fiscal year 2019-20, VISIT FLORIDA will harness our collaborative efforts around four key strategies:

MARKETING STRATEGIES		
01	DRIVE DEMAND	Keep Florida top of mind among target audiences
02	INCREASE YIELD	Stimulate balanced incremental growth that delivers the greatest economic impact to Florida through programs that focus on: <ul style="list-style-type: none">Protecting and growing visitor volumeIncreasing spendingExtending length of stayIncreasing visit frequency and visitor retentionReducing the gap between seasonal highs and lowsIncreasing travel to emerging Florida destinations
03	BRAND ENGAGEMENT	Identify and engage advocates in promoting the Florida brand
04	INDUSTRY ALIGNMENT	Promote industry alignment and collective impact through Partner investment and thought leadership

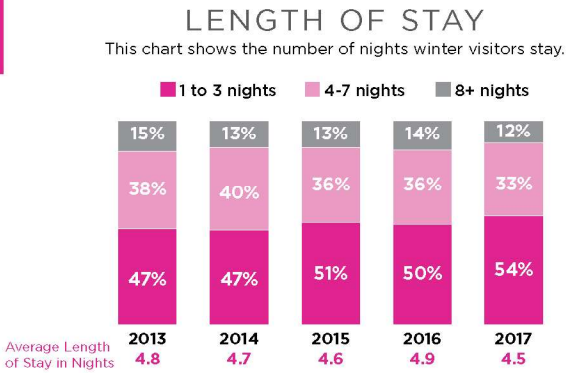
MARKETING APPROACH

For planning purposes, below is a high-level overview of VISIT FLORIDA's FY 19-20 market approach. This plan and the tactics that follow are subject to change based on VISIT FLORIDA's FY 19-20 level of funding and strategic initiatives.

Note: VISIT FLORIDA's fiscal year begins in July and ends in June the following calendar year.



WINTER VISITOR PROFILE



GENERATION	
Silent/G.I.	10%
Baby Boomer	41%
GenX	27%
Millennial	22%

LODGING TYPE	
Paid Accommodation	62%
Hotel	37%
Non-Hotel	25%
Non-Paid Accommodation	38%

Source: D.K Shifflet & Associates

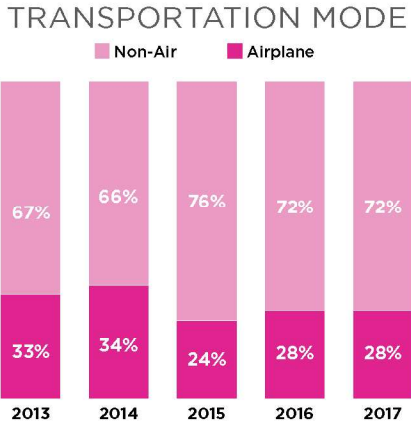
FAMILY PROFILE



PERCENTAGE OF HOUSEHOLDS WITH CHILDREN IN THE FOLLOWING AGE RANGES	
Less than 2 years	8%
2 - 5 years	32%
6 - 12 years	43%
13 - 17 years	36%

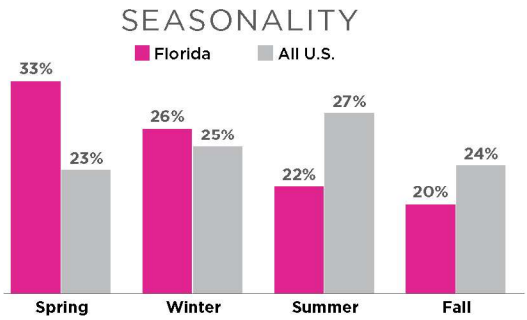
AGE OF PARENT	
18 - 34 years Old	29%
35 - 49 years Old	47%
50 - 64 years Old	16%
65+ years Old	9%

TRIP PLANNING TIME FRAME	
3 weeks or less	17%
1 month	12%
2-3 months	24%
4-5 months	14%
6 months	19%
More than 6 months	24%



Source: D.K Shifflet & Associates

IMPULSE GETAWAY PROFILE

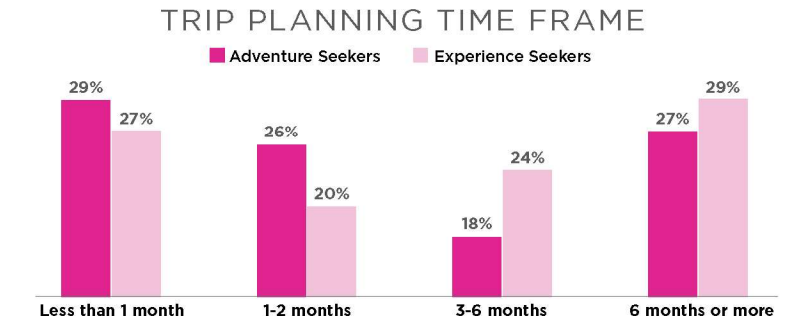


PRIMARY/SECONDARY TRIP MOTIVATIONS	
Visiting friends/relatives	44%
Beach	30%
Shopping	9%
Theme/Amusement/Water park	8%
Fine Dining	8%

AGE OF TRAVELER	
18-34	34%
35-54	26%
55-64	24%
65+	17%

Source: TravelTrak America

EXPERIENCE AND ADVENTURE SEEKERS PROFILES



ADVENTURE SEEKERS' TOP FLORIDA ACTIVITIES	
Beach	56%
State/National parks/recreation areas	41%
Shopping	37%
Wildlife viewing	27%
Fishing	24%
Fine dining	20%
Rural sightseeing	19%
Zoos/Aquariums/Aviaries	17%
Urban sightseeing	17%
Museums	16%

EXPERIENCE SEEKERS' TOP FLORIDA ACTIVITIES	
Fine dining	50%
Shopping	39%
Beach	37%
Theme/Amusement/Water park	23%
Museums	21%
Nightclub/dancing	20%
Historic sites/churches	15%
Musical performance/show	13%
Art galleries	13%
Urban sightseeing	12%

Source: TravelTrak America

MARKETING TACTICS

STRATEGY 1: DRIVE DEMAND

- Create integrated audience campaigns in top domestic markets
- Create co-op programs aligned with VISIT FLORIDA's overarching marketing objectives
- Develop and sustain marketing partnerships that increase reach and relevance
- Maintain ongoing search presence (SEO/SEM)
- Leverage VISIT FLORIDA content for domestic marketing campaigns
- Align collaborative pitching with press visits and media relations
- Build and sustain relations with global media and social influencers
- Collaborate with DMO partners to pitch stories and host media visits that yield a larger awareness footprint to the state
- Create influencer campaigns to reach social communities in order to promote awareness, engagement and advocacy
- Leverage best-in-class partnerships to extend the Florida Meetings message through larger channels
- Coordinate promotions in key global markets to maintain high-level Florida brand awareness

STRATEGY 2: INCREASE YIELD

- Create integrated campaigns in top international markets
- Execute trade media and consumer media relations at international events
- Develop and maintain relationships with tour operators and travel agents in key international markets
- Coordinate international trade FAMs throughout the year for key markets
- Promote educational programming for travel trade
- Build relationships with influential global product managers
- Increase relevance of VISIT FLORIDA-owned and -operated events such as Florida Huddle and Florida Encounter
- Develop and maintain relationships with airlines and airports to support route development
- Coordinate promotions featuring unique experiences, less traveled destinations and multi-destination prize packages
- Develop and distribute content promoting lesser known destinations and experiences
- Leverage expertise of Welcome Center staff to educate and serve Florida visitors

STRATEGY 3: BRAND ENGAGEMENT

- Promote engagement with #LoveFL across different audiences and passions
- Leverage social conversations to build brand engagement and advocacy
- Develop opportunities to connect with Florida visitors while they are traveling
- Foster social conversations related to Florida travel experiences

STRATEGY 4: INDUSTRY ALIGNMENT

- Engage with and educate Partners through marketing consultations and sales calls
- Continually promote VISIT FLORIDA programs and partnership opportunities through social channels, direct mail campaigns and in-person events
- Enhance Partner benefits platform to provide more exclusive opportunities for VISIT FLORIDA Marketing Partners
- Develop programs and webinars that deliver education/thought leadership to the industry
- Invest in developing tools and resources that drive Partner retention and demonstrate value of participation
- Increase the value of co-op to Partners by developing year-round, non-traditional and bundled packages
- Create, manage and distribute corporate messaging to improve alignment with the Florida Tourism Industry
- Manage all crisis communication efforts and provide industry direction and support as needed.
- Facilitate international co-op opportunities for Partners, leveraging the Florida Brand
- Create unique Partner opportunities at trade shows and signature events
- Promote a statewide customer service training and certification program for Welcome Center partners

DEPARTMENT PROJECT PLANS

BRAND

- Lead the planning, development and execution of five different integrated consumer audience campaigns
- Build upon an integrated campaign strategy to further strengthen Florida's market share in international markets
- Ongoing focus and growth of Share a Little Sunshine, Florida's advocate community
- Continue to optimize the refreshed Florida tourism brand
- Evolve VISIT FLORIDA's corporate brand

CONTENT

- Regularly create and publish new videos and articles based on desires of potential travelers
- Optimize and expand search performance for Florida content
- Develop content to enrich VISIT FLORIDA's integrated audience campaigns
- Enhance user experience with VISIT FLORIDA owned content to better serve potential visitors and Partners
- Develop and distribute content for niche and underserved travel audiences

CORPORATE MEETINGS

- Integrate VISIT FLORIDA signature events with industry Meetings & Conventions
- Develop and improve relationships with Partners, including creating more opportunities to attend industry Meetings & Conventions
- Develop a marketing campaign to promote meetings in Florida and Florida Encounter
- Identify opportunities to provide the best attendee experience for all VISIT FLORIDA signature events
- Improve data collection process and ROI assessment

INDUSTRY RELATIONS, CO-OP & SALES

- Further develop the cooperative marketing model and program
- Focus on more customized industry communication and consultation to deepen alignment and value for Partners
- Enhance industry education and engagement opportunities through new technology
- Improve Partner engagement reporting
- Execute Targeted Marketing Assistance Program and industry grant offerings
- Improve experience and value for VISIT FLORIDA signature event sponsors
- Grow partner base and retention rate
- Restructure Strategic Alliance Partnership program

INTERNATIONAL MARKETING

- UK Integrated Marketing Campaign
- Brazil Integrated Marketing Campaign
- Germany Integrated Marketing Campaign
- Expand digital presence in China
- Promote and expand Florida Travel Pro e-Learning platform

PAID MEDIA

- Plan and purchase media for integrated North American marketing campaigns and international marketing campaigns
- Develop ongoing co-op opportunities for Partners aligned with key audiences
- Improve media performance tracking to enhance future media mix design
- Explore new and innovative media opportunities to keep VISIT FLORIDA at the forefront of destination marketing

DEPARTMENT PROJECT PLANS

PROMOTIONS

- Coordinate promotions in key global markets
- Conduct relationship-building efforts in key global markets
- Execute promotions at a one-to-one match in media value

PUBLIC RELATIONS

- Conduct regionally-focused group familiarization tours and individual media and influencer familiarization tours
- Develop public relations initiatives to enhance North American integrated consumer audience campaigns
- Develop public relations initiatives to enhance international integrated marketing campaigns
- Improve VISIT FLORIDA's media and influencer relationship development process to deepen connections with trade and consumer journalists and influencers

RESEARCH

- Launch qualitative and behavioral consumer research studies
- Execute in-depth Florida research study for international markets
- Continue to test and optimize Florida's refreshed brand creative
- Develop interactive dashboards to monitor economic and travel trends
- Deepen VISIT FLORIDA's ability to track ROI across integrated marketing efforts

SOCIAL MEDIA

- Increase engagement with potential visitors across the globe
- Improved integration of social listening data to influence day-to-day social engagement and long-term audience planning
- Develop an industry-wide editorial calendar to better align Florida's social conversations
- Execute social media influencer campaigns across the calendar year
- Launch and maintain a social media presence across key channels in China

TRAVEL TRADE

- Build relationships with North America travel agents in key markets to expand knowledge of undiscovered Florida experiences
- Promote and expand Florida Travel Pro e-Learning platform



VISITFLORIDA®

The Official Tourism Marketing Corporation for the State of Florida

2020

STRATEGIC PLAN



VISITFLORIDA®



FLORIDA IS

**ONE OF THE TOP
DESTINATIONS
IN THE WORLD.**

WE WANT TO MAKE SURE WE STAY ON TOP.

HOW?

A photograph of a person surfing on a wave. The surfer is in the middle of a maneuver, with their arms outstretched and the surfboard angled upwards. The wave is breaking, creating white foam. The background is a clear blue sky and the ocean extends to the horizon.

BY CHALLENGING OURSELVES
TO THINK BIGGER, TO BECOME
MASTERS OF INNOVATION,
AND TO ESTABLISH NEW
INDUSTRY STANDARDS.

**BY CONNECTING FLORIDA
STORIES WITH TRAVELERS**
WHEREVER THEY ARE, WHENEVER
THEY WANT IT, ON ANY DEVICE.

BY LEADING BY EXAMPLE
WITH STRATEGIC ACTION
AND ALIGNING THE INDUSTRY
TO ACHIEVE THE GREATEST
GOOD FOR FLORIDA.



One of the most powerful sentences in any language is, “I’m on vacation.” Everyday, millions of people experience that joy in Florida—the world’s greatest travel destination. Even more people dream about it. At VISIT FLORIDA, and through our Partners in the tourism industry, we appreciate the great responsibility and privilege of helping travelers realize a dream:

“I’M ON
VACATION.
**I’M IN
FLORIDA.**”

This book will be our guide
INTO THE FUTURE

WE HAVE PURPOSE.

WE HAVE A VISION.

WE HAVE A CLEAR MISSION.

WE HAVE A SINGULAR GOAL.

WE HAVE A DEFINED OBJECTIVE.

AND OUR **VALUES** ENSURE THAT WE REMAIN
FOCUSED ON WHAT IS MOST IMPORTANT.



TOGETHER, IT'S OUR TIME TO

SHINE.

A group of five children are standing on a wooden pier. From left to right: a boy with large blue goggles on his face, a boy with blue goggles on his head, a girl in a colorful swimsuit, a boy in a white t-shirt and blue patterned shorts holding a small object, and a boy in the background with his arms raised. The pier has two large concrete pillars with white conical tops. The background shows a clear blue sky with scattered clouds and a body of water.

OUR **PURPOSE** IS TO

BRIGHTEN

THE LIVES OF ALL.

OUR **VISION** IS TO ESTABLISH FLORIDA AS
THE NO. 1
TRAVEL DESTINATION
IN THE WORLD.



WE ARE ON A **MISSION** TO
STRENGTHEN FLORIDA'S
SHARE OF THE GLOBAL
TRAVEL MARKET.

WE ARE FOCUSED ON A SINGULAR **GOAL** TO
**MAXIMIZE THE
ECONOMIC IMPACT
OF TRAVEL AND
TOURISM TO FLORIDA.**

OUR **OBJECTIVE** IS CLEAR;
**GENERATE \$100 BILLION
IN TOURISM-RELATED
SPEND BY 2020.**



A photograph of a wooden canoe on a calm river, surrounded by a dense forest. The water reflects the sky and the surrounding trees. The sun is low in the sky, creating a warm, golden light. The canoe is in the foreground, pointing towards the center of the image.

OUR **VALUES** PROVIDE THE **DIRECTION FOR OUR FUTURE PLANS.**

They serve as the foundation for our team and how we do business. They guide our actions and inspire us to be better every day.



WE WILL **MAKE AN IMPACT.**

Impact is not a derivative of luck but a product of informed decisions, deliberate actions and measurable outcomes. We are results-focused and believe that every single day is full of opportunities to achieve positive change. We ask ourselves: How can I add value to my team, the Industry and the world?



WE WILL **WORK PURPOSEFULLY AND LIVE PASSIONATELY.**

We will be excellent in our jobs. And we will have fun in the process. We will take initiative and act with integrity. To be our best selves requires dedicated time for work and play. Our “office” is the No. 1 destination in the world. We promote it. And explore it.



WE WILL **INNOVATE.**

Innovation is born through challenging the status quo. We are committed to nurturing ideas, embracing change, and building a culture that encourages our team to be daring. If we stumble, we will learn from the experience and improve.

STRATEGIC PLAN

PURPOSE

Brighten the lives of all.

VISION

Establish Florida as the No. 1 travel destination in the world.

MISSION

Strengthen Florida's share of the global travel market.

GOAL

Maximize the economic impact of travel and tourism to Florida.

OBJECTIVE

\$100 billion in tourism-related spend by 2020.

VALUES

MAKE AN IMPACT.

WORK PURPOSEFULLY AND LIVE PASSIONATELY.

INNOVATE.

MARKETING STRATEGIES

KEEP FLORIDA TOP-OF-MIND AMONG TARGET AUDIENCES.

STIMULATE BALANCED INCREMENTAL GROWTH THAT DELIVERS THE GREATEST ECONOMIC IMPACT TO FLORIDA THROUGH PROGRAMS THAT FOCUS ON:

- Protecting and growing visitor volume
 - Increasing visitor spending
 - Extending length of stay
 - Increasing visit frequency and visitor retention
 - Reducing the gap between seasonal highs and lows
 - Increasing travel to emerging Florida destinations
-

IDENTIFY AND ENGAGE ADVOCATES IN PROMOTING THE FLORIDA BRAND.

PROMOTE INDUSTRY ALIGNMENT AND COLLECTIVE IMPACT THROUGH PARTNER INVESTMENT AND THOUGHT LEADERSHIP.

Florida Tourism Industry Marketing Corporation

Code of Ethics

Standards of Conduct Policy

Part 1. **General Provisions**

1.0. **Statement of Policy.** In keeping with the purposes set forth in Florida statutory authorization and the Articles of Incorporation of the Florida Tourism Industry Marketing Corporation as a direct support organization of Enterprise Florida, Inc. to operate the activities, services, functions, and programs of the statewide, national and international promotion and marketing of tourism in the state of Florida, the officers and directors of the Corporation have a duty to foster public trust and confidence in the management and execution of those duties. The following Code of Ethics and Standards of Conduct Policy are established to define the requirements for performance of these official duties in an honest and open manner that avoids conflicts of interests.

1.1 **Incorporated Standards.** The following Standards of Conduct for officers and members of the board of directors are hereby incorporated into this Code and are in addition to any other ethical standards mandated by federal, state or local law, as applicable, including, without limitation, the following:

- (a) The Code of Ethics for Public Officers and Employees - ss. 112.313 (1)-(8), (10), (12), and (15); 112.3135; and 112.3143 (2), Florida Statutes.

(b) The Amended and Restated Articles of Incorporation of the Florida Tourism Industry Marketing Corporation, dated May 24, 2012.

(c) The Amended and Restated Bylaws of the Florida Tourism Industry Marketing Corporation, Inc., dated, May 24, 2012.

In the event of a conflict between the standards of conduct prescribed by this policy and any other standards for conduct listed above, the more stringent standard of conduct shall be applicable.

1.2 **Definitions.** Unless otherwise defined herein, the operative words or terms within this policy shall be as defined in Chapter 112 or s. 288.92 (2) (b) 1. -3., Florida Statutes.

The following general definitions shall be used for the purposes of this policy:

(a) “**Agency**” means the Florida Tourism Industry Marketing Corporation.

(b) “**Business associate**” means any person or entity engaged in or carrying on a business enterprise with an officer or director as a partner, joint venturer, corporate shareholder where the shares of such corporation are not listed on any national or regional stock exchange, or coowner of property.

(c) “**Business entity**” means any corporation, partnership, limited partnership, company, limited liability company, proprietorship, firm, enterprise, franchise, association, self-employed individual,

or trust, whether fictitiously named or not, doing business in this state.

(d) “**Conflict**” or “conflict of interest” means a situation in which regard for a private interest tends to lead to disregard of a public duty interest.

(e) “**Gift**” means that which is accepted by a donee or by another on the donee’s behalf, or that which is paid or given to another for or on behalf of a donee, directly, indirectly, or in trust for the donee’s benefit or by any other means, for which equal or greater consideration is not given within 90 days, including:

1. Real property.
2. The use of real property.
3. Tangible or intangible personal property.
4. The use of tangible or intangible personal property.
5. A preferential rate or terms on a debt, loan, goods, or services, which rate is below the customary rate and is not either available to all other similarly situated officials or a rate which is available to similarly situated members of the public by virtue of occupation, affiliation, age, religion, sex, or national origin.
6. Forgiveness of an indebtedness.

7. Transportation, other than that provided to a public officer or employees by an agency in relation to officially approved business, lodging, or parking.
8. Food or beverage.
9. Membership dues.
10. Entrance fees, admission fees, or tickets to events, performances, or facilities.
11. Plants, flowers, or floral arrangements.
12. Services provided by persons pursuant to a professional license or certificate.
13. Other personal services for which a fee is normally charged by the person providing the services.
14. Any other similar service or thing having an attributable value not already provided for in this section.

(f) **"Gift"** does not include:

1. Salary, benefits, services, fees, commissions, gifts, or expenses, including donated, complimentary or discounted services, gifts or expenses provided by tourism industry members' marketing programs promoting specific tourism industry product or products, associated primarily with the donee's employment, business, or service as an officer or director of a corporation or organization.

2. Except as provided in s. 112. 31485, contributions or expenditures reported pursuant to Chapter 106, contributions or expenditures reported pursuant to federal election law, campaign-related personal services provided without compensation by individuals volunteering their time, or any other contribution or expenditure by a political party or affiliated party committee.
3. An honorarium or an expense related to an honorarium event paid to a person or the person's spouse.
4. An award, plaque, certificate, or similar personalized item given in recognition of the donee's public, civic, charitable, or professional service.
5. An honorary membership in a service or fraternal organization presented merely as a courtesy by such organization.
6. The use of a public facility or public property, made available by a governmental agency, for public purpose.
7. Transportation provided to an officer or director in relation to officially approved business.

(g) **"Material interest"** means direct or indirect ownership of more than 5 percent of the total assets or capital stock of any business entity. For the purposes of this act, indirect ownership does not include ownership by a spouse or minor child.

(h) **“Relative”**, unless otherwise specified in this part, means an individual who is related to a director or father, mother, son, daughter, brother, sister, uncle, aunt, first cousin, nephew, niece, husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half brother, half sister, grandparent, great grandparent, grandchild, great grandchild, step grandchild, step great grandchild, person who is engaged to be married to the director or officer or who otherwise holds himself or herself out as or is generally known as the person whom the officer or director intends to marry or with whom the officer or director intends to form a household, or any other natural person having the same legal residence as the officer or director.

(i) **“Special private gain or loss”** means an economic benefit or harm that would inure to the officer, his or her relative, business associate or principal, in which case, at least the following factors must be considered when determining whether a special private gain or loss exists:

1. The size of the class affected by the vote.
2. The nature of the interests involved.
3. The degree to which the interests of all members of the class are affected by the vote.

4. The degree to which the officer, his or her relative, business associate, or principal receives a greater benefit or harm when compared to other members of the class.

Part 2. Standards of Conduct.

2.0 **Quid Pro Quo Gifts Prohibited:** A director or officer of the Corporation may not solicit or accept anything of value, including a gift, loan, reward, promise of future employment, favor or service, based upon any understanding that the vote, official action, or judgment of the individual would be influenced thereby.

2.1 **Doing Business with the Corporation:** A director or officer of the Corporation acting in his or her official capacity, may not purchase, rent, or lease any realty, goods, or services for the corporation from any business entity of which the director or officer or his or her spouse or child is an officer, partner, director, or proprietor, or has a material interest except as provided under s. 112.313 (12) or Section 288.92(2) (b) 3, Florida Statutes.

2.2 **Unauthorized Compensation:** A director or officer of the Corporation may not accept any compensation when he or she knows or should know with reasonable care that the compensation was given to influence a vote in the individual's official capacity.

2.3 **Salary and Expenses:** A director or officer of the Corporation may vote on a matter affecting his or her salary, expenses, or other compensation as a director or officer of the Corporation.

2.4 **Misuse of Public Position:** A director or officer of the Corporation may not corruptly use or attempt to use his or her official position or any property or resource that may be within his or her trust, or perform his or her official duties, to secure a special privilege, benefit, or exemption for himself, herself, or others.

2.5 **Conflicting Employment or Contractual Relationship:** A director or officer of the Corporation may not hold any employment or contractual relationship with any business entity that is doing business with the Corporation he or she is director or officer of the Corporation except as provided under s. 112.313(12) or s. 288.92(2)(b)3, Florida Statutes. An officer or director of the Corporation may not have or hold any employment or contractual relationship that will create a continuing or frequently recurring conflict between his or her private interests and the performance of his or her public duties that would impede the full and faithful discharge of his or her public duties.

2.6 **Disclosure or Use of Certain Information Prohibited:** A current or former director or officer of the Corporation is prohibited from disclosing or using information not available to members of the general public and gained by reason of his or her position, except for information relating exclusively to governmental practices, for his or her personal gain or benefit or for the personal gain or benefit of any other person or business entity.

2.7 **Nepotism Prohibited:** A director or officer of the Corporation may not appoint, employ, promote, or advance, or advocate for appointment, employment, promotion, or advancement, in or to a position in the Corporation in which the director or officer of the Corporation is serving or over which the official exercises jurisdiction or control any individual who is a relative of the director or officer of the Corporation. An individual may not be appointed, employed, promoted, or advanced in or to a position in the Corporation if such appointment, employment, promotion, or advancement has been advocated by the director or officer of the Corporation, serving or exercising jurisdiction or control over the Corporation, who is a relative of the individual or if such appointment, employment, promotion, or advancement is made by a collegial body of which a relative of the individual is a member.

Part 3. Conflicts of Interests.

3.0 **Voting Conflicts.** A director or officer of the Corporation is prohibited from voting on any matter that the director knows would inure to his or her special private gain or loss. A director who abstains from voting in an official capacity upon a measure that the director knows would inure to the director's special private gain or loss, or who votes in an official capacity on a measure that he or she knows would inure to the special private gain or loss of any principal, parent organization, or subsidiary of a corporate principal by whom the director is retained, or which the officer knows would inure to the special private gain or loss of a relative or business associate of the director, must make every reasonable effort to disclose the nature of

his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who must incorporate the memorandum into the minutes. If the memorandum cannot be filed before the vote, the memorandum must be filed no later than 15 days after the vote.

(a) Notwithstanding the restrictions set forth within this section, a director may vote on the approval of the Corporation's 4 year marketing plan or any individual component of or amendment to the plan.

3.1 **Corporation Match Participation**: A director's participation on his or her own behalf or on the behalf of his or her principal in the provision of the private match requirements established for the Corporation pursuant to Florida Statute 288.904 (3) is not violative of this Code of Ethics as long as the director files the required annual disclosure.

(a) The director shall file by June 30 of each year of his or her service on the Board the nature of his or her principals, including corporate parents and subsidiaries of his or her interests or the interests of his or her principal, in the establishment of the private match component required of the Corporation. The annual disclosure will be filed with the General Counsel for posting on the Corporation's website or included in the minutes of any board of director's meeting of the Corporation at which private match was discussed or voted upon.

(b) The directors and officers of the Corporation will affirm in writing or on an annual basis their commitment to this Code of Ethics and Standards of Conduct Policy.

4.0 **Ethics Advisor.** The Ethics Advisor for Visit Florida is the General Counsel who may be contacted by officers or directors of the Corporation for information or opinion regarding the application of this Code of Ethics at 2540 Executive Center Circle, Tallahassee, Florida 32301, (850) 205-3845 office or (850)201-6900 facsimile.

Adopted by the Board of Directors on *August 26, 2014*.

EXTENDED TO MAY 15, 2019

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2017
Open to Public
Inspection**A** For the 2017 calendar year, or tax year beginning **JUL 1, 2017** and ending **JUN 30, 2018**

B Check if applicable: Address change Name change Initial return Final return/terminated Amended return Application pending	C Name of organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.		D Employer identification number 59-3359293
	Doing business as VISIT FLORIDA		E Telephone number (850) 488-5607
	Number and street (or P.O. box if mail is not delivered to street address) 2540 W. EXECUTIVE CENTER CIR	Room/suite 200	
	City or town, state or province, country, and ZIP or foreign postal code TALLAHASSEE, FL 32301-5015		G Gross receipts \$ 90,289,776.
F Name and address of principal officer: SHANNA PACE SAME AS C ABOVE		H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
		H(b) Are all subordinates included? Yes <input type="checkbox"/> No <input type="checkbox"/> If "No," attach a list. (see instructions)	
I Tax-exempt status: 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ◀ (insert no.) 4947(a)(1) or 527		H(c) Group exemption number ▶	
J Website: ▶ WWW.VISITFLORIDA.ORG, WWW.VISITFLORIDA.COM			
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: 1995	M State of legal domicile: FL

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: TO STRENGTHEN FLORIDA'S SHARE OF THE GLOBAL TRAVEL MARKET WITH THE GOAL OF MAXIMIZING ECONOMIC IMPACT		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	28
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	28
	5 Total number of individuals employed in calendar year 2017 (Part V, line 2a)	5	167
	6 Total number of volunteers (estimate if necessary)	6	35
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	201,936.
b Net unrelated business taxable income from Form 990-T, line 34	7b	-58,945.	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year 78,499,784.	Current Year 75,999,152.
	9 Program service revenue (Part VIII, line 2g)	32,112,409.	14,056,722.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	40,218.	29,007.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	740,113.	204,895.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	111,392,524.	90,289,776.
	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	6,318,084.	268,748.
Expenses	14 Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	12,419,217.	11,109,624.
	16a Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.
	b Total fundraising expenses (Part IX, column (D), line 25) ▶ 0.		
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	88,685,379.	77,551,220.
	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	107,422,680.	88,929,592.
19 Revenue less expenses. Subtract line 18 from line 12	3,969,844.	1,360,184.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year 45,293,952.	End of Year 55,826,380.
	21 Total liabilities (Part X, line 26)	22,289,806.	31,462,050.
	22 Net assets or fund balances. Subtract line 21 from line 20	23,004,146.	24,364,330.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer		Date		
	SHANNA PACE, CFO Type or print name and title				
Paid Preparer Use Only	Print/Type preparer's name MICHAEL C CARTER	Preparer's signature	Date	Check if self-employed <input type="checkbox"/>	PTIN P00292302
	Firm's name ▶ CARR, RIGGS & INGRAM, LLC	Firm's EIN ▶ 72-1396621		Phone no. 850.878.8777	
	Firm's address ▶ 2633 CENTENNIAL BLVD., STE 200 TALLAHASSEE, FL 32308				

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.

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Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III ☒

1 Briefly describe the organization's mission:

TO STRENGTHEN FLORIDA'S SHARE OF THE GLOBAL TRAVEL MARKET WITH THE
GOAL OF MAXIMIZING ECONOMIC IMPACT OF TRAVEL AND TOURISM TO FLORIDA
WITH THE GOAL OF \$100 BILLION IN TOURISM BY 2020.

2 Did the organization undertake any significant program services during the year which were not listed on the
prior Form 990 or 990-EZ? ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.

Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and
revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ including grants of \$) (Revenue \$)

ADVERTISING - VISIT FLORIDA CONDUCTS MULTI-CHANNEL MARKETING
INITIATIVES TO REACH POTENTIAL VISITORS AND DRIVE VISITATION FROM
TRAVELERS ALL ACROSS THE UNITED STATES AND INTERNATIONALLY. THESE
INITIATIVES ARE MAINLY INTEGRATED MARKETING CAMPAIGNS THAT CONSIST OF
ADVERTISING, PUBLIC RELATIONS, CONTENT DEVELOPMENT AND DISTRIBUTION,
SPONSORSHIP, DIGITAL MARKETING AND SOCIAL MEDIA.

ADVERTISING IMPACT: TOURISM WAS RESPONSIBLE FOR WELCOMING 118.5 MILLION
VISITORS IN 2017, WHICH MAKES THE INDUSTRY ONE OF THE LEADING TAX
REVENUE AND JOBS PRODUCERS IN FLORIDA. BASED ON THE LATEST ECONOMIC
IMPACT STUDY, FLORIDA VISITORS SPENT \$112 BILLION IN 2016, GENERATING
\$11.6 BILLION IN STATE AND LOCAL TAXES AND SUPPORTING 1.4 MILLION

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

COOPERATIVE PROMOTIONAL PROGRAMS: VISIT FLORIDA ASSISTS INTERESTED
PARTIES IN ORGANIZING FLORIDA PROMOTIONAL PACKAGES. IN RETURN FOR VISIT
FLORIDA'S ASSISTANCE, VISIT FLORIDA AND OTHER PARTICIPANTS RECEIVE
COMPLIMENTARY ADVERTISING IN VARIOUS PRINT, TELEVISION, DIGITAL AND
RADIO MEDIA USED IN PROMOTING THE PACKAGE.

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

TRADE SHOWS: VISIT FLORIDA HOSTS THE ANNUAL GOVERNOR'S CONFERENCE ON
TOURISM. THE CONFERENCE OUTLINES THE MARKETING PLAN, PROVIDES
EDUCATIONAL SPEAKERS, VENDORS AND NETWORKING OPPORTUNITIES. VISIT
FLORIDA HOSTS FLORIDA ENCOUNTER, AN APPOINTMENT-BASED SHOW WHERE
MEETING PROFESSIONALS MEET WITH FLORIDA SUPPLIERS TO BOOK FUTURE
BUSINESS. VISIT FLORIDA HOSTS FLORIDA HUDDLE, ANOTHER
APPOINTMENT-BASED SHOW WHERE TOUR OPERATORS FROM ACROSS THE STATE MEET
WITH DOMESTIC AND INTERNATIONAL BUYERS TO BOOK FUTURE BUSINESS. IN
ADDITION TO THESE VISIT FLORIDA-OWNED TRADE SHOWS, THE MARKETING AND
EVENTS DEPARTMENT WORKS CLOSELY WITH KEY TRAVEL AGENTS, TOUR OPERATORS
AND MEETING PROFESSIONALS TO KEEP FLORIDA IN THE DESTINATION FOREFRONT.
THEY ALSO ORGANIZE EDUCATIONAL SEMINARS, RESERVATION TRAINING,

4d Other program services (Describe in Schedule O.)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses ►

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Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>		X
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>	X	
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?	X	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>	X	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X

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Part IV Checklist of Required Schedules (continued)

	Yes	No
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	X	
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>	X	
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	X	

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Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V ☐

		Yes	No
1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a 195		
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b 0		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		1c X	
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a 167		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)		2b X	
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?		3a X	
b If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O		3b X	
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?			4a X
b If "Yes," enter the name of the foreign country: See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?			5a X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?			5b X
c If "Yes," to line 5a or 5b, did the organization file Form 8886-T?			
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?			6a X
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?			
7 Organizations that may receive deductible contributions under section 170(c).			
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?			
b If "Yes," did the organization notify the donor of the value of the goods or services provided?			
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?			
d If "Yes," indicate the number of Forms 8282 filed during the year	7d		
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?			
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?			
9 Sponsoring organizations maintaining donor advised funds.			
a Did the sponsoring organization make any taxable distributions under section 4966?			
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?			
10 Section 501(c)(7) organizations. Enter:			
a Initiation fees and capital contributions included on Part VIII, line 12	10a		
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b		
11 Section 501(c)(12) organizations. Enter:			
a Gross income from members or shareholders	11a		
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b		
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?			
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b		
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			
a Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O.			
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b		
c Enter the amount of reserves on hand	13c		
14a Did the organization receive any payments for indoor tanning services during the tax year?			14a X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O			

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Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI ☒ **X**

Section A. Governing Body and Management

		Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year	1a	28	
If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.			
b Enter the number of voting members included in line 1a, above, who are independent	1b	28	
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?	3		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6 Did the organization have members or stockholders?	6		X
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a	X	
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b	X	
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
a The governing body?	8a	X	
b Each committee with authority to act on behalf of the governing body?	8b	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a		X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a		X
b Describe in Schedule O the process, if any, used by the organization to review this Form 990.			
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	X	
13 Did the organization have a written whistleblower policy?	13	X	
14 Did the organization have a written document retention and destruction policy?	14	X	
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a The organization's CEO, Executive Director, or top management official	15a	X	
b Other officers or key employees of the organization	15b	X	
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).			
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed **FL**

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
☒ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records: **CYNTHIA B. HEFREN - (850)488-5607**
2540 W. EXECUTIVE CENTER CIR, NO. 200, TALLAHASSEE, FL 32301-5015

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Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) BILL LUPFER DIRECTOR	1.00	X						0.	0.	0.
(2) SAMANTHA PADGETT DIRECTOR	1.00	X						0.	0.	0.
(3) BILL HAYDEN DIRECTOR	1.00	X						0.	0.	0.
(4) ROY RITENOUR DIRECTOR	1.00	X						0.	0.	0.
(5) BECKY BRAGG DIRECTOR	1.00	X						0.	0.	0.
(6) ROBERT SKROB DIRECTOR	1.00	X						0.	0.	0.
(7) IAN CARTER DIRECTOR	1.00	X						0.	0.	0.
(8) DAN ROWE DIRECTOR	1.00	X						0.	0.	0.
(9) FRANK BELZER DIRECTOR	1.00	X						0.	0.	0.
(10) KEITH HANSEN DIRECTOR	1.00	X						0.	0.	0.
(11) NABEEL ANSARI DIRECTOR	1.00	X						0.	0.	0.
(12) THERRIN PROTZE DIRECTOR	1.00	X						0.	0.	0.
(13) MALINDA HORTON DIRECTOR	1.00	X						0.	0.	0.
(14) BOBBY CORNWELL DIRECTOR	1.00	X						0.	0.	0.
(15) SIMONE CHAMPAGNIE DIRECTOR	1.00	X						0.	0.	0.
(16) SCOTT SHALLEY DIRECTOR	1.00	X						0.	0.	0.
(17) SCOTT ROSE DIRECTOR	1.00	X						0.	0.	0.

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) PATRICK MURPHY DIRECTOR	1.00	X						0.	0.	0.
(19) CLAIRE BILBY DIRECTOR	1.00	X						0.	0.	0.
(20) SUSAN JACOBS DIRECTOR	1.00	X						0.	0.	0.
(21) DEBORAH HAAS DIRECTOR	1.00	X						0.	0.	0.
(22) CINDY D'AOUST DIRECTOR	1.00	X						0.	0.	0.
(23) BILL WAICHULIS DIRECTOR	1.00	X						0.	0.	0.
(24) CARLOS GAZITUA DIRECTOR	1.00	X						0.	0.	0.
(25) DAVID REESE DIRECTOR	1.00	X						0.	0.	0.
(26) SHERI KELLER DIRECTOR	1.00	X						0.	0.	0.
1b Sub-total								0.	0.	0.
c Total from continuation sheets to Part VII, Section A								1,659,044.	0.	247,080.
d Total (add lines 1b and 1c)								1,659,044.	0.	247,080.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **22**

- 3** Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual*
- 4** For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? *If "Yes," complete Schedule J for such individual*
- 5** Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person*

	Yes	No
3	X	
4	X	
5		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
HI-REV RACING LLC, 825 BALLOUGH ROAD, SUITE 400, DAYTONA BEACH, FL 32114	ADVERTISING	1,575,000.
MAT MEDIA, LLC, 201 S. MONROE ST. #201, TALLAHASSEE, FL 32301	MARKETING	1,140,000.
JACKSONVILLE JAGUARS, LLC, ONE EVERBANK FIELD DRIVE, JACKSONVILLE, FL 32202	MARKETING	1,100,000.
LAMAR TEXAS LIMITED PARTNERSHIP PO BOX 96030, BATON ROUGE, LA 70896	ADVERTISING	733,979.
NBCUNIVERSAL, LLC, 30 ROCKEFELLER PLAZA, NEW YORK, NY 10112-0085	ADVERTISING	655,426.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **30**

SEE PART VII, SECTION A CONTINUATION SHEETS

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**FLORIDA TOURISM INDUSTRY MARKETING
CORP., INC.**

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees *(continued)*

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(27) MARYANN FERENC CHAIR	1.00	X		X				0.	0.	0.
(28) LINO MALDONADO VICE CHAIR	1.00	X		X				0.	0.	0.
(29) WILLIAM TALBERT III IMMEDIATE PAST CHAIR	1.00	X		X				0.	0.	0.
(30) ANDREW HERTZ TREASURER	1.00	X		X				0.	0.	0.
(31) GENE PRESCOTT SECRETARY	1.00	X		X				0.	0.	0.
(32) VIRGINIA HALEY CHAIR OF MARKETING COUNCIL STEERING	1.00	X						0.	0.	0.
(33) DANNY GAEKWAD CHAIR OF AUDIT COMMITTEE	1.00	X						0.	0.	0.
(34) CAROL DOVER PUBLIC AFFAIRS CHAIR	1.00	X						0.	0.	0.
(35) CHRISTINE DUFFY CHAIR OF INDUSTRY RELATIONS COMMITTEE	1.00	X						0.	0.	0.
(36) KEN LAWSON PRESIDENT AND CEO	40.00			X				171,001.	0.	14,291.
(37) DANIEL OLSON CHIEF OPERATIONS OFFICER	40.00			X				159,209.	0.	9,372.
(38) NELSON MONGIOVI CHIEF MARKETING OFFICER	40.00			X				144,529.	0.	18,125.
(39) CRAIG A. THOMAS GENERAL COUNSEL	40.00			X				94,650.	0.	13,263.
(40) CYNTHIA HEFREN CHIEF FINANCIAL OFFICER	40.00			X				89,957.	0.	14,800.
(41) MARLENE SQUIRES-SWANSON DIRECTOR OF PAID MEDIA	40.00					X		158,190.	0.	32,145.
(42) TIM DECLAIRE DIRECTOR OF INT'L MARKETING	40.00					X		154,591.	0.	24,012.
(43) DAVID L. DODD VP, VISITOR SERVICES	40.00					X		148,380.	0.	31,599.
(44) MEREDITH DASILVA VP, EXECUTIVE OPER AND ADMIN	40.00					X		143,630.	0.	31,292.
(45) KEVIN MCGEEVER SENIOR EDITOR	40.00					X		133,785.	0.	30,829.
(46) WILLIAM SECCOMBE FORMER CEO	40.00						X	125,519.	0.	9,476.
Total to Part VII, Section A, line 1c										

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Form 990

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees *(continued)*

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(47) ALFREDO H. GONZALEZ FORMER VP, GLOBAL MTGS & TRAVEL TRAD	40.00						X	135,603.	0.	17,876.
Total to Part VII, Section A, line 1c								1,659,044.		247,080.

**FLORIDA TOURISM INDUSTRY MARKETING
CORP., INC.**

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII ☐

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a						
	b Membership dues	1b						
	c Fundraising events	1c						
	d Related organizations	1d						
	e Government grants (contributions)	1e	75,999,152.					
	f All other contributions, gifts, grants, and similar amounts not included above	1f						
	g Noncash contributions included in lines 1a-1f: \$							
	h Total. Add lines 1a-1f				75,999,152.			
Program Service Revenue	2 a COOP. ADVERTISING	Business Code	900099	8,255,067.	8,255,067.			
	b TRADE SHOWS & EVENTS		900099	2,259,001.	2,259,001.			
	c MEMBERSHIP DUES & ASSESSMENTS		900099	1,379,390.	1,379,390.			
	d ADVERTISING REVENUE		900099	1,341,626.	1,341,626.			
	e WELCOME CENTER		900099	414,473.	414,473.			
	f All other program service revenue		541800	407,165.	205,229.	201,936.		
	g Total. Add lines 2a-2f				14,056,722.			
	3 Investment income (including dividends, interest, and other similar amounts)				29,007.			29,007.
4 Income from investment of tax-exempt bond proceeds								
5 Royalties								
Other Revenue	6 a Gross rents	(i) Real	(ii) Personal					
	b Less: rental expenses							
	c Rental income or (loss)							
	d Net rental income or (loss)							
	7 a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other					
	b Less: cost or other basis and sales expenses							
	c Gain or (loss)							
	d Net gain or (loss)							
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a						
	b Less: direct expenses	b						
	c Net income or (loss) from fundraising events							
	9 a Gross income from gaming activities. See Part IV, line 19	a						
	b Less: direct expenses	b						
	c Net income or (loss) from gaming activities							
	10 a Gross sales of inventory, less returns and allowances	a						
	b Less: cost of goods sold	b						
	c Net income or (loss) from sales of inventory							
	Miscellaneous Revenue			Business Code				
	11 a CITRUS JUICE REVENUE		900099	196,752.	196,752.			
	b OTHER OPERATING INCOME		900099	8,143.	8,143.			
c								
d All other revenue								
e Total. Add lines 11a-11d				204,895.				
12 Total revenue. See instructions.				90,289,776.	14,059,681.	201,936.	29,007.	

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Form 990 (2017)

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	268,748.			
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	829,037.			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	7,807,576.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	398,657.			
9 Other employee benefits	1,443,308.			
10 Payroll taxes	631,046.			
11 Fees for services (non-employees):				
a Management				
b Legal	50,622.			
c Accounting	32,500.			
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	4,094,299.			
12 Advertising and promotion	59,183,752.			
13 Office expenses	1,427,440.			
14 Information technology	4,052,254.			
15 Royalties				
16 Occupancy	582,726.			
17 Travel	2,620,035.			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,552,505.			
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	1,383,324.			
23 Insurance	254,735.			
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a TOURISM RESEARCH	1,657,009.			
b FULFILLMENT	251,662.			
c DUES & SUBSCRIPTIONS	211,605.			
d CITRUS JUICE	196,752.			
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	88,929,592.			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here ☐ if following SOP 98-2 (ASC 958-720)

**FLORIDA TOURISM INDUSTRY MARKETING
CORP., INC.**

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	200.	1	200.
	2 Savings and temporary cash investments	31,223,167.	2	33,085,324.
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	8,542,655.	4	18,277,554.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	610,168.	9	750,417.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	7,740,711.		
	b Less: accumulated depreciation	4,027,826.	10c	3,712,885.
	11 Investments - publicly traded securities		11	
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets	180,000.	14	0.
	15 Other assets. See Part IV, line 11		15	
16 Total assets. Add lines 1 through 15 (must equal line 34)	45,293,952.	16	55,826,380.	
Liabilities	17 Accounts payable and accrued expenses	21,454,192.	17	30,462,508.
	18 Grants payable		18	
	19 Deferred revenue	835,614.	19	999,542.
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25	
	26 Total liabilities. Add lines 17 through 25	22,289,806.	26	31,462,050.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	15,528,783.	27	18,486,590.
	28 Temporarily restricted net assets	7,475,363.	28	5,877,740.
	29 Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
	33 Total net assets or fund balances	23,004,146.	33	24,364,330.
	34 Total liabilities and net assets/fund balances	45,293,952.	34	55,826,380.

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**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

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Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☐

1	Total revenue (must equal Part VIII, column (A), line 12)	1	90,289,776.
2	Total expenses (must equal Part IX, column (A), line 25)	2	88,929,592.
3	Revenue less expenses. Subtract line 2 from line 1	3	1,360,184.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	23,004,146.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	24,364,330.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☒

	Yes	No
1 Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2a	X
b Were the organization's financial statements audited by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2b	X
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____ If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	2c	X
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____	3a	X
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits _____	3b	X

Form **990** (2017)

Schedule B(Form 990, 990-EZ,
or 990-PF)Department of the Treasury
Internal Revenue Service**Schedule of Contributors**

- ▶ Attach to Form 990, Form 990-EZ, or Form 990-PF.
▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2017**Name of the organization**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**Employer identification number**

59-3359293

Organization type (check one):**Filers of:****Section:**

Form 990 or 990-EZ

☒ 501(c)(6) (enter number) organization☐ 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation☐ 527 political organization

Form 990-PF

☐ 501(c)(3) exempt private foundation☐ 4947(a)(1) nonexempt charitable trust treated as a private foundation☐ 501(c)(3) taxable private foundationCheck if your organization is covered by the **General Rule** or a **Special Rule**.**Note:** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.**General Rule**

- ☒ For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

- ☐ For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of **(1)** \$5,000; or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- ☐ For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- ☐ For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$ _____

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

LHA For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2017)

Name of organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number 59-3359293
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Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	STATE OF FLORIDA 107 EAST MADISON STREET, CALDWELL BLDG. TALLAHASSEE, FL 32399	\$ 75,999,152.	Person <input checked="checked" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
			Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Employer identification number

59-3359293

Part II

[illegible]

Name of organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number 59-3359293
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Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this info. once.) ► \$ _____

Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527
▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2017

**Open to Public
Inspection**

If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number 59-3359293
--	---

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.

2 Political campaign activity expenditures ▶ \$

3 Volunteer hours for political campaign activities ▶

Part I-B Complete if the organization is exempt under section 501(c)(3).

1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$

2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$

3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? ☐ Yes ☐ No

4a Was a correction made? ☐ Yes ☐ No

b If "Yes," describe in Part IV.

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$

2 Enter the amount of the filing organization's funds contributed to other organizations for section 527
exempt function activities ▶ \$

3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL,
line 17b ▶ \$

4 Did the filing organization file **Form 1120-POL** for this year? ☐ Yes ☐ No

5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2017

LHA

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FLORIDA TOURISM INDUSTRY MARKETING

Schedule C (Form 990 or 990-EZ) 2017 **CORP, INC.**

59-3359293 Page **2**

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check ☐ if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- B** Check ☐ if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b Total lobbying expenditures to influence a legislative body (direct lobbying)														
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures														
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:35%;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width:65%;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e.													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.													
Over \$17,000,000	\$1,000,000.													
g Grassroots nontaxable amount (enter 25% of line 1f)														
h Subtract line 1g from line 1a. If zero or less, enter -0-														
i Subtract line 1f from line 1c. If zero or less, enter -0-														
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?	<input type="checkbox"/> Yes	<input type="checkbox"/> No												

4-Year Averaging Period Under section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below.
See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2014	(b) 2015	(c) 2016	(d) 2017	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2017

FLORIDA TOURISM INDUSTRY MARKETING

Schedule C (Form 990 or 990-EZ) 2017 **CORP, INC.**

59-3359293 Page **3**

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes," response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)? ...			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities?			
j Total. Add lines 1c through 1i			
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	X
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	X
3 Did the organization agree to carry over lobbying and political campaign activity expenditures from the prior year?	3	X

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OR (b) Part III-A, line 3, is answered "Yes."

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV Supplemental Information

Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group list); Part II-A, lines 1 and 2 (see instructions); and Part II-B, line 1. Also, complete this part for any additional information.

SCHEDULE D
(Form 990)Department of the Treasury
Internal Revenue Service**Supplemental Financial Statements**▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**
▶ **Attach to Form 990.**▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2017**Open to Public Inspection****Name of the organization** FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**Employer identification number**
59-3359293**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).
☐ Preservation of land for public use (e.g., recreation or education) ☐ Preservation of a historically important land area
☐ Protection of natural habitat ☐ Preservation of a certified historic structure
☐ Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶

4 Number of states where property subject to conservation easement is located ▶

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1

(ii) Assets included in Form 990, Part X

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included on Form 990, Part VIII, line 1

b Assets included in Form 990, Part X

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2017

Part III	Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets <i>(continued)</i>
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- 3** Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a ☐ Public exhibition
- b ☐ Scholarly research
- c ☐ Preservation for future generations
- d ☐ Loan or exchange programs
- e ☐ Other _____

- 4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

- b** If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
1c	
1d	
1e	
1f	

- 2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

- b** If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII ☐

Part V	Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.
---------------	--

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment _____ %
b Permanent endowment _____ %
c Temporarily restricted endowment _____ %

The percentages on lines 2a, 2b, and 2c should equal 100%.

- 3a** Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations
- (ii) related organizations

	Yes	No
3a(i)		
3a(ii)		
3b		

- b** If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?

- 4** Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI	Land, Buildings, and Equipment.
----------------	--

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		428,726.	342,749.	85,977.
d Equipment		6,933,835.	3,340,724.	3,593,111.
e Other		378,150.	344,353.	33,797.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				3,712,885.

Schedule D (Form 990) 2017

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Schedule D (Form 990) 2017

59-3359293 Page **3**

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value	
(1) Federal income taxes		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶		

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ☒

Schedule D (Form 990) 2017

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Schedule D (Form 990) 2017

59-3359293 Page **4**

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	90,289,776.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	0.
3	Subtract line 2e from line 1	3	90,289,776.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	90,289,776.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	88,929,592.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	0.
3	Subtract line 2e from line 1	3	88,929,592.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	88,929,592.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART X, LINE 2:

THE ORGANIZATION UTILIZES THE ACCOUNTING REQUIREMENTS ASSOCIATED WITH FINANCIAL ACCOUNTING STANDARDS BOARD (FASB) ASC 740, INCOME TAXES. USING THAT GUIDANCE, TAX POSITIONS INITIALLY NEED TO BE RECOGNIZED IN THE FINANCIAL STATEMENTS WHEN IT IS MORE-THAN-LIKELY-NOT THE POSITIONS WILL BE SUSTAINED UPON EXAMINATION BY THE TAX AUTHORITIES. IT ALSO PROVIDES GUIDANCE FOR DERECOGNITION, CLASSIFICATION, INTEREST AND PENALTIES, ACCOUNTING IN INTERIM PERIODS, DISCLOSURE AND TRANSITION. AS OF JUNE 30, 2018, THE ORGANIZATION HAS NO UNCERTAIN TAX PROVISIONS THAT QUALIFY FOR EITHER RECOGNITION OR DISCLOSURE IN THE FINANCIAL STATEMENTS.

[illegible]

**SCHEDULE F
(Form 990)**Department of the Treasury
Internal Revenue Service**Statement of Activities Outside the United States**

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 14b, 15, or 16.

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2017Open to Public
Inspection

Name of the organization

FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.

Employer identification number

59-3359293

Part I General Information on Activities Outside the United States. Complete if the organization answered "Yes" on
Form 990, Part IV, line 14b.

1 For grantmakers. Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☐ Yes ☐ No

2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.

3 Activities per Region. (The following Part I, line 3 table can be duplicated if additional space is needed.)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in the region	(d) Activities conducted in the region (by type) (such as, fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in the region	(f) Total expenditures for and investments in the region
EAST ASIA AND THE PACIFIC - AUSTRALIA, BRUNEI, BURMA, CAMBODIA,	0	2	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	586,390.
EUROPE (INCLUDING ICELAND & GREENLAND) - ALBANIA, ANDORRA, AUSTRIA, BELGIUM	0	3	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	1,848,965.
NORTH AMERICA - CANADA AND MEXICO, BUT NOT THE UNITED STATES	0	3	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	426,379.
SOUTH AMERICA - ARGENTINA, BOLIVIA, BRAZIL, CHILE, COLUMBIA, ECUADOR,	0	1	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	365,570.
SOUTH ASIA - AFGHANISTAN, BANGLADESH, BHUTAN, INDIA, MALDIVES,	0	1	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	52,253.
EAST ASIA AND THE PACIFIC - AUSTRALIA, BRUNEI, BURMA, CAMBODIA,	0	2	ADVERTISING	REPRESENT VISIT FLORIDA	622,881.
EUROPE (INCLUDING ICELAND & GREENLAND) - ALBANIA, ANDORRA, AUSTRIA, BELGIUM	0	3	ADVERTISING	REPRESENT VISIT FLORIDA	2,308,341.
SOUTH AMERICA - ARGENTINA, BOLIVIA, BRAZIL, CHILE, COLUMBIA, ECUADOR,	0	1	ADVERTISING	REPRESENT VISIT FLORIDA	20,000.
3 a Sub-total	0	16			6,230,779.
b Total from continuation sheets to Part I	0	0			0.
c Totals (add lines 3a and 3b)	0	16			6,230,779.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule F (Form 990) 2017

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Schedule F (Form 990) 2017

59-3359293

Page **2**

Part II **Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of noncash assistance	(h) Description of noncash assistance	(i) Method of valuation (book, FMV, appraisal, other)

- 2** Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter ▶ _____
- 3** Enter total number of other organizations or entities ▶ _____

Schedule F (Form 990) 2017

Part III can be duplicated if additional space is needed.

[illegible]

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Schedule F (Form 990) 2017

59-3359293 Page **4**

Part IV Foreign Forms

- 1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* ☐ Yes ☒ No

- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to separately file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; don't file with Form 990)* ☐ Yes ☒ No

- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations (see Instructions for Form 5471)* ☐ Yes ☒ No

- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)* ☐ Yes ☒ No

- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)* ☐ Yes ☒ No

- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to separately file Form 5713, International Boycott Report (see Instructions for Form 5713; don't file with Form 990)* ☐ Yes ☒ No

Schedule F (Form 990) 2017

Part V Supplemental Information

Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information. See instructions.

Blank lines for supplemental information.

SCHEDULE I
(Form 990)

Department of the Treasury
Internal Revenue Service

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States**
Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ **Attach to Form 990.**

▶ **Go to www.irs.gov/Form990 for the latest information.**

OMB No. 1545-0047

2017

**Open to Public
Inspection**

Name of the organization **FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Employer identification number
59-3359293

Part I General Information on Grants and Assistance

- 1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☒ **Yes** ☐ **No**
- 2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
CITY OF FORT PIERCE PO BOX 1480 FORT PIERCE, FL 34954	59-6000322	MUNICIPALITY	19,368.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
FLORIDA STATE MINORITY SUPPLIER DEVELOPMENT COUNCIL - 9499 NE 2ND AVE SUITE 201 - MIAMI, FL 33138	59-1746154	501(C)(3)	11,390.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
HAMILTON COUNTY TOURIST DEVELOPMENT COUNCIL - 207 NE FIRST STREET ROOM 106 - JASPER, FL 32052	59-6000628	COUNTY GOVERNMENT	6,129.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
LIGHTNER MUSEUM 75 KING ST ST. AUGUSTINE, FL 32084	59-6001426	501(C)(3)	12,000.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
OSCEOLA COUNTY HISTORICAL SOCIETY PO BOX 421996 KISSIMMEE, FL 34742	59-2713072	C CORPORATION	7,500.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
ROMANZA ST. AUGUSTINE, INC. 83 BRIDGE STREET ST. AUGUSTINE, FL 32084	27-0678840	501(C)(3)	10,000.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA

- 2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table **5.**
- 3** Enter total number of other organizations listed in the line 1 table **1.**

LHA **For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

Schedule I (Form 990) (2017)

Part III **Grants and Other Assistance to Domestic Individuals.** Complete if the organization answered "Yes" on Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of noncash assistance

Part IV **Supplemental Information.** Provide the information required in Part I, line 2; Part III, column (b); and any other additional information.

SCHEDULE I: PART I, LINE 2

ALL GRANTS REQUIRE AN APPLICATION FORM, ACCOMPANIED BY A DETAILED
PROPOSAL. THE ORGANIZATION HAS DEVELOPED AND IMPLEMENTED COMPREHENSIVE
SELECTION CRITERIA AND REQUIREMENTS FOR REIMBURSEMENT. GRANTS ARE NOT
PAID UNTIL ALL REQUIREMENTS FOR REIMBURSEMENT ARE MET.

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

- For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
 ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
 ▶ Attach to Form 990.
 ▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2017

Open to Public
Inspection

Name of the organization

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Employer identification number

59-3359293

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- | | |
|--|---|
| <input checked="" type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (such as, maid, chauffeur, chef) |

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?

3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Compensation committee | <input type="checkbox"/> Written employment contract |
| <input type="checkbox"/> Independent compensation consultant | <input type="checkbox"/> Compensation survey or study |
| <input type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

a Receive a severance payment or change-of-control payment?

b Participate in, or receive payment from, a supplemental nonqualified retirement plan?

c Participate in, or receive payment from, an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

a The organization?

b Any related organization?

If "Yes" on line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

a The organization?

b Any related organization?

If "Yes" on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

Yes No

1b	X	
2	X	
4a	X	
4b		X
4c		X
5a		
5b		
6a		
6b		
7		
8		
9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2017

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Schedule J (Form 990) 2017

59-3359293

Page **2**

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) KEN LAWSON	(i)	171,001.	0.	0.	6,417.	8,830.	186,248.	0.
PRESIDENT AND CEO	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) DANIEL OLSON	(i)	143,609.	15,600.	0.	8,883.	1,364.	169,456.	0.
CHIEF OPERATIONS OFFICER	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) NELSON MONGIOVI	(i)	128,997.	15,532.	0.	8,628.	10,306.	163,463.	0.
CHIEF MARKETING OFFICER	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) MARLENE SQUIRES-SWANSON	(i)	143,455.	14,735.	0.	9,725.	23,289.	191,204.	0.
DIRECTOR OF PAID MEDIA	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) TIM DECLAIRE	(i)	140,119.	14,472.	0.	1,592.	23,361.	179,544.	0.
DIRECTOR OF INT'L MARKETING	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) DAVID L. DODD	(i)	126,874.	21,506.	0.	9,355.	23,063.	180,798.	0.
VP, VISITOR SERVICES	(ii)	0.	0.	0.	0.	0.	0.	0.
(7) MEREDITH DASILVA	(i)	122,830.	20,800.	0.	9,048.	23,050.	175,728.	0.
VP, EXECUTIVE OPER AND ADMIN	(ii)	0.	0.	0.	0.	0.	0.	0.
(8) KEVIN MCGEEVER	(i)	121,044.	12,741.	0.	8,409.	23,248.	165,442.	0.
SENIOR EDITOR	(ii)	0.	0.	0.	0.	0.	0.	0.
(9) WILLIAM SECCOMBE	(i)	125,519.	0.	0.	7,551.	2,020.	135,090.	0.
FORMER CEO	(ii)	0.	0.	0.	0.	0.	0.	0.
(10) ALFREDO H. GONZALEZ	(i)	106,913.	28,690.	0.	8,231.	10,081.	153,915.	0.
FORMER VP, GLOBAL MTGS & TRAVEL TRAD	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Schedule J (Form 990) 2017

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 4A:

WILLIAM SECCOMBE'S EMPLOYMENT CONTRACT ENDED EFFECTIVE JANUARY 10, 2017. HE
RECEIVED A SEVERANCE PACKAGE OF \$73,000. HE ALSO RECEIVED PAYOUTS OF
\$16,868 AND \$28,114 FOR SICK LEAVE AND VACATION, RESPECTIVELY.

PART I, LINE 1A

FIRST CLASS TRAVEL: THE ORGANIZATION'S TRAVEL POLICY DOES NOT PERMIT
EMPLOYEES TO TRAVEL FIRST CLASS VIA AIR; HOWEVER, EXCEPTIONS HAVE BEEN
MADE DUE TO EXTENUATING CIRCUMSTANCES.

SCHEDULE L
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Transactions With Interested Persons

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b.**

▶ **Attach to Form 990 or Form 990-EZ.**

▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2017

**Open To Public
Inspection**

Name of the organization **FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Employer identification number
59-3359293

Part I Excess Benefit Transactions (section 501(c)(3), section 501(c)(4), and 501(c)(29) organizations only).

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b.

1 (a) Name of disqualified person	(b) Relationship between disqualified person and organization	(c) Description of transaction	(d) Corrected?	
			Yes	No

2 Enter the amount of tax incurred by the organization managers or disqualified persons during the year under section 4958 ▶ \$

3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization ▶ \$

Part II Loans to and/or From Interested Persons.

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22.

(a) Name of interested person	(b) Relationship with organization	(c) Purpose of loan	(d) Loan to or from the organization?		(e) Original principal amount	(f) Balance due	(g) In default?		(h) Approved by board or committee?		(i) Written agreement?	
			To	From			Yes	No	Yes	No	Yes	No

Total ▶ \$

Part III Grants or Assistance Benefiting Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of assistance	(d) Type of assistance	(e) Purpose of assistance

FLORIDA TOURISM INDUSTRY MARKETING

Schedule L (Form 990 or 990-EZ) 2017 **CORP, INC.**

59-3359293 Page 2

Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
CAROL DOVER	MEMBER, BOARD OF DI	392,746.	DURING THE		X

Part V Supplemental Information

Provide additional information for responses to questions on Schedule L (see instructions).

SCH L, PART IV, BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS:

(A) NAME OF PERSON: CAROL DOVER

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:

MEMBER, BOARD OF DIRECTORS

(D) DESCRIPTION OF TRANSACTION: DURING THE YEAR ENDED JUNE 30, 2018,

VISIT FLORIDA WAS RELATED TO FLORIDA RESTAURANT AND LODGING ASSOCIATION

(FRLA) BY VIRTUE OF FRLA'S PRESIDENT/CEO BEING A MEMBER OF VISIT

FLORIDA'S BOARD OF DIRECTORS. THERE ARE CONTRACTS BETWEEN VISIT FLORIDA

AND FRLA. THE PARTNERSHIP AGREEMENT FOR FY17-18 OF \$392,746 IS FUNDED BY

THE REMAINING BALANCE OF THE DIRECT APPROPRIATION OF \$2,500,000 RECEIVED

BY VISIT FLORIDA FROM FLORIDA'S HOTEL AND RESTAURANT TRUST FUND DURING

THE PREVIOUS FISCAL YEAR. THIS CONTRACT REQUIRES A PRIVATE MATCH. THE

PROGRAM IS ADMINISTERED JOINTLY BY VISIT FLORIDA AND FRLA. IN ADDITION,

VISIT FLORIDA HAS A SPONSORSHIP AGREEMENT TOTALING \$150,000 WITH FRLA FOR

SEVERAL OF THEIR PROGRAMS THROUGHOUT THE YEAR.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2017

Open to Public
Inspection

Name of the organization

FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.

Employer identification number
59-3359293

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

OF TRAVEL AND TOURISM TO FLORIDA WITH THE GOAL OF \$100 BILLION IN
TOURISM BY 2020.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

FLORIDA JOBS.

VISITORS SPEND AN AVERAGE OF \$307 MILLION PER DAY IN FLORIDA. EVERY 78
VISITORS TO THE STATE SUPPORTS ONE TOURISM JOB. VISIT FLORIDA HAS
SIGNIFICANTLY CONTRIBUTED TO THE CONTINUED INCREASE IN VISITOR
SPENDING, TAX REVENUE AND JOB CREATION.

FROM 2010 TO 2016, VISITOR SPENDING INCREASED BY \$33 BILLION, A 43
PERCENT INCREASE. FOR EVERY \$1 THE STATE INVESTS IN VISIT FLORIDA,
\$2.15 IN TAX REVENUE IS RETURNED. IN 2016, 54.2 PERCENT OF VISITORS
WERE SIGNIFICANTLY INFLUENCED BY VISIT FLORIDA MARKETING EFFORTS (UP
17.3 PERCENTAGE POINTS SINCE 2010).

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:

FAMILIARIZATION TOURS, TRADE SHOWS AND CONSUMER SHOWS AND INVITE THE
FLORIDA INDUSTRY TO PARTICIPATE IN THESE EVENTS TO CREATE A LARGER
FLORIDA PRESENCE.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

WEBLISTING AFFILIATE PLATFORM FOR TOURISM-RELATED BUSINESSES. AS OF
JUNE 30, 2018, VISIT FLORIDA HAD 10,953 WEBLISTING AFFILIATES AND 1,863

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2017)

Name of the organization	FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number 59-3359293
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FULLY ENGAGED MEMBERS (PARTNERS) FOR A TOTAL OF 12,816 TOURISM
BUSINESSES SERVED BY VISIT FLORIDA.

FORM 990, PART VI, SECTION A, LINE 7A:

THE BOARD OF DIRECTORS IS COMPOSED OF 31 TOURISM-RELATED MEMBERS APPOINTED
BY ENTERPRISE FLORIDA, INC. IN CONJUNCTION WITH THE STATE OF FLORIDA
DEPARTMENT OF ECONOMIC OPPORTUNITY.

FORM 990, PART VI, SECTION A, LINE 7B:

VISIT FLORIDA WAS CREATED BY FLORIDA STATUTE 288.1226, AS A DIRECT-SUPPORT
ORGANIZATION OF ENTERPRISE FLORIDA, INC. (EFI) AND IMPLEMENTS THE POLICIES,
GOALS, AND LONG RANGE MARKETING PLAN.

FORM 990, PART VI, SECTION B, LINE 11B:

AFTER REVIEW BY VISIT FLORIDA'S ACCOUNTING MANAGEMENT, AS PREPARED BY AN
INDEPENDENT CPA, A COPY OF THE 990 AND ACCOMPANYING SCHEDULES ARE GIVEN TO
THE AUDIT COMMITTEE FOR REVIEW. AFTER THE AUDIT COMMITTEE'S REVIEW THE FORM
990 AND ACCOMPANYING SCHEDULES ARE FILED BY THE INDEPENDENT CPA WITH THE
INTERNAL REVENUE SERVICE CENTER AND THE COMMITTEE REPORTS THEIR REVIEW TO
VISIT FLORIDA'S BOARD OF DIRECTORS.

FORM 990, PART VI, SECTION B, LINE 12C:

VISIT FLORIDA, AS A PART OF ITS CORPORATE CODE OF ETHICS AND STANDARDS OF
CONDUCT POLICY, HAS A CONFLICT OF INTEREST STATEMENT. EACH YEAR, THE BOARD
MEMBERS REAFFIRM VIA ELECTRONIC SIGNATURE THEIR OBLIGATIONS UNDER THE
ADOPTED POLICY. IN ADDITION, THE BOARD MEMBERS ANNUALLY DISCLOSE ANY
TRANSACTIONS ON BEHALF OF THEMSELVES, THEIR PRINCIPAL, THEIR PRINCIPAL'S
CORPORATE PARENT(S), OR THEIR PRINCIPAL'S SUBSIDIARIES RELATED TO VISIT

Name of the organization	FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number 59-3359293
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FLORIDA'S PRIVATE MATCH REQUIREMENT.

ADDITIONALLY, VISIT FLORIDA'S POLICIES AND PROCEDURES RELATED TO SELECTING A GOODS OR SERVICE PROVIDERS OUTLINES THAT ALL TRANSACTIONS SHOULD BE CONDUCTED AT ARM'S LENGTH AND MANAGEMENT SHOULD REFRAIN FROM CONTRACTING OR ACQUIRING GOODS OR SERVICES FROM FAMILY MEMBERS THAT WILL REPORT OR SEE DIRECTION DIRECTLY FROM THEM OR A DEPARTMENT MANAGER THAT REPORTS TO THEM.

FORM 990, PART VI, SECTION B, LINE 15:

THE BOARD OF DIRECTORS APPROVED THE CEO'S SALARY, NOTING THAT HE WOULD SERVE WITHOUT A CONTRACT. EACH YEAR, THE NOMINATING COMMITTEE WILL PERFORM A REVIEW OF THE CEO'S PERFORMANCE AND REPORT TO THE BOARD OF DIRECTORS ANY RECOMMENDATIONS.

COMPENSATION FOR ALL OTHER EMPLOYEES, INCLUDING ALL SENIOR MANAGEMENT EMPLOYEES, IS DETERMINED BY A SALARY SURVEY THAT IS CONDUCTED BY AN INDEPENDENT CONTRACTOR EVERY THREE YEARS AND IS UPDATED BY THE INDEPENDENT CONTRACTOR ANNUALLY FOR FLORIDA INDUSTRY AVERAGE INCREASES WITHIN EACH POSITION'S SALARY RANGE. IN ADDITION, ALL EMPLOYEES RECEIVE AN ANNUAL PERFORMANCE REVIEW. SALARY INCREASES ARE DETERMINED BY THE PERFORMANCE REVIEW AND WHERE THE EMPLOYEES FALLS IN THEIR POSITION'S SALARY RANGE. THE CEO DETERMINES IF MERIT INCREASES WILL BE GIVEN EACH YEAR. MERIT INCREASES TO SALARIES WERE LAST GIVEN IN AUGUST 2016. THE LAST SALARY SURVEY WAS CONDUCTED IN 2018.

DURING FISCAL YEAR 2017-2018, VISIT FLORIDA BEGAN THE REVIEW AND REDEVELOPMENT OF THE PERFORMANCE REVIEW TOOL. AS A RESULT, NO FORMAL PERFORMANCE REVIEWS OR MERIT INCREASES BASED ON PERFORMANCE REVIEWS WERE

Name of the organization **FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**Employer identification number
59-3359293**COMPLETED.**

FORM 990, PART VI, SECTION C, LINE 19:

VISIT FLORIDA'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND
FINANCIAL STATEMENTS FOR THE THREE MOST RECENT YEARS ARE MADE AVAILABLE TO
THE PUBLIC UPON REQUEST. THE MOST RECENT AUDIT, AS WELL AS FORM 990 AND ITS
ACCOMPANYING SCHEDULES ARE AVAILABLE ON THE ORGANIZATION'S WEBSITE. THE
FINANCIAL STATEMENTS ARE PROVIDED TO THE FINANCE COMMITTEE AND BOARD
MEMBERS AT THE BOARD MEETINGS. THE FINANCIALS ARE DISCUSSED IN DETAIL AT
THE FINANCE COMMITTEE MEETING AND IN SUMMARY DURING THE BOARD MEETING,
WHICH ARE BOTH OPEN TO THE PUBLIC.

FORM 990, PART XII, LINE 2C:

THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

Form **8879-EO****IRS e-file Signature Authorization
for an Exempt Organization**

OMB No. 1545-1878

Department of the Treasury
Internal Revenue ServiceFor calendar year 2017, or fiscal year beginning JUL 1, 2017, and ending JUN 30, 2018**2017**▶ **Do not send to the IRS. Keep for your records.**▶ **Go to www.irs.gov/Form8879EO for the latest information.**

Name of exempt organization

**FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.**

Employer identification number

59-3359293

Name and title of officer

**SHANNA PACE
CFO****Part I Type of Return and Return Information** (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line **1a**, **2a**, **3a**, **4a**, or **5a**, below, and the amount on that line for the return being filed with this form was blank, then leave line **1b**, **2b**, **3b**, **4b**, or **5b**, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than 1 line in Part I.

1a Form 990 check here ▶ <input checked="" type="checkbox"/>	b Total revenue , if any (Form 990, Part VIII, column (A), line 12)	1b <u>90,289,776.</u>
2a Form 990-EZ check here ▶	b Total revenue , if any (Form 990-EZ, line 9)	2b _____
3a Form 1120-POL check here ▶	b Total tax (Form 1120-POL, line 22)	3b _____
4a Form 990-PF check here ▶	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b _____
5a Form 8868 check here ▶	b Balance Due (Form 8868, line 3c)	5b _____

Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2017 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgment of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

I authorize _____ to enter my PIN
ERO firm name Enter five numbers, but
do not enter all zeros

as my signature on the organization's tax year 2017 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

☒ As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2017 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶ **Client Copy** _____ Date ▶ _____

Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

59178032308**Do not enter all zeros**

I certify that the above numeric entry is my PIN, which is my signature on the 2017 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of **Pub. 4163**, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶ **CARR, RIGGS & INGRAM, LLC** _____ Date ▶ **02/26/19**

**ERO Must Retain This Form - See Instructions
Do Not Submit This Form to the IRS Unless Requested To Do So**

LHA For Paperwork Reduction Act Notice, see instructions.

Form **8879-EO** (2017)

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2017.05040 FLORIDA TOURISM INDUSTRY 45-05241