

August 15, 2023

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 Commerce ("FloridaCommerce") 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](http://VISITFLORIDA.com) – consumer website, [VISITFLORIDA.org](http://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 2020-2024 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
- (g) Attestation: section 20.058(4a), Florida Statutes

It is FloridaCommerce'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 FloridaCommerce and Enterprise Florida, Inc.

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

Sincerely,



Adam Callaway  
Chief of Staff

August 15, 2023

The Honorable Paul Renner, Speaker  
Florida House of Representatives  
Room 420, The Capitol  
402 South Monroe Street  
Tallahassee, FL 32399-1300

Dear Speaker Renner:

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Sincerely,



Adam Callaway  
Chief of Staff

August 15, 2023

The Honorable Kathleen Passidomo, President  
The Florida Senate  
Room 409, The Capitol  
400 South Monroe Street  
Tallahassee, FL 32399-1100

Dear President Passidomo:

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Sincerely,



Adam Callaway  
Chief of Staff

August 15, 2023

Patricia (PK) Jameson, Coordinator  
Florida Office of Program Policy Analysis and Government Accountability  
111 West Madison Street, Room 312  
Tallahassee, FL 32399-1475

Dear Coordinator Jameson:

Pursuant to section 20.058, Florida Statutes, the Department of Commerce ("FloridaCommerce") 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.

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Sincerely,



Adam Callaway  
Chief of Staff



**101 N. Monroe Street, Suite 900  
Tallahassee, FL 32301**

**VISITFLORIDA.org**

August 15, 2023

To whom it may concern,

On behalf of the Florida Tourism Industry Marketing Corporation, Inc., doing business as "VISIT FLORIDA," I attest that VISIT FLORIDA, as a direct-support organization, has complied with section 20.058(4), Florida Statutes.

Under penalties of perjury, I declare that I have read the foregoing statement and that the facts stated in it are true.

Thank you,

*Craig Thomas*

Craig Thomas

✓

COO & GC

# 2023-2024 Marketing Plan



VISIT **FLORIDA**<sup>®</sup>



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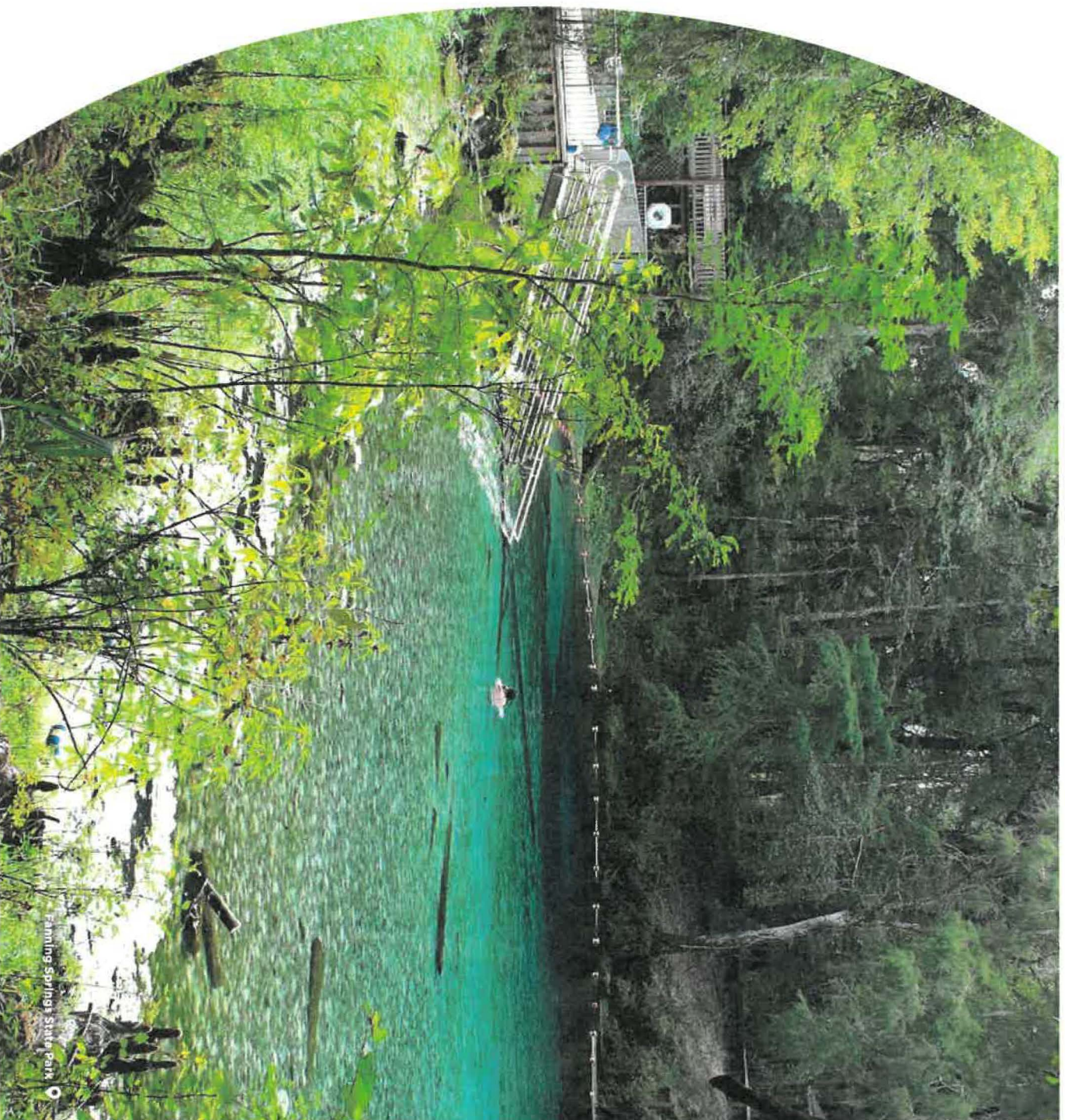


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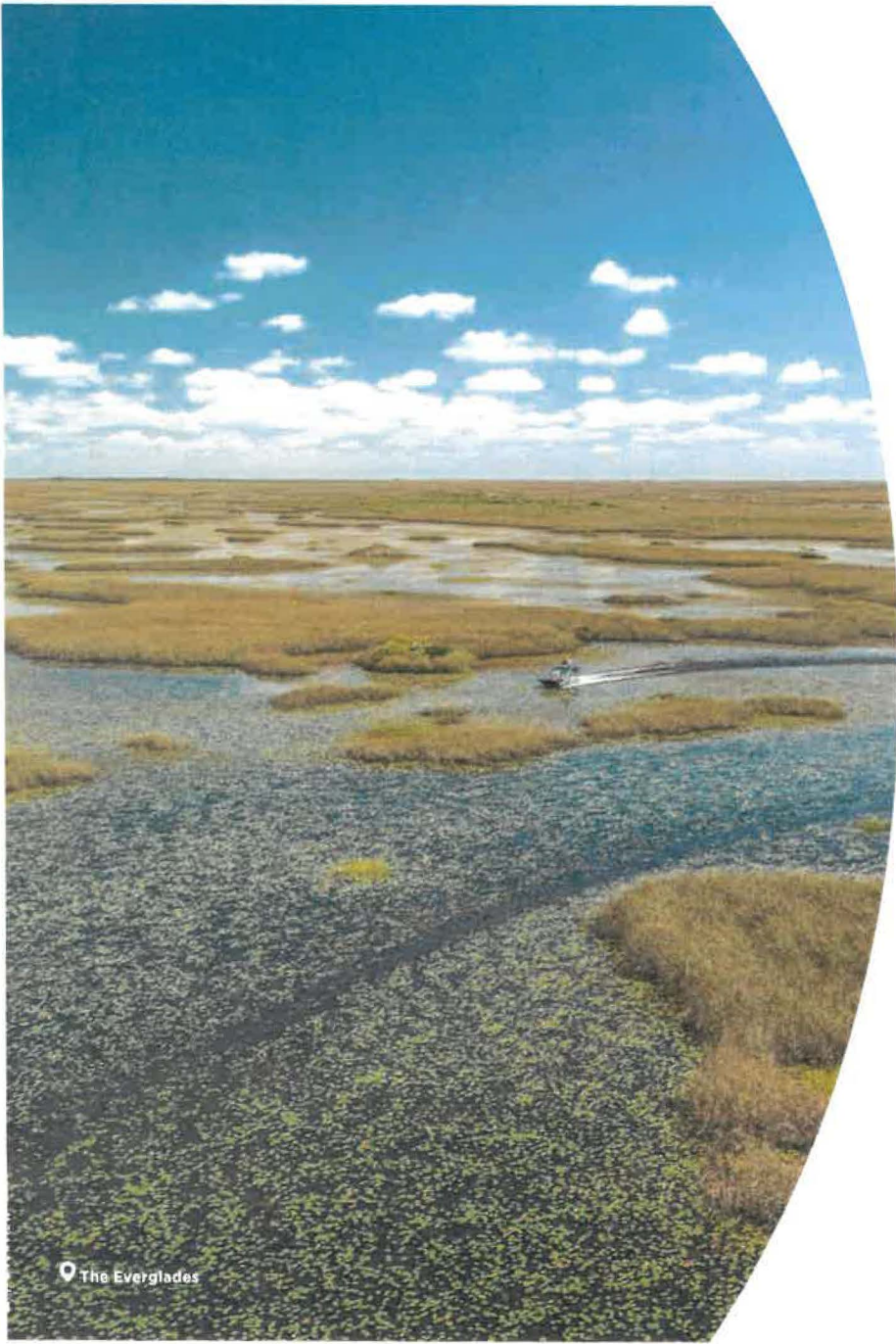
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# Overview



## ABOUT VISIT FLORIDA

VISIT FLORIDA is a public-private partnership between the State of Florida and Florida's tourism industry. The Sunshine State's official tourism marketing organization serves as the caretaker for the Florida vacation brand and has been inspiring and driving travel here for 27 years.

This marketing plan provides a performance review of Florida tourism, which represents roughly a quarter of the state economy, and outlines VISIT FLORIDA's marketing approach for fiscal year 2023-2024 through 2026-2027 subject to ongoing construction and annual revisions. The visitor metrics you will read here come from the most recent calendar year, 2022. Economic data come from 2021.

### THE FLORIDA TOURISM INDUSTRY IS SOARING.

The Sunshine State welcomed a record 137.4 million visitors in 2022 – a year-over-year increase of nearly 16 million visitors.

And while the economic conclusions are from 2021, the numbers also are record-setting: Out-of-state visitors contributed \$102 billion to Florida's economy (compared to \$96 billion in pre-pandemic 2019) and supported 1.7 million Florida jobs.

These achievements reflect how seriously VISIT FLORIDA takes its fiduciary responsibility to taxpayers. Since 1996, the Florida Legislature has designated 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.

According to the Florida Office of Economic and Demographic Research, for every \$1 the state invests in VISIT FLORIDA, \$3.27 in state tax revenue is generated.

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Economic impact data for 2022 will be published later this year, but given the 13% year-over-year increase in visitation, the outlook continues to be bright: Tourism makes lives better for Florida residents and businesses.

### THE VALUE OF PARTNERSHIPS

VISIT FLORIDA offers a variety of cooperative advertising programs for Partners of all types – from local government marketing organizations to privately owned attractions to destinations of all sizes. These offerings are available year-round and ensure that every tourism entity in Florida has an avenue to seamlessly execute its promotional effort alongside VISIT FLORIDA's four-season marketing initiatives.

By leveraging VISIT FLORIDA's negotiated media vendor rates and buying power, Partners can extend their marketing dollars and participate in programs that they otherwise could not fund on their own.

These co-op programs – from traditional print publications and broadcast TV to innovative digital and content opportunities – allow Partners to reach their preferred audience. Whether targeting consumers, travel agents, tour operators, or meeting planners, Partners can find turnkey solutions through VISIT FLORIDA.

- PURPOSE** Brighten the lives of all.
- VISION** To establish Florida as the No. 1 travel destination in the world.
- MISSION** To enrich the quality of life in our communities.
- VALUES** Make an impact. Work purposefully and live passionately. Persist.

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





Each year more than 250 Partners buy into these co-op programs, generating innovative sources of funding for state marketing beyond the state appropriation.

In fiscal year 2022-23, Partners leveraged VISIT FLORIDA's unique website audience by participating in an always-available Remarketing Digital Program. Destination, attraction, and hotel partners – Investing at the time that worked best for them – reached highly targeted travel Intenders through a tiered package program featuring the partners' own advertising assets.

VISIT FLORIDA also provided DMO Partners the opportunity to be part of the domestic Winter Co-op Campaign, with streaming TV spots for a dollar-for-dollar co-investment. Through VISIT FLORIDA's tiered program packages and significant match, 25 destinations, from rural to metropolitan/large, were able to reach visitors in an \$8 million co-branded campaign.

**ELEVATING NATURE-BASED TOURISM AND RURAL AREAS OF OPPORTUNITY**

VISIT FLORIDA's work takes a "whole Florida" approach: When it comes to marketing the state, VISIT FLORIDA is supporting every county and community – large and small.

A "core and more" marketing strategy ensures that the organization is highlighting rural Florida tourism destinations and experiences while also elevating adventure travel, outdoor experiences, and nature-based tourism.

VISIT FLORIDA prioritizes rural Florida when crafting its annual budget and marketing plan. These authentic Florida

destinations are incorporated in our advertising. The Florida vacation experience was built upon the natural beauty and hidden gems that are signatures of our rural destinations.

Twenty-nine counties and five communities in Florida are designated as Rural Areas of Opportunity (RAO) – specifically, economically challenged regions that lack the resources to market their vacation possibilities to a wider audience. VISIT FLORIDA ensures marketing outreach and support for these off-the-beaten-path destinations so visitors can discover everything that they offer. VISITFLORIDA.com includes a page – [www.visitflorida.com/unexplored-](http://www.visitflorida.com/unexplored-) that celebrates these special places.

VISIT FLORIDA also has coordinated marketing education and training for these counties and connected them with experts to shape a statewide adventure travel network. By collaborating to highlight these uniquely Florida outdoor experiences and adventure itineraries, rural counties and other nearby destinations can share best practices and attract more visitors.

New to Fiscal Year 2023-24, VISIT FLORIDA will begin to coordinate with the Florida Department of Environmental Protection's Office of Greenways and Trails, along with the Department of Economic Opportunity, to market trail-based tourism, highlighting the Florida Greenways and Trails System and the Florida Shared-Use Non Motorized Trail Network, while also promoting and assisting local communities designated by the state as "trail towns" and encouraging maximum use of nearby trails by our residents and visitors.

**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, NOT EVERYTHING FOR EVERYONE**

There is a tendency among membership organizations to 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. VISIT FLORIDA strives to provide programs that work for all Partners but recognizes that not all programs will be a good fit for every Partner.



**SUSTAINING FLORIDA AND FLORIDIANS**

Promoting the Sunshine State also requires that VISIT FLORIDA protects it – local cultures and great outdoors. VISIT FLORIDA will support tourism businesses across the state to ensure that the sustainability of our precious natural resources, vital infrastructure and unique heritage is a priority. Residents, our visitors, and industry Partners deserve no less.



**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. VISIT FLORIDA 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. The 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 improve our ability to attract potential visitors.



Seagrave Beach



Apalachicola

# Performance Snapshot



## 2022 VISITOR VOLUME: BOOMING AGAIN

Record visitation drove a historic year for our tourism industry. Florida welcomed 137.4 million visitors, a 12.8% increase from 2021 and 5% better than the previous standard set in 2019.

The origins of this success date to the early months of the pandemic and VISIT FLORIDA's initiatives to sustain interest in Florida tourism and to return to market domestically and internationally earlier than many competitors. Both decisions paid dividends. Visitation had recovered to pre-pandemic levels by the third quarter of 2021 - the first of six consecutive quarters of record visitor volume to end 2022.

In 2022, domestic vacationers accounted for 93% of all visitors, but international travel also showed signs of a recovery. With borders open and travel restrictions relaxed, Canadian visitation more than quintupled from the previous years to 2.6 million, surpassing 1 million for the first time since the onset of the pandemic. Overseas visitation rose 73% to 7 million. All told, international visitors accounted for 7.0% of visitor volume in 2022, nearly double the previous year's share.

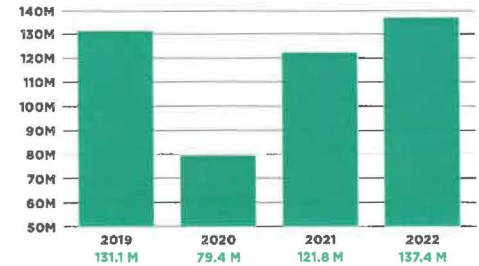
It's important to remember that 2022 international visitation is still down 31% from 2019, but the trend line is promising.

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#### TOTAL VISITOR VOLUME

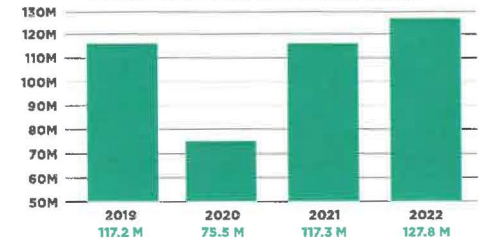
This chart shows the total visitor volume (in millions) to the state over the past 4 years.



Source: VISIT FLORIDA

#### DOMESTIC VISITOR VOLUME

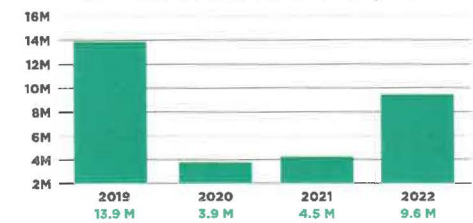
This chart shows the volume of domestic visitors (in millions) to Florida over the past 4 years.



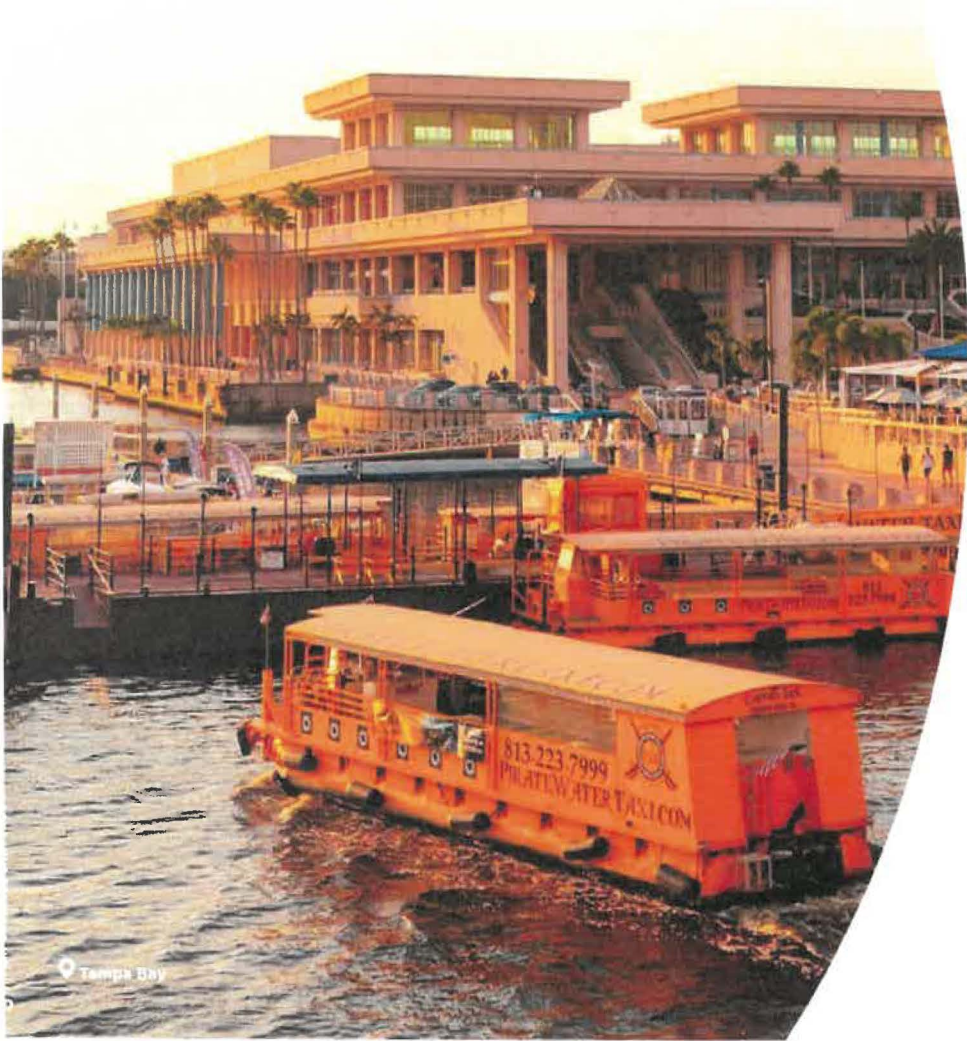
Source: VISIT FLORIDA

#### INTERNATIONAL VISITOR VOLUME

This chart shows the volume of international visitors (in millions) to Florida over the past 4 years.



Source: VISIT FLORIDA



Tampa Bay

## MARKET SHARE: MORE COMPETITION, BUT STILL LEADING THE WAY

When sudden behavioral shifts occur among travelers, it is difficult to know if the new behaviors are going to stick or if they are merely a fad. Such was the case when COVID-19 pushed people into the safe outdoors – much to Florida tourism’s benefit. In 2020 and 2021, the Sunshine State’s pro-tourism COVID-19 policy, variety of year-round outdoor activities, and VISIT FLORIDA’s early return to marketing led to record-breaking market share.

As pandemic restrictions eased in 2022 and competitor states and countries reopened to visitors, the question then became: Could Florida maintain its dominant position?

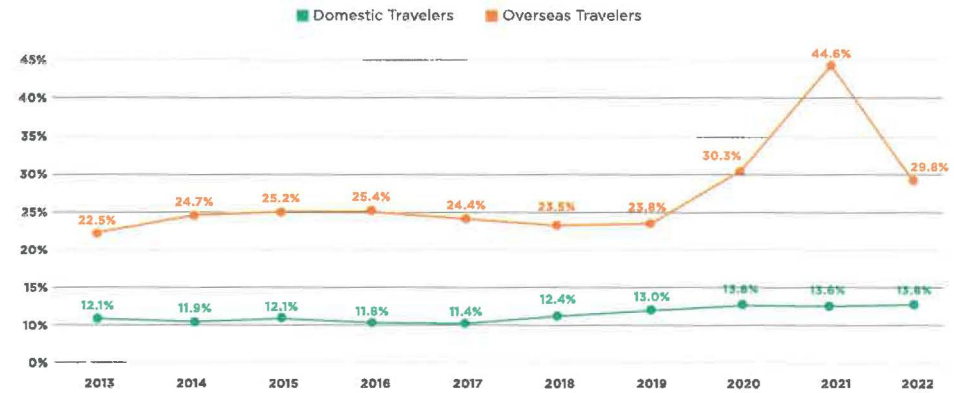
Resoundingly, yes. Florida’s 2022 share of domestic travelers increased to 13.8% – the highest market share in more than 10 years.

The story with overseas visitation was not as great, but it was still very good. In 2021, Florida enjoyed astronomical gains largely because many of the countries with no travel restrictions were in Latin America, where Florida has always enjoyed an advantage. In 2022, America’s borders opened to the rest of the world and tourism competitors such as California and New York enjoyed rebounds in overseas visitation.

The effects of this increased competition can be seen in the 2022 market share of 29.8% – still first among its tourism peers and one of Florida’s best performances ever, but well below the unbelievable heights achieved in 2021. New York gained 7 percentage points and trailed Florida by only 0.05%.

### FLORIDA’S MARKET SHARE

This chart traces Florida’s share of the domestic and international travel markets.



Source: DK Shifflet, U.S. National Travel & Tourism Office, VISIT FLORIDA

Overseas market share data for 2022 was not available at time of publication so is estimated.



King's Landing, Apopka

## 2022 AIR LIFT: GROWING AGAIN

Air travel increased in 2022, helped by rollbacks of travel restrictions, an easing of masking rules, and diminishing concerns about COVID among travelers. A total of 51.7 million vacationers traveled to Florida by air, accounting for 38% of all visitors – up from 36% in 2021. In the fourth quarter of 2022, the share of air visitors was higher than in any quarter since the beginning of the pandemic.

American travelers propelled the growth of air travel in 2022 as their numbers beat 2019's pre-pandemic record by 5%. Canadian air visitors returned in droves – 4 times better than in 2021 – but still 49% off from 2019. Overseas visitation also moved closer to recovery: Fourth-quarter visitor volume was 20 percentage points closer to pre-pandemic levels than in the first quarter.

Compared to our tourism competition, Florida's popularity with domestic air travelers is impressive.

In the first nine months of 2023, Florida accounted for 10.1% of seat capacity on all domestic flights, behind only California (11.2%) and Texas (10.7%), both of which are significantly more populous than Florida. Scheduled capacity on flights to Florida from out of state were up 7.0% from the first nine months of 2022, with the largest increases coming from Atlanta, New York, Chicago, and Charlotte.

A number of smaller markets saw notable growth in seat capacity, including markets in the Southeast (Wilmington, N.C., Charleston, S.C.), Texas (San Antonio), and New York (White Plains, Rochester).



Orlando International Airport accounted for 60% of Florida's increase in domestic capacity, though smaller airports along the East Coast from Jacksonville to Palm Beach also saw growth.

While restrictions on international travelers impeded the recovery of international air travel early in the pandemic, flights began to rebound in 2022. Air capacity to Florida reached 21.2 million, up 55% from 2021, as airlines began to restore capacity from key origin markets such as Canada, the UK, and Brazil. Florida had a 16.1% share of scheduled capacity to the U.S. during the first nine months of 2023, ahead of all other states except New York (20.8%) and California (16.4%) and down only 6% from 2019.

Canada, Cuba, and the UK accounted for the largest shares of the 7.5 million additional seats that were offered in 2022, while three markets – Belgium, Italy, and Morocco – were providing direct flights that were not offered in 2021. Florida's accessibility by air has long been one of its advantages as a tourism destination, a strength that was undiminished by the pandemic and continues to bolster the Sunshine State's lead over competitors.

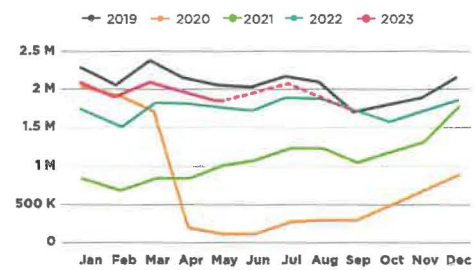
### DOMESTIC AIR SERVICE

This chart shows the number of seats on airplanes scheduled to fly to Florida from airports within the US each month.



### INTERNATIONAL AIR SERVICE

This chart shows the number of seats on airplanes scheduled to fly to Florida from airports outside the US each month.



Schedules for 2022 are as of May 9, and are subject to revision by the airlines. Source: Airline Data, Inc.

# ACCOMMODATIONS

## HOTELS: BIG MARKETS DRIVE A BIG YEAR

Florida's hotels saw a second consecutive year of prosperity in 2022, reaching unprecedented heights in demand, occupancy, and revenue:

- Demand for hotel rooms surpassed pre-pandemic 2019 by 6.4%, lapping the rest of the country (comparatively, still down by 0.6%).
- Statewide occupancy reached 70.5% – a sizable increase from 64.5% the previous year, though still below the 72.2% performance in 2019.
- Average daily rates (ADR) climbed 14.9% from 2021 to reach a record high of \$181.88. With hotels across the state selling millions of additional rooms at substantially higher prices, room revenue spiked by 29.7%.

But the year's results belie the historic impacts wrought by Hurricane Ian. The hotel markets in Southwest Florida thrived during the first eight months of 2022. Through

August, rooms sold were up from the previous year in Fort Myers (6.0%), Sarasota (6.5%), and Naples (3.0%).

Then Ian struck in late September, leaving behind property damages upwards of \$109 billion according to the National Hurricane Center. In the aftermath, room supply in Fort Myers fell by a third; in Naples, by more than 15%. The hotel rooms that remained were crowded out by displaced locals and recovery workers, leading to high occupancy rates and ADRs.

With hotel supplies constrained to the south, the Sarasota market experienced a significant increase in October and November. Despite Ian's impacts, performance elsewhere in Florida was robust – particularly in the state's largest markets.

Orlando, with the largest inventory of hotel rooms, saw a 37.3% spike in rooms sold over 2021 and exceeded 2019

levels by 1.4%. Since convention travel is a core component of its visitor volume, Orlando was the last Florida market to recover from the pandemic. A big bounce in 2022 was expected and welcome.

Miami posted a 12.7% increase in rooms sold from 2021 and exceeded 2019 demand by 5.9%. Together, Miami and Orlando sold 11.8 million more rooms in 2022 than in the previous year, accounting for 82% of the additional rooms sold statewide.

The largest annual increases in ADR were recorded in Orlando (23.8%) and Palm Beach (22.7%), exceeding even the hurricane-induced spikes in Sarasota (21.7%) and Fort Myers (21%). The cruise industry's rebound contributed to strong numbers in the Melbourne region (which includes

Port Canaveral), where rooms sold rose by 15.6% and ADR increased by 20.1%.

While Florida's large urban markets boomed in 2022, some of the markets that had been on the forefront of the 2021 recovery showed signs of slowing. The Florida Keys experienced a 3.2% decline in rooms sold from the previous year, though ADR was up 8.7%. The Florida Panhandle saw a 1.5% decrease in rooms sold, as well as declines in occupancy (3.3%), ADR (0.8%), and revenue per available room (4%).

As visitation and demand continue to grow, the Florida hotel industry rises to meet the need: There are currently 120 properties with nearly 17,000 rooms under proposal, in planning, or under construction.

## SHORT-TERM ACCOMMODATIONS & VACATION RENTALS: GROWTH IS SLOWER BUT STILL IMPRESSIVE

Vacation rentals and short-term accommodations enjoyed a quicker recovery from the pandemic than did hotels, exceeding 2019 levels of demand in 2021. In 2022, the pace slowed but remained positive.

to \$301.02, while Airbnb rentals saw a 9.1% increase to \$237.46. Professionally managed vacation rentals had an ADR of \$334, up 9.5% from 2021.

Guest nights at vacation rentals rose by 2.6% from 2021, while Airbnb and Vrbo saw a combined increase of 4.3% in room nights booked. In both cases, these percentages fell short of the 6.4% increase in rooms sold by hotels, which also account for over 80% of accommodations demand.

Higher ADRs yielded significant increases in revenue. Gross revenue generated by Airbnb rentals climbed 23.8% to \$3.4 billion in 2022, compared to a 13.2% increase to \$2.1 billion at vacation rentals. Vrbo saw a more modest increase of 2.2%, reaching \$1.8 billion in gross revenue.

Why did growth moderate in 2022 for short-term accommodations and vacation rentals? It likely reflects a shift in demand back toward hotels, as pandemic-related concerns subsided through the year. More travelers headed to urban destinations with plentiful hotel supply. Looking at demand trends month by month reveals evidence of a spike for short-term accommodations in October and November, likely a consequence of Hurricane Ian.

Vrbo's less impressive performance reflects weaker demand, as nights booked dropped 10.1% in 2022. Vrbo also failed to reach 2019 levels of demand over the course of the year.

Airbnb, vacation rentals, and hotels each eclipsed pre-pandemic performance in 2022. The downturn for Vrbo demand may reflect properties being rented out through other platforms such as Airbnb, helping to drive performance on those platforms. Airbnb rentals performed so well that the combined demand generated by the two platforms was still positive.

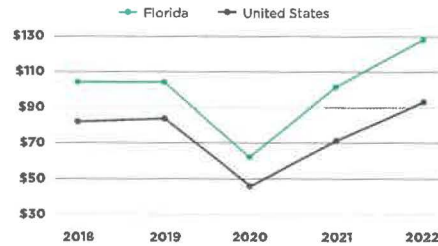
While demand growth was evident for vacation rentals and shared accommodations, occupancy trended downward due to rapidly expanding supply. Available nights through Airbnb rose 29.1% from 2021, outpacing the 11.8% increase in nights booked. Adjusted occupancy fell as a result, dropping 13.7% to 35.2%. Occupancy at Vrbo properties likewise declined 8.9% to 34.2%, while occupancy at traditional vacation rentals fell 5% to 55.2%.

Florida's record visitation in 2022 lifted the performance of short-term accommodations and vacation rentals. The pandemic-induced trend toward private accommodations continued to bolster demand for whole home rentals, while inflation drove ADRs to new heights. Hotels began to reclaim some of the market share that they had lost as visitors returned to large urban destinations. Despite the challenges posed by historically high inflation and the fallout of Hurricane Ian, Florida's accommodations market thrived in 2022.

By contrast, average daily rates climbed to new heights, outpacing the rate of inflation in the broader economy. ADR at Vrbo rentals rose by 13% from the previous year

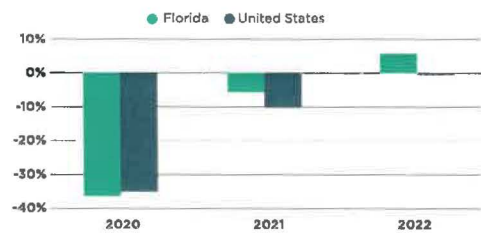
### REVENUE PER AVAILABLE ROOM

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



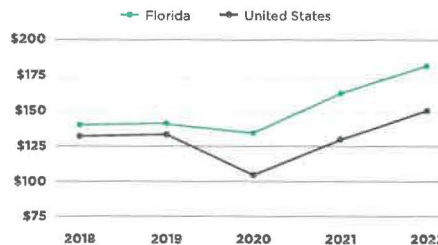
### ROOMS SOLD

This chart shows the percentage change in Florida room demand (rooms sold) by year compared to 2019, Florida vs. U.S.



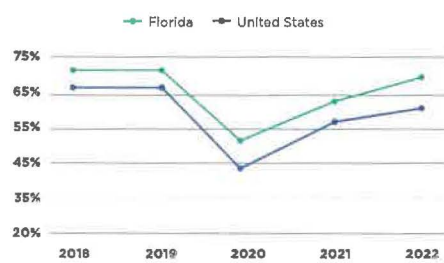
### AVERAGE DAILY ROOM RATE

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

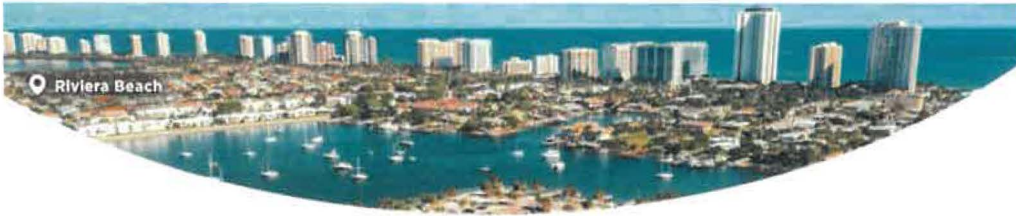


### OCCUPANCY RATES

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



Source: STR



## ECONOMIC IMPACT

2021 was a record-breaking surprise, far exceeding the most optimistic economic projections and delivering more revenue and jobs than ever before.

There was no foreseeing such a rapid recovery after the pandemic year of 2020, when tourism's contribution to the Florida economy fell by about a third. There was hope: For much of 2021, domestic visitation to Florida was booming as Americans got back out into the world after months of restrictions. But there were next to no international visitors, as travel from many countries into the United States was prohibited for most of the year.

Further, international visitors historically stay longer and spend twice as much as domestic visitors. So while it was reasonable to anticipate that 2021's numbers would look much better than 2020, could we have expected better numbers than the record year of 2019?

As it happened, yes.

Domestic visitors acted atypically - staying 1-2 nights longer and spending \$100-200 more per person per day. The \$101.9 billion injection was nearly 6% more than 2019 and the largest in our history.

And with the money came the jobs. After tourism-supported employment fell by around 600,000 in 2020, it rebounded to 1.75 million in 2021.

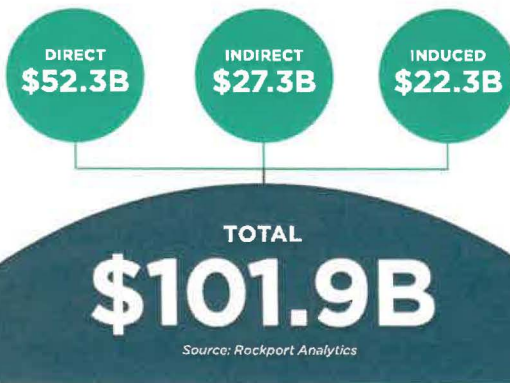
Employment in the leisure and hospitality sector in particular was slower to recover, not reaching 2019 levels until August 2022. This was a trend seen nationwide, as tourism businesses struggled to find workers in a red-hot labor market.

Florida also continued outperforming its American competitors this past year. 2022 travel spending in Florida topped 2019 levels in every month but January, often by double-digit percentages. In California and New York, spending was down compared to 2019 in 11 and 10 months, respectively. Texas outperformed Florida in one month but was several percentage points behind in every other month.

Florida entered 2023 well positioned to continue its economic ascendancy. While the headwinds of inflation, rising interest rates, and a possible recession lurk in the shadows, all indicators suggest another strong year.

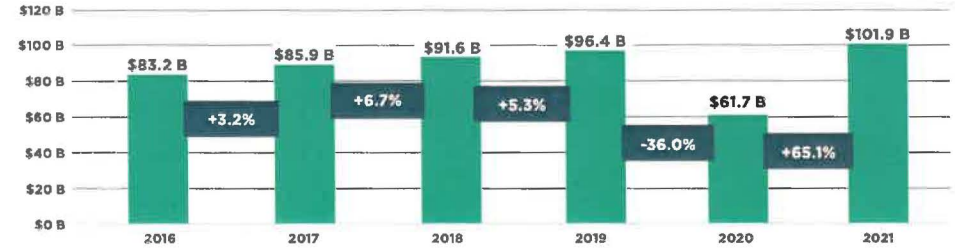
### TOURISM'S IMPACT ON 2021 GDP

Indirect impacts are the measurable effects on non-tourism businesses that provide supplies to tourism businesses (e.g. restaurant suppliers). Induced impacts are the effects on non-tourism businesses due to spending of wages by employees of tourism businesses.



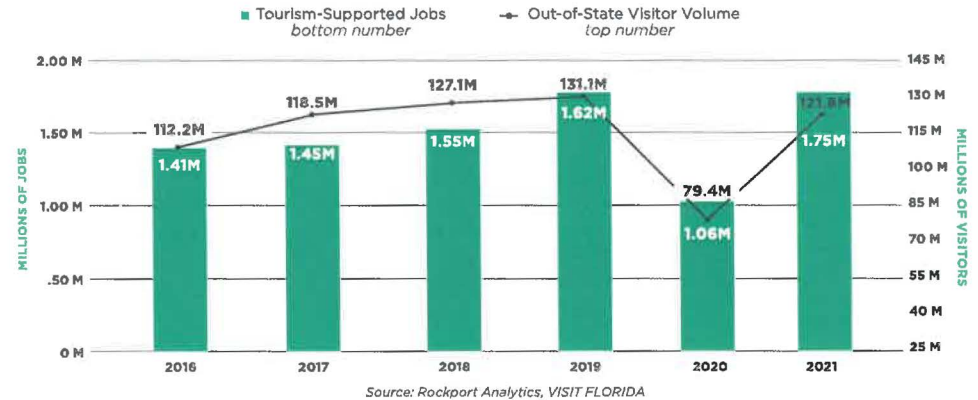
### TOURISM'S CONTRIBUTION TO FLORIDA'S GDP (in billions)

This chart shows the total amount out-of-state visitors contribute to Florida's economy each year



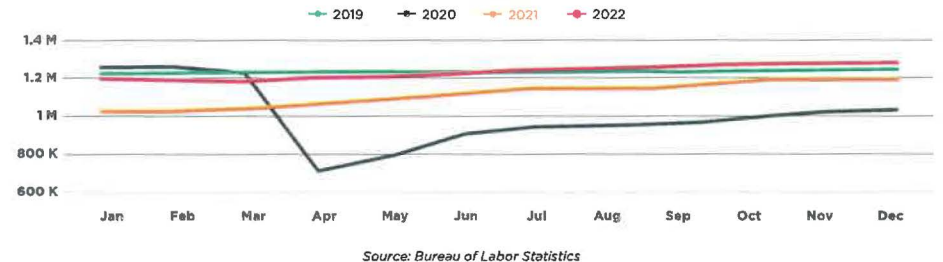
### JOBS SUPPORTED BY OUT-OF-STATE VISITORS (in millions)

This chart shows the number of jobs (bottom number) in Florida supported by visitor spending compared to total out-of-state visitor volume (top number). As visitors increase, so do Florida jobs.



### FLORIDA LEISURE AND HOSPITALITY EMPLOYMENT

This chart shows the number of Floridians employed in the Leisure and Hospitality sector each month.





Kennedy Space Center Visitor Complex

# Florida Visitors



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International Markets	25

## DOMESTIC MARKET VISITOR VOLUME:

### AMERICAN SUCCESS STORY

After 2021's remarkable rebound, Florida hasn't looked back: A record 127.8 million domestic visitors traveled here in 2022.

Americans accounted for 93% of the historic overall visitor volume, more than making up for the slower recovery of international travel.

Pandemic-era savings and the lessened risk of exposure to COVID-19 inspired air travel, which accounted for 33.8% of 2022's domestic visitation and surpassed 2019 levels by more than 2 million visitors.

Among the top origin states, Georgia extended its lead over New York as the Empire State lost 1.2 percentage points of share. After consecutive top-three years, Alabama tumbled to 10th place in 2022. Texas returned to the top three for the first time since 2019.

California rocketed up the list to 5th from 13th in 2021, following VISIT FLORIDA's most extensive marketing ever in the state. Pennsylvania fell to 11th - its lowest rank since at least 2017.

### TOP SIX DMAS

Origin markets New York and Atlanta reasserted their dominance as each gained more than a percentage point of share between 2021 and 2022. Dallas continued its ascent to take the No. 4 position. Charlotte, N.C., arrived in the top 10 by more than doubling its share while pandemic-era star Birmingham, Ala., almost fell out of the top 15.

Altogether, Florida's top six origin DMAs accounted for 29.7% of overall visits - up slightly from 28.7% in 2021.

### TOP 15 ORIGIN MARKETS

ORIGIN MARKETS	SHARE OF FLORIDA'S DOMESTIC VISITORS		PP* CHANGE (2021-2022)	SHARE SHIFT
	2021	2022		
1. New York, NY	8.9%	10.0%	1.2%	▲
2. Atlanta, GA	5.7%	7.5%	1.8%	▲
3. Chicago, IL	3.8%	3.5%	-0.3%	▼
4. Dallas-Fort Worth, TX	2.8%	3.0%	0.3%	▲
5. Philadelphia, PA	3.5%	2.9%	-0.6%	▼
6. Washington, DC	2.0%	2.7%	0.7%	▲
7. Boston, MA	2.5%	2.4%	-0.1%	▼
8. Charlotte, NC	1.1%	2.4%	1.3%	▲
9. Nashville, TN	1.5%	2.2%	0.8%	▲
10. Los Angeles, CA	1.9%	2.2%	0.3%	▲
11. Houston, TX	1.5%	1.9%	0.4%	▲
12. Baltimore, MD	1.2%	1.8%	0.6%	▲
13. Detroit, MI	1.6%	1.8%	0.2%	▲
14. Birmingham, AL	4.1%	1.6%	-2.4%	▼
15. Minneapolis-St. Paul, MN	0.9%	1.6%	0.7%	▲

Source: DK Shiftlet; \*percentage point, numbers in this column may be different than expected due to rounding; \*\* small sample size

## HEALTHY COMPETITION

When Americans said that they were interested in traveling abroad, they meant it. The United States ran a negative balance of travel and trade during four months in 2022, meaning that Americans spent more abroad than non-U.S. residents spent here.

Overall, travel imports (American travel spending abroad) were much closer to 2019 levels than were travel exports (non-resident spending in the U.S.).

What does this mean for Florida? Competition from domestic and international rivals remains fierce. Now is no time for Florida to ease off the gas.

## DOMESTIC MARKETS TO WATCH

Widespread travel restrictions and mask requirements are old news, but headlines about inflation and rising prices have travelers' attention.

To continue its phenomenal overall growth, Florida must meet Americans where they are: eager to travel but wary of their fiscal situations. Here are some of the American origin markets that VISIT FLORIDA is watching closely:

### NEW YORK CITY

New York shrugged off two years of falling share to sit even more comfortably in the No. 1 spot. It appears that this DMA is a dependable source again for Florida visitors.

### CHICAGO

Excluding 2020, the DMAs third place tied with its best position of the past several years. Historically, Chicagoans have spent more on average than visitors overall, but that wasn't the case in 2022. As travelers cut back on spending in the face of economic difficulties, we will need to keep an eye on these usually dependable big spenders.

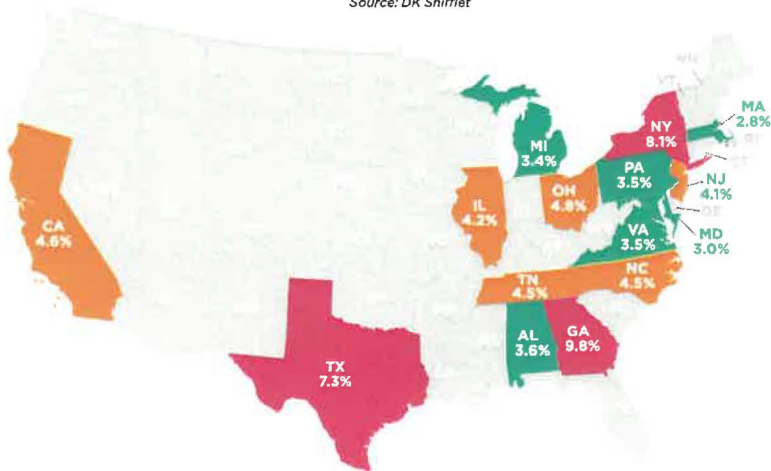
### ATLANTA

For the second year in a row, Atlanta took second place. One of Atlanta's greatest strengths – its proximity for drivers – may become a bigger asset if economic concerns turn into consumer cutbacks.

**FLORIDA'S TOP 15 ORIGIN STATES**  
This chart shows the percent of visitors originating in each state.

More Than 6%    4-5.9%    1-3.9%

Source: DK Shifflet



## LOS ANGELES

VISIT FLORIDA has been targeting markets west of the Mississippi River. Los Angeles' increase in share indicate that these efforts are worthwhile.

## DALLAS-FORT WORTH

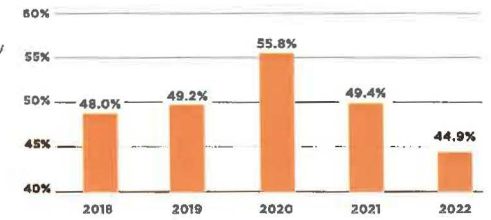
Dallas continued to impress in 2022 with an increase in share that moved it into the No. 4 spot. With drive and fly flexibility, this DMA could remain a strong performer for years to come.

## IN-STATE TRAVEL

A greater portion of Floridians left their home state in 2022. Florida received a smaller proportion of overnight leisure trips than it did in the past two years – 44.9% compared to 49.4% in 2021 and 55.8% in 2020 – while New York, California, Texas, and Hawaii each picked up share.

VISIT FLORIDA'S promotion of Florida to Floridians has multiple benefits: Travel spending remains local and residents are reminded of the features and places that make their home so special.

**FLORIDA IN-STATE TRAVEL**  
This chart shows the percentage of leisure trips by Floridians with a destination in Florida each year.



Source: DK Shifflet



Crystal River



## LIFESTAGE SEGMENTS:

### FAMILIES LOVE FLORIDA

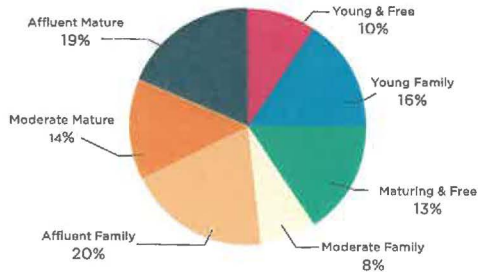
For a second consecutive year, Florida saw remarkable growth in travel by its three family lifestyles (Young Families, Moderate Families, and Affluent Families) and exceeded pre-pandemic levels.

Florida family travelers represented 43.7% of all visitors in 2022, two percentage points better than the rest of the country. The Affluent Families segment provided the biggest lift, adding nearly five percentage points in share from the previous year and accounting for one of every five Florida visitors.

While Florida's share of visitors in the family lifestyles increased, Young & Free and Moderate Mature travelers lost share. They were among the first groups to recover during the pandemic, rising from 33.3% in pre-pandemic 2019 to 39.4% in 2020. In 2022, their combined share fell to 24.3%. To the good, Affluent Mature travelers increased from 17.5% of the total to 18.6%.

#### 2022 LIFESTAGE SEGMENT COMPOSITION

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

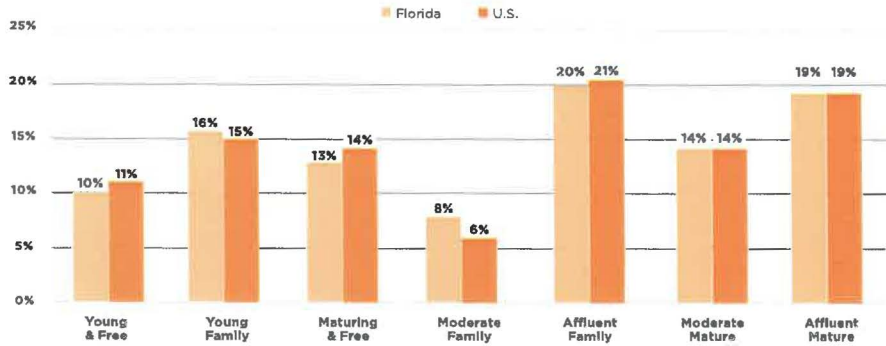


Source: DK Shifflet

- 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)

#### 2022 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: DK Shifflet

## AGE & FAMILY COMPOSITION

The growth of family travelers in 2022, Florida's most important audience target, was reflected in an increase in the share of visitors in early middle age. The share of visitors aged 35 to 54 grew from 32.4% to 39.2%. The change brought Florida more in line with nationwide trends, though visitors to the Sunshine State continued to skew slightly older with an average age of 47.9 years compared to 47.6 years for the United States as a whole.

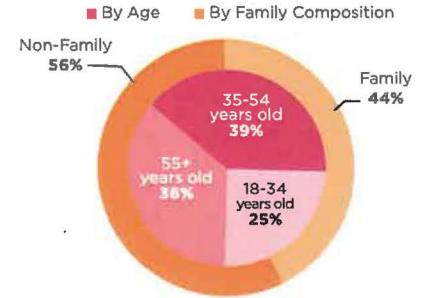
These trends reinforced a notable generational shift: Millennials have become the largest generational cohort among Florida's domestic travelers for the first time with a share of 34%. Gen X also increased, from 25.1% to 27.7%. The combined number of Millennial and Gen X visitors climbed 22.6% from 2021 to reach 78.8 million, or 61.7% of all domestic visitors in 2022.

As Millennial and Gen X travelers arrived in Florida in record numbers, the long-anticipated emergence of Gen Z travelers continued - though at a more subdued pace than in 2021. More than 8.5 million Gen Z travelers ventured to Florida in 2022, accounting for 6.7% of the state's 127.8 million domestic overnight visitors.

While the Gen Z travel number fell well short of 2021's 10.9 million visitors, both years are markedly higher than the estimated 2.6 million visitors in pre-pandemic 2019, suggesting that the rising generation has arrived and will be a powerful force in the travel industry in the years to come.

#### DOMESTIC VISITORS BY AGE AND FAMILY COMPOSITION

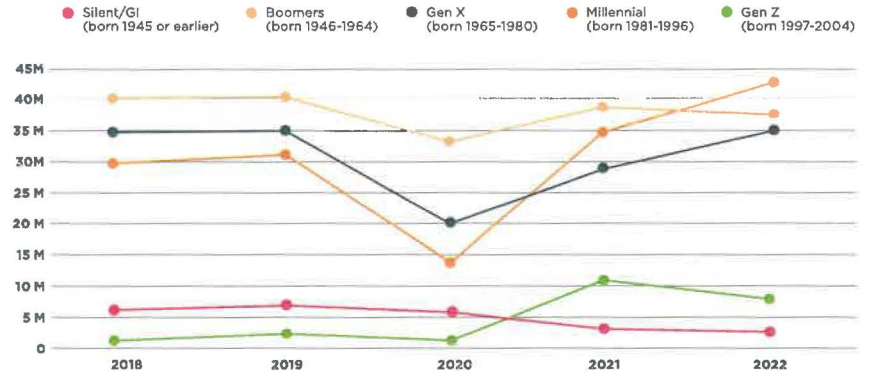
This chart shows that in 2022, Family lifestyles made up nearly half (44%) of Florida's domestic visitors. This chart also shows that nearly two-thirds (64%) of domestic visitors were under the age of 55 in 2022.



Source: DK Shifflet

#### DOMESTIC VISITOR VOLUME BY GENERATION

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



Source: DK Shifflet, VISIT FLORIDA

## INTERNATIONAL:

### WELCOME BACK, OLD FRIENDS

Florida's tourism industry entered 2022 in a state of hopeful optimism. In 2021, the rebound from the pandemic's economic downturn had arrived faster than expected thanks to international visitation that outperformed the rest of the country. While America's borders were essentially closed to overseas countries most of the year, visitors from Latin America were welcome and they flocked to Florida.

International border restrictions eased significantly in November 2021, opening the United States to European and Canadian travelers.

Overseas visitation to Florida, which had spent most of 2021 below 50% of 2019 levels, rebounded and ended 2022 at nearly 80% of pre-pandemic numbers.

Latin American countries continued their strong performance, though the huge 2021 peaks in visitation from Colombia among others didn't repeat in 2022.

Among Latin and South American origin markets, Brazil continued to have the weakest visitation – roughly 50-60% of 2019 levels. One big barrier for potential Brazilian travelers was the long wait time for interviews for tourist visas – nearly 18 months. Other countries in the region had even longer delays, but first-time visitors from Brazil to the United States make up a larger share of Florida visitation.

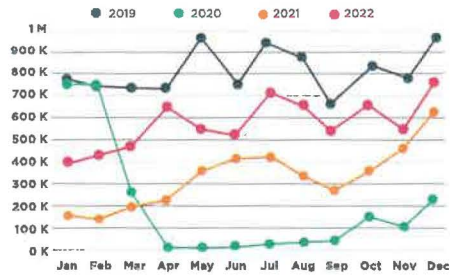
Visitation from Europe recovered significantly:

- The United Kingdom ended 2022 at 90% of pre-pandemic levels.
- German visitation was nearly 80% of 2019 numbers most of the year.
- France and Spain visitation flirted with ranking among the top 10 origin countries.

The biggest rebound came from Canada, which ended 2022 with 2.6 million visitors – or 2 million-plus more visitors than in 2021. While this visitor volume was nearly 40% below the pre-pandemic benchmark, the year-over-year percentage increase was 452%.

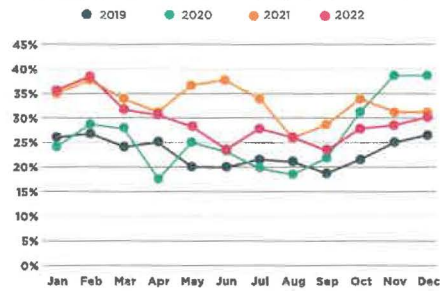
All of which means there is still a ways to go before surpassing 2019 levels, but Florida's international visitation is well positioned moving into 2023 and beyond.

**TOTAL OVERSEAS VISITATION TO FLORIDA**  
This chart shows the number of overseas visitors to Florida each month



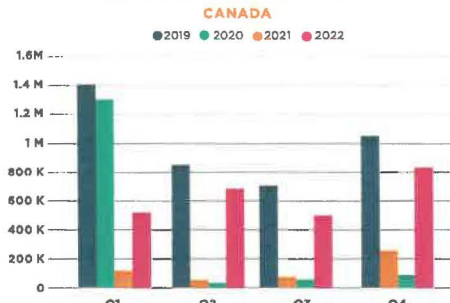
Source: VISIT FLORIDA

**FLORIDA'S OVERSEAS MARKET SHARE**  
This chart shows the estimated percentage of overseas visitors to the U.S. who visited Florida each month



VISIT FLORIDA & National Travel & Tourism Office

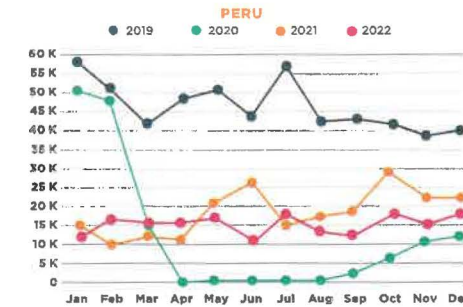
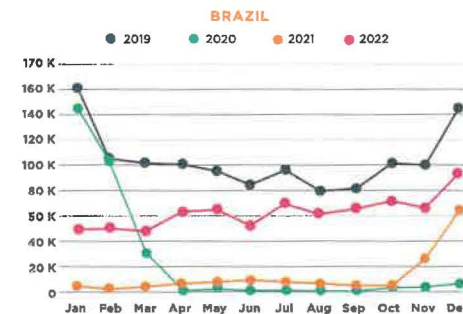
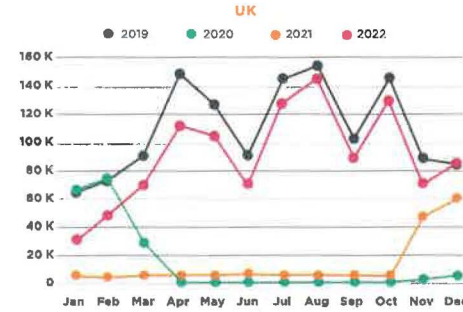
### TOP OVERSEAS ORIGIN MARKETS



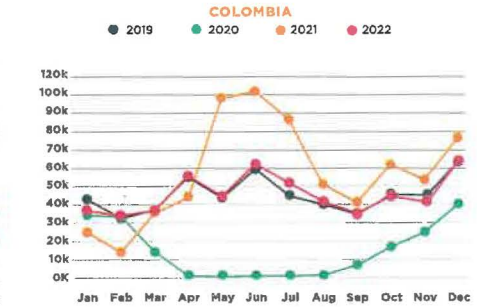
Source: XBorder Canada

### TOP OVERSEAS ORIGIN MARKETS

These charts show the number of visitors from each country to Florida each month



Source: VISIT FLORIDA





📍 Anclote Key

# Marketing Approach



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## THE PATH FROM GOOD TO GREAT

As the Florida tourism industry celebrates unprecedented success and its dominant position as a vacation destination, there are even greater aspirations for 2023-24:

**International travelers.** The post-pandemic recovery continues. It's important to remember that visitation from other nations, perhaps obscured by Florida's record-breaking 2022, is still down nearly a third from before the pandemic. While there was less competition during the pandemic, all destinations are now open and travelers have more choices. The competition to win over that international travel audience will be fierce.

**Vacation diversity.** Potential visitors will realize that they've got to try Florida. VISIT FLORIDA's "core and more" marketing and storytelling will expand travelers' awareness of vacation possibilities in the Sunshine State.

VISIT FLORIDA will add to what travelers already know about our beaches and theme parks with new opportunities that they should experience for themselves. Beyond the beaches are limitless family outdoor adventures that will stoke their curiosity to explore.

**Opportune markets.** The data collected through VISIT FLORIDA's regular market research reveal many storylines. One of these nuggets is the unaided visitation from a new region. When these opportunities surface, advertising will be placed in those markets to increase this desire for a Florida vacation among similar residents.

2022 again proved the point: A strategically aligned tourism industry will be in a better position to attract and retain visitors.

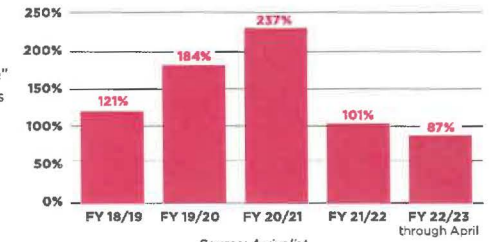
Input from VISIT FLORIDA's industry-led marketing committees helps guide our marketing tactics. The charges for Fiscal Year 2023-24 are focused on a regional strategy to ensure that all parts of the state are represented

throughout the year by their specific regional priorities and not a one-size-fits-all marketing approach.

The calendar that follows outlines the timing of our major efforts in the next fiscal year.

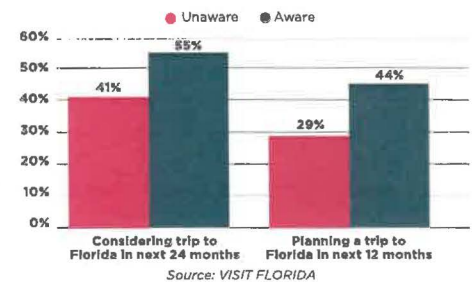
### ARRIVAL LIFT

This chart shows how much more likely people who saw VISIT FLORIDA's digital advertising were to later take a trip to Florida than those who didn't see the advertising. As detailed in the following section, VISIT FLORIDA strives to achieve a rating of 100%, or see people be twice as likely to visit after seeing VISIT FLORIDA's advertising.



### CONSIDERATION & PLANNING

This chart shows the percentage of domestic travelers from Florida's top origin markets who are considering a trip here in the next 24 months or planning one in the next 12 months, broken down by whether they saw any of VISIT FLORIDA's marketing.



## CONSTANT MEASUREMENT, WINNING RESULTS

VISIT FLORIDA takes performance measurement seriously, investing significant resources in order to quantify:  
- the effectiveness of its marketing programs and the services it delivers to – and on behalf of – its industry stakeholders;  
- the overall success of Florida tourism and its contribution to the Florida economy.

The following key performance indicators are the basis upon which the state evaluates VISIT FLORIDA against those priorities.

### 1. Direct Influence Study

**a. Method:** VISIT FLORIDA measures the influence its programs had on travel decisions made by actual visitors. In a survey of 3,000 travelers, visitors are shown 18 different sources of information and asked to report on a scale of 1 to 5, with 5 indicating “very important,” how influential each source was to their decision to travel to Florida. The percentage of visitors rating an information source directly attributable to VISIT FLORIDA as a 4 or 5 is the basis upon which VISIT FLORIDA measures direct influence on actual travel to Florida.

**b. FY 2023-2024 recommended goal:** 60%

### 2. Arrival Lift™

**a. Method:** VISIT FLORIDA utilizes a 3rd-party tool to measure “Arrival Lift™” attributable to its digital marketing. In short, Arrivalist delivers regular updates on the likelihood of a person visiting Florida after seeing VISIT FLORIDA advertising. A tracking pixel is

affixed to all digital advertising. A sample set of those exposed to VISIT FLORIDA’s marketing is compared against those that were not and the difference in actual trips to Florida between those sets, as measured by Arrivalist cookies on 120 million devices, is determined to be the “Arrival Lift™” attributable to digital advertising.

**b. FY 2023-2024 recommended performance standard:** 100% (meaning exposed travelers are twice as likely to visit Florida)

### 3. Integrated Marketing Effectiveness Study

**a. Method:** VISIT FLORIDA conducts monthly surveys with a cumulative annual sample size of approximately 12,000 leisure travel participants. Among the many insights gathered through this process is the percentage of domestic leisure travelers aware of VISIT FLORIDA’s marketing.

**b. FY 2023-2024 recommended performance standard:** 45%

### 4. Industry Satisfaction Survey

**a. Method:** VISIT FLORIDA conducts an annual survey of its Florida tourism Partners to assess their satisfaction. Partners are asked to rate the job VISIT FLORIDA does marketing the state as a vacation destination on a scale from 1 to 10. The average score is reported as a performance measure.

**b. FY 2023-2024 recommended performance standard:** 8.5

### 5. Number of Individual businesses located in Rural Area of Opportunity (RAO) designated communities and designated trail towns actively participating in VISIT FLORIDA marketing activities as a percentage of the total.

**a. Methodology:** The state designates certain regions to be RAOs and the Department of Environmental Protection designates certain towns as “trail towns.” One of VISIT FLORIDA’s priorities is to ensure assistance to businesses within RAOs and to assist marketing trail towns. The total number of businesses and trail towns with active and meaningful participation with VISIT FLORIDA participating in VISIT FLORIDA marketing programs – and the number of RAO counties and trail towns with participating businesses as a percentage of the total – are used to measure performance against that priority.

**b. FY 2023-2024 recommended performance standard:** 1,100

### 6. Annual share of domestic vacations

**a. Methodology:** VISIT FLORIDA subscribes to a syndicated survey data set called DK Shifflet which collects data on tens of thousands of domestic travelers each year. Among overnight travelers whose primary purpose is either general vacation or weekend getaway, the percentage of trips with a destination in Florida (i.e. Florida’s market share) is reported as a performance measure.

**b. FY 2023-2024 recommended performance:** 22%

### 7. Number of strategies in the Florida Strategic Plan for Economic Development Implemented by VISIT FLORIDA

**a. Description:** The Florida Department of Economic Opportunity develops and publishes an annual Florida Strategic Plan for Economic Development containing six key strategic pillars. VISIT FLORIDA strives to play a vital role in the state’s overall strategy by performing duties advancing four of the six strategic pillars: (2) Innovation and Economic Development; (4) Business climate and competitiveness; (5) Civic Governance Systems; and (6) Quality of Life and Quality of Places.

**b. FY 2023-2024 recommended performance standard:** 4



Lake Eola, Orlando

# MARKETING APPROACH

For planning purposes, below is a high-level overview of VISIT FLORIDA's FY 2023-24 market approach. This plan and the tactics that follow are subject to change based on VISIT FLORIDA's strategic initiatives.

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

	JUL '23	AUG '23	SEP '23	OCT '23	NOV '23	DEC '23	JAN '24	FEB '24	MAR '24	APR '24	MAY '24	JUN '24
DOMESTIC AUDIENCES	WINTER											
	FAMILIES											
	NATURE/OUTDOOR ADVENTURE											
	ARTS & CULTURE SEEKERS											
	GENERAL TRAVELERS											
INTERNATIONAL CAMPAIGNS	LOVEFL											
	ALWAYS ON Domestic & International	CONTENT			PUBLIC RELATIONS		PROMOTIONS		SOCIAL		TRAVEL TRADE	COOPERATIVE MARKETING
	CANADA											
	UK											
	LATIN AMERICA											
GERMANY												

## WINTER VISITOR PROFILE

### LENGTH OF STAY

This chart shows the number of nights winter visitors stay.

■ 1-3 nights ■ 4-7 nights ■ 8+ nights

Year	1-3 nights	4-7 nights	8+ nights
2018	13%	35%	52%
2019	12%	38%	50%
2020	13%	34%	52%
2021	20%	33%	47%
2022	16%	34%	50%

2018 4.6 2019 4.7 2020 5.6 2021 6.3 2022 5.3

Avg. Length of Stay in Nights

### GENERATION

Silent/G.I.*	4%
Baby Boomer	45%
Gen X	20%
Millennial/Gen Z	31%

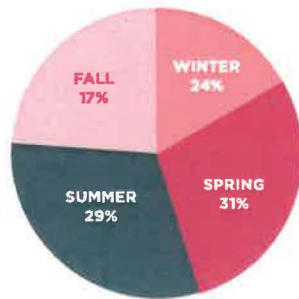
### LODGING TYPE

Paid Accommodation	80%
Hotel	41%
Non-hotel	39%
Non-Paid Accommodation	20%

Source: DK Shiftlet \*Small sample size

## FAMILY PROFILE

### SEASONALITY



### TRANSPORTATION MODE

■ Airplane ■ Non-Air

Year	Airplane	Non-Air
2018	26%	72%
2019	36%	64%
2020	20%	80%
2021	30%	70%
2022	29%	71%

Source: DK Shiftlet

### HOUSEHOLDS W/ CHILDREN IN THE FOLLOWING AGE RANGES

Less than 2 years	7%
2 - 5 years	27%
6 - 12 years	55%
13 - 17 years	36%

### AGE OF PARENT

18 - 34 years old	28%
35 - 49 years old	47%
50 - 64 years old	17%
65+ years old	8%

### TIME TO PLAN TRIP

3 weeks or less	22%
1 month	16%
2-3 months	24%
4-5 months	16%
6 months	10%
More than 6 months	13%

## IN-STATE GETAWAY PROFILE

### SEASONALITY



### TOP ACTIVITIES

Culinary/Dining Experience	19%
Beach/Waterfront	19%
Shopping	18%
Visit Friends/Relatives	16%
Business/Work	13%

### LODGING TYPE

Paid Accommodation	78%
Hotel - paid	51%
Non-hotel paid	27%
Non-Paid Accommodation	22%

Source: DK Shiftlet

## EXPERIENCE & ADVENTURE SEEKER PROFILES

### TRIP PLANNING TIME FRAME

■ Adventure Seekers ■ Experience Seekers



### ADVENTURE SEEKERS' TOP FLORIDA ACTIVITIES

Beach	58%
Shopping	32%
Fishing	27%
Fine dining	23%
Swimming	23%
Wildlife viewing	23%
Visiting friends/relatives	22%
State park/Monuments/Recreation areas	22%
Scuba diving/Snorkeling	21%
Historic sites	21%

### EXPERIENCE SEEKERS' TOP FLORIDA ACTIVITIES

Beach	49%
Fine dining	43%
Shopping	36%
Historic sites	24%
Visiting friends/relatives	22%
Museums	19%
Unique local cuisine	19%
Theme park/Amusement	18%
Nightclubs/Dancing	17%
Swimming	14%

Source: TravelTrak

# MARKETING TACTICS

## STRATEGY 1 DRIVE MEANINGFUL DEMAND

- > Create integrated campaigns in top domestic markets and markets with growth potential.
  - > Create a diverse offering of co-op marketing programs aligned with VISIT FLORIDA's overarching marketing objectives.
  - > Develop and sustain marketing partnerships that support brand differentiation and are distinctive and memorable.
  - > Explore innovative opportunities to elevate Florida from a noisy media environment and differentiate it from the competition.
  - > Maintain ongoing search presence (SEO/SEM).
  - > Leverage VISIT FLORIDA content for domestic and international marketing efforts.
  - > Align collaborative pitching with press visits and media relations.
- > Build and sustain relations with global media and content creators.
  - > Collaborate with DMO partners to pitch stories and host media visits that yield a larger awareness footprint to the state.
  - > Create campaigns that authentically 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 and execute promotions in key markets to maintain high-level Florida brand awareness.

## STRATEGY 2 OPTIMIZE YIELD

- > Create integrated campaigns in top international markets.
  - > Steward relationships with top international trade and consumer media.
  - > Develop and grow relationships with tour operators, influential global product managers, receptive operators, and travel agents in key international markets.
  - > Coordinate international trade events throughout the year for key markets.
  - > Promote educational programming for travel trade.
- > Develop and maintain relationships with airlines and airports to support route recovery and 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 FOSTER BRAND LOVE, LOYALTY, AND CONNECTION

- > Promote engagement with #LoveFL across different audiences and passions.
  - > Leverage social conversations to build brand engagement and advocacy.
  - > Develop opportunities to connect with local Floridians through LoveFL brand.
- > Foster social conversations related to Florida travel experiences.
  - > Create experiences and programs that enhance pride among Floridians.

## STRATEGY 4 SUPPORT AND LEAD OUR INDUSTRY

- > Engage with and educate Partners through marketing consultations and sales calls.
  - > Enhance industry communications strategy. Create, manage, and distribute key messaging through email, social, direct mail, and in-person event attendance.
  - > Grow Partner benefits platform to provide more exclusive opportunities for VISIT FLORIDA Marketing Partners.
  - > Develop programs that deliver education/ thought leadership to the industry.
  - > Invest in tools and resources that drive Partner retention and demonstrate value of participation.
- > Increase the value of co-op to Partners by developing year-round, campaign-specific, non-traditional and bundled packages.
  - > Promote newly created dashboard sharing Quality of Life Indicators for Florida's tourism industry.
  - > Support crisis communication efforts by providing industry direction and support as needed.
  - > Facilitate international co-op opportunities for Partners, leveraging the Florida brand.
  - > Engage in conversations with our industry stakeholders to improve our efforts to serve them.




Fort Pierce

# VISITFLORIDA®



**THE OFFICIAL TOURISM MARKETING  
CORPORATION FOR THE STATE OF FLORIDA**



 **Topsail Hill Preserve State Park, Santa Rosa Beach**

# 2024 STRATEGIC PLAN PROJECT

NEW COPY FOR INDUSTRY VISION DOCUMENT



## FLORIDA 2024: A VISION FOR THE FUTURE OF FLORIDA TOURISM

### ABOUT

In 2020, representatives of the Florida tourism industry worked together to establish a set of shared ideas intended to inspire and align the entire industry, as a collective. This project consisted of extensive survey work, interviews with industry leaders, and workshops at Florida's premier tourism conference. This document is the result of that effort and will guide Florida's tourism industry through 2024.

\*Additionally, this document, when read together with VISIT FLORIDA's 4-year Corporate Strategy and most current Annual Marketing Plan, constitutes the plan required by s. 288.923(4)(c), Florida Statutes.

**FLORIDA IS ONE OF THE TOP DESTINATIONS IN THE WORLD. WE WANT TO MAKE SURE WE STAY ON TOP.**

### HOW?

By working together to promote Florida and elevate the Florida experience for visitors and residents.

By challenging ourselves to nurture a sustainable tourism product that aligns the needs of our visitors, residents, and natural resources and reflects the diversity of our state.

By celebrating the value of the Florida tourism story, the connection between vacation experience and resident well-being that enriches the quality of life for our visitors and in our communities.

---

One of the most powerful sentences in any language is, "I'm on vacation." Every day, millions of people experience that joy in Florida--the world's greatest travel destination. Even more people dream about it. We appreciate the great responsibility and privilege of helping travelers follow their sunshine.

**"I'M ON VACATION. I'M IN FLORIDA."**



We have purpose.  
We have a vision.  
We have a mission.

And our values guide our actions.

---

## **TOGETHER, IT'S OUR TIME TO SHINE.**

---

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 enrich the quality of life in our communities.

We understand that to sustain our industry we must measure our success by the benefit we provide to our communities.

We are proud to form the foundational economic engine of our great state. Tourism provides for Florida families. Tourism funds Florida's government. Tourism protects and nurtures Florida's sustainable travel product. Tourism makes life in Florida better.

---

Our values provide the direction for our future plans.

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

---

## **WE WILL MAKE AN IMPACT**

We are results-focused. Every day is full of opportunities to achieve positive change. We ask ourselves: How can we add value to our teams, our industry, our communities, and the world?

---

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

We will strive for excellence in our jobs -- as ambassadors for Florida tourism and as friends caring for our industry colleagues and our fellow Floridians. To be our best selves requires dedicated time for work and play. We work in the No. 1 travel destination in the world. We promote it. We support it. We explore it.

---

## **WE WILL PERSIST.**

We have proven our resiliency time and time again. When working together, our industry can overcome seemingly insurmountable obstacles. No matter the challenge, we will persist.

---

## **FLORIDA 2024: A VISION OF THE FUTURE OF FLORIDA TOURISM**

**PURPOSE:** Brighten the lives of all

**VISION:** To establish Florida as the No. 1 travel destination in the world.

**MISSION:** To enrich the quality of life in our communities.

**VALUES:** Make an impact. Work purposefully and live passionately. Persist.

# COPY FOR VISIT FLORIDA 4-YEAR CORPORATE STRATEGY



## VISIT FLORIDA 2020-2024 CORPORATE STRATEGY

For almost 25 years, VISIT FLORIDA has led the industry to advance Florida tourism. This corporate strategy will ensure that we remain a leading destination marketing organization by focusing on the imperatives.

### WE MUST

Focus our marketing strategy.

Support and lead our industry.

Run a good business.

### WE WILL

Constantly evaluate and refine our role within the industry.

Listen to our partners.

Be conscientious stewards of our resources.

Take calculated risks in an effort to keep Florida ahead of the competition

Create powerful cooperative advertising programs and collaborative partnerships.

Align operational decision-making with organizational strategy.

Link major initiatives to established strategies.

Unify Florida tourism businesses and industry stakeholders by engaging and expanding tourism advocacy.

Develop our talent.

### THAT MEANS

Maximizing synergy between our programs and our partners' efforts and prioritizing the areas where we can make the greatest impact.

Facilitating relevant conversations with our stakeholders to inform program development.

Receiving clean audits, positive program reviews and operating with transparency and accountability.

Continuously investing a portion of our resources in cutting-edge programs that make Florida a global industry leader in thought and action.

Growing meaningful cooperative advertising investment, strategic partnerships, and industry engagement every year.

Pursuing simplicity in our processes and enhancing the flexibility and marketability of our organization.

Our planning process must identify one or more of the following strategies for each major initiative:

Drive meaningful demand. Optimize yield. Foster brand love, loyalty and connection.

Creating ways for Florida tourism stakeholders to share the message of Florida pride and the benefits of tourism.

Providing continuing education and new professional experiences for our team members and rewarding innovative and collaborative thinking or action.

# 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*

# VISIT FLORIDA Employee Code of Ethics



## PURPOSE

It is essential that VISIT FLORIDA, a direct-support organization created by law and funded by state tax dollars as well as private investment, conduct its affairs honorably and in accordance with the highest ethical principles. To conform fully to the letter and spirit of legislative policy, and to further strengthen the faith and confidence of Floridians in VISIT FLORIDA, the following standards of conduct are required of every employee.

## Acceptance of Food, Beverages, Lodging, Entertainment, and Gifts

No VISIT FLORIDA employee shall accept or receive food, beverages, lodging, entertainment, or gifts from a tourist or economic development entity that receives revenue from a tax imposed pursuant to s. 125.0104 (Tourist Development Tax a.k.a. the “Bed Tax”), s. 125.0108 (Tourist Impact Tax), s. 212.0305 (Convention Development Tax), or from any person, vendor, or other entity, doing business with VISIT FLORIDA unless such food, beverage, lodging, entertainment, or gift is available to similarly situated members of the general public.

### Explanation

VISIT FLORIDA employees may not accept food, beverages, lodging, entertainment, or gifts (anything of value) from a Florida destination marketing organization (DMO) or local economic development entity, VISIT FLORIDA vendors, or VISIT FLORIDA partners unless the item is available to similarly situated members of the general public or the employee pays the fair value of the item within ninety (90) days. For purposes of this policy, members of the “general public” are not “similarly situated” by virtue of occupation or industry alone. Items available to “similarly situated” members of the “general public” are items that are available to all people within an area—ordinary people that are not members of a particular organization or possess a special status, privilege, or knowledge that confers special treatment.

**For example:** You attend an event hosted by a DMO and the event is open to anyone that wishes to attend. Food and beverages are available.

- You may accept.

**For example:** You attend a conference, convention, luncheon, or other similar event hosted by a DMO or entity doing business with VISIT FLORIDA and a registration fee is paid (note: VISIT FLORIDA may pay or reimburse employees for expenses incurred in

the performance of their duties). The registration fee covers entrance, food, beverages, lodging, entertainment, and/or gifts received in connection with the event.

- You may accept. You should not seek reimbursement from VISIT FLORIDA for meals provided at the event since they are included in the registration fee.

**For example:** You attend a conference, convention, luncheon, or other similar event hosted by a DMO or entity doing business with VISIT FLORIDA and there is a registration fee. Your registration fee is waived because you have agreed to actively participate in hosting the event (e.g., as a speaker or panel member). The registration fee covers entrance, food, beverages, lodging, entertainment, and/or gifts received in connection with the event.

- You may accept. Any other support personnel that have an actual need to attend the event to support your participation, even if not directly participating themselves, may also accept. Support personnel must have a real and justifiable need to attend the event for the purpose of supporting your participation.

**For example:** You work closely with a DMO. The entity provides you a gift bag in appreciation of your efforts.

- You must politely decline.

**For example:** You attend a meeting at the office of a DMO and are offered snacks.

- You must politely decline.

**For example:** A VISIT FLORIDA vendor offers to take you to lunch or bring food to a meeting or presentation.

- You must politely decline or personally pay for your own meal. If you are otherwise eligible for meal reimbursement pursuant to VISIT FLORIDA's travel policy you may be reimbursed for the meal in accordance with that policy.

**For example:** You plan to attend a conference, convention, luncheon, or other similar event hosted by a DMO to represent VISIT FLORIDA and/or sell VISIT FLORIDA products or partnerships. There is no registration fee but other tourism industry stakeholders are invited and in attendance.

- If you plan to eat the lunch you must provide a personal check in the most professional and unobtrusive manner possible. If you are otherwise eligible for meal reimbursement pursuant to VISIT FLORIDA's travel policy you may be reimbursed for the meal in accordance with that policy.

**For example:** You are offered an opportunity to visit a Florida attraction, restaurant, or location for free or at a reduced rate to increase your awareness and knowledge of the business or location. This offer is made so that you may better communicate and/or sell the Florida experience to visitors and/or potential visitors when serving them at Welcome Centers, planning marketing strategies, developing creative content, or otherwise contributing to tourism promotion for the state.

- You must decline.

**For example:** VISIT FLORIDA's public relations or travel trade professionals have identified and recruited a number of travel journalists, influencers, tour operators, travel agents, or similar



entities to participate in a familiarization tour. The tour will showcase several Florida locations and directly benefit many VISIT FLORIDA partners and Florida businesses. You are assigned to work on the tour and create the itinerary, greet the guests, organize travel between competing regions of the state, and accompany the guests on the trip to ensure the experience is positive and results in increased Florida travel stories or sales. Your attendance and interaction with the guests assists participating partners and is also critical to your role at VISIT FLORIDA because your job as a public relations or travel trade professional is to influence media and sales of Florida tourism products and to speak as an authoritative agent of the state's tourism industry. In connection with the trip, VISIT FLORIDA's participating partners offer free entrance, food, beverages, lodging, entertainment, and/or gifts in consideration of the media and/or sales opportunity.

- You may attend all stages of the familiarization tour as assigned. However, when eating at a restaurant you must pay for your meal and seek reimbursement within the parameters of VISIT FLORIDA's travel policy (any payment in excess of allowable amounts must be paid personally). You may accompany the guests to their hotel, but may not stay at the hotel yourself unless you pay for the room and the rate is within the parameters of VISIT FLORIDA's travel policy (or you personally pay the difference). You may, for the sole purpose of coordinating, hosting, and working the familiarization tour, accept free entrance to locations the guests attend to allow for the performance of your job duties. You should not accept free entrance to locations if it is not connected to your job duties.

**For Example:** VISIT FLORIDA is limited to paying lodging rates no greater than \$150 in most circumstances. VISIT FLORIDA seeks to negotiate with hotels to obtain a rate within the allowable range. A hotel chain is willing to offer a rate to VISIT FLORIDA that is comparable to the rate offered to government employees and other similarly situated members of the general public that have a similar demand for lodging.

- This is allowable.

## Doing Business with VISIT FLORIDA

No VISIT FLORIDA employee acting on behalf of VISIT FLORIDA shall, either directly or indirectly, purchase, rent, or lease any realty, goods, or services for VISIT FLORIDA from any business entity of which the employee or the employee's spouse or child is an officer, partner, director, or proprietor or in which such employee or employee's spouse or child, or any combination of them, has a material interest. Nor shall any VISIT FLORIDA employee, rent, lease, or sell any realty, goods, or services to VISIT FLORIDA.

### *Explanation*

If you are responsible for purchasing things on behalf of VISIT FLORIDA, always consider any personal connection you may have with prospective service providers or vendors. If you have a conflict, disclose the conflict and remove yourself from the decision-making process. Additionally, do not attempt to sell things to VISIT FLORIDA.

**For example:** You are responsible for the selection of a vendor to provide VISIT FLORIDA services. Your daughter is one of the service providers competing for the contract. You

should disclose the conflict and remove yourself from the decision- making process. This does not mean that your daughter may not be considered—it simply means that you may not be involved with the selection.

## (2) Prohibition of Unauthorized Compensation

No VISIT FLORIDA employee, or his or her spouse or minor child shall, at any time, accept any compensation, payment, or thing of value when the employee knows, or, with the exercise of reasonable care, should know, that it was given to influence any action in which the employee was expected to participate in his or her capacity as a VISIT FLORIDA employee.

### *Explanation*

Simply put, do not take a bribe. Importantly, this applies to spouses and minor children.

## Misuse of Position

No VISIT FLORIDA employee shall corruptly use or attempt to use his or her position, or any property or resource of VISIT FLORIDA which may be within his or her trust, or perform his or her duties, to secure a special privilege, benefit, or exemption for himself, herself, or others.

### *Explanation*

Avoid using your position, or VISIT FLORIDA resources under your control, to benefit others in any way that could be perceived as wrong.

**For example:** You have the keys to a VISIT FLORIDA van. You allow your son to use the van on the weekends to get around.

- You have misused your position.

**For example:** VISIT FLORIDA is conducting a competitive solicitation. You are not an authorized procurement liaison and choose to discuss the solicitation with interested parties while the competitive process is ongoing.

- You have misused your position by conferring a benefit (inside information) on select vendors.

## Conflicting Employment or Contractual Relationship

No VISIT FLORIDA employee shall have or hold any employment or contractual relationship with any business entity or agency which is doing business with VISIT FLORIDA. Nor shall any employee of VISIT FLORIDA 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 VISIT FLORIDA duties, or that would impede the full and faithful discharge of his or her VISIT FLORIDA duties.

All outside employment must be approved by the President of VISIT FLORIDA. Outside

employment includes any regularly performed activity from which an employee receives income. It also includes non-paying positions an employee may hold with an organization (e.g., a non-paying position on the board of directors for a nonprofit).

Requests for approval of outside employment should be directed to the General Counsel. The General Counsel or President will notify employees of the President's approval in writing.

#### *Explanation*

Seek approval prior to accepting outside employment through the General Counsel. If proposed outside employment will cause a conflict with your VISIT FLORIDA duties, it will not be approved.

### (3) Disclosure or Use of Certain Information

No VISIT FLORIDA employee shall disclose or use information not available to members of the general public and gained by reason of his or her position for his or her personal gain or benefit, or for the personal gain or benefit of any other person or business entity.

#### *Explanation*

The vast majority of VISIT FLORIDA records are public by virtue of Florida's public records laws. However, to the extent that you are exposed to records that are not public, or information that is not contained within a record and is proprietary or confidential, you should not use it to benefit yourself or others.

**For example:** Solely as a result of working at VISIT FLORIDA, you learn the specific details of a certain organization's sensitive business information. This information is not public. You should not use this information for your own benefit, and you should not disclose this information to others for their benefit.

## Nepotism

No VISIT FLORIDA employee may appoint, employ, promote, advance, or advocate for the appointment, employment, promotion, or advancement of, a relative into a position over which the employee exercises control. Mere approval of budgets is not an exercise of control.

Relative means: 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 grandparent, step great grandparent, step grandchild, step great grandchild, person who is engaged to be married to the employee or who otherwise holds himself or herself out as or is generally known as the person whom the employee intends to marry or with whom the employee intends to form a household, or any other natural person having the same legal residence as the employee.

### *Explanation*

Do not attempt to help your relatives obtain employment in a position over which you have control.

**For example:** VISIT FLORIDA is in the process of selecting an intern. You should not advocate for your son to be selected. You may forward his application to the decision-maker but you should not apply pressure or take any further action beyond that point.

### Use of VISIT FLORIDA Funds on Food, Beverages, Lodging, Entertainment, or Gifts.

VISIT FLORIDA funds may not be expended for food, beverages, lodging, entertainment, or gifts for employees of the corporation, board members of the corporation, or employees of a tourist or economic development entity that receives revenue from a tax imposed pursuant to s. 125.0104 (Tourist Development Tax a.k.a. the “Bed Tax”), s. 125.0108 (Tourist Impact Tax), s. 212.0305 (Convention Development Tax), except as authorized by VISIT FLORIDA’s travel policy.

### *Explanation*

VISIT FLORIDA employees with spending authority must ensure that corporate funds are not spent on food, beverages, lodging, entertainment, or gifts (anything of value) for VISIT FLORIDA employees, board members, or employees of a DMO or local economic development entity. VISIT FLORIDA employees may be reimbursed in accordance with its travel policy.

**For Example:** VISIT FLORIDA hosts an event. There is a registration fee which covers the cost of attendance, food, beverages, lodging, entertainment, and/or gifts associated with the event.

- DMO employees may pay the registration fee and participate fully in the event.

**For Example:** VISIT FLORIDA hosts an event. There is a registration fee which covers the cost of attendance, food, beverages, lodging, entertainment, or gifts associated with the event. A DMO employee is engaged to participate in hosting the event (e.g., speaking or participating on a panel). Similar participants are provided free entrance to the event to allow for their participation.

- VISIT FLORIDA may waive the registration fee to allow for the DMO employee to participate actively in hosting the event and as consideration for the services provided.

**For Example:** VISIT FLORIDA hosts an event attended by people that are not employees of a DMO. There is no registration. Food, beverages, lodging, entertainment, and/or gifts are provided in connection with the event.

- This is allowable. The items provided should be consumed by attendees (e.g., media personnel, travel trade professionals, etc.) and not VISIT FLORIDA employees.

**For Example:** VISIT FLORIDA provides food, beverages, lodging, entertainment, or gifts at a trade show for the purpose of competing to attract tour operators, consumers, media or other similar attendees to its booth. VISIT FLORIDA has sold space within the booth to both private businesses and DMOs (which in turn have resold space to private entities). As a result, the booth contains a mix of VISIT FLORIDA employees, DMO employees, private businesses partnering with VISIT FLORIDA, and trade show attendees.

- This is allowable. VISIT FLORIDA is not prohibited from expending funds in this way. Best practice in this situation would be to display a professional note near the items welcoming trade show attendees to accept the offering.

**For Example:** VISIT FLORIDA is having a board meeting. It is customary for organizations to provide food and beverage to volunteer board members at meetings.

- VISIT FLORIDA funds should not be used to provide food or beverages for employee or board members.

## COMPLIANCE

The failure of a VISIT FLORIDA employee to adhere to these standards of conduct may result in disciplinary action, up to and including termination. Any questions should be directed to the General Counsel of VISIT FLORIDA.

# TAX RETURN FILING INSTRUCTIONS

FORM 990

FOR THE YEAR ENDING

June 30, 2022

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**Prepared For:**

FLORIDA TOURISM INDUSTRY MARKETING  
CORP, INC.  
101 N. Monroe St., Suite 900  
TALLAHASSEE, FL 32301

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**Prepared By:**

Thomas Howell Ferguson P.A.  
2615 Centennial Blvd., Suite 200  
Tallahassee, FL 32308

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**Amount Due or Refund:**

Not applicable

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**Make Check Payable To:**

Not applicable

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**Mail Tax Return and Check (if applicable) To:**

Not applicable

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**Return Must be Mailed On or Before:**

Not applicable

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**Special Instructions:**

This return has been prepared for electronic filing. If you wish to have it transmitted electronically to the IRS, please sign, date, and return Form 8879-TE to our office. We will then submit the electronic return to the IRS. Do not mail a paper copy of the return to the IRS. Return Form 8879-TE to us by May 15, 2023.

Form **990**

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

OMB No. 1545-0047

**2021**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

Do not enter social security numbers on this form as it may be made public.  
Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

**A** For the 2021 calendar year, or tax year beginning **JUL 1, 2021** and ending **JUN 30, 2022**

<b>B</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	<b>C</b> Name of organization <b>FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.</b>		<b>D</b> Employer identification number <b>59-3359293</b>
	Doing business as <b>VISIT FLORIDA</b>		<b>E</b> Telephone number <b>850-488-5607</b>
	Number and street (or P.O. box if mail is not delivered to street address) <b>101 N. MONROE ST., SUITE</b>	Room/suite <b>900</b>	<b>G</b> Gross receipts \$ <b>89,864,645.</b>
	City or town, state or province, country, and ZIP or foreign postal code <b>TALLAHASSEE, FL 32301</b>		<b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. See instructions
	<b>F</b> Name and address of principal officer: <b>SHANNA PACE</b> <b>SAME AS C ABOVE</b>		<b>H(c)</b> Group exemption number

**I** Tax-exempt status:  501(c)(3)  501(c) ( **6** ) (insert no.)  4947(a)(1) or  527

**J** Website: **WWW.VISITFLORIDA.ORG, WWW.VISITFLORIDA.COM**

**K** Form of organization:  Corporation  Trust  Association  Other **L** Year of formation: **1995** **M** State of legal domicile: **FL**

**Part I Summary**

<b>Activities &amp; Governance</b>	<b>1</b> Briefly describe the organization's mission or most significant activities: <b>TO PROMOTE VISITATION TO FLORIDA BY STRENGTHENING FLORIDA'S SHARE OF THE GLOBAL TRAVEL MARKET WITH</b>	
	<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.	
	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	<b>3</b> <b>31</b>
	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b> <b>31</b>
	<b>5</b> Total number of individuals employed in calendar year 2021 (Part V, line 2a)	<b>5</b> <b>73</b>
	<b>6</b> Total number of volunteers (estimate if necessary)	<b>6</b> <b>31</b>
	<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b> <b>167,434.</b>
<b>b</b> Net unrelated business taxable income from Form 990-T, Part I, line 11	<b>7b</b> <b>0.</b>	
<b>Revenue</b>	<b>8</b> Contributions and grants (Part VIII, line 1h)	<b>Prior Year</b> <b>54,640,732.</b> <b>Current Year</b> <b>75,435,092.</b>
	<b>9</b> Program service revenue (Part VIII, line 2g)	<b>8,104,182.</b> <b>14,263,649.</b>
	<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<b>49,673.</b> <b>33,852.</b>
	<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	<b>100,980.</b> <b>132,052.</b>
	<b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<b>62,895,567.</b> <b>89,864,645.</b>
<b>Expenses</b>	<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	<b>222,725.</b> <b>3,952.</b>
	<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)	<b>0.</b> <b>0.</b>
	<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<b>7,098,269.</b> <b>7,193,534.</b>
	<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)	<b>0.</b> <b>0.</b>
	<b>b</b> Total fundraising expenses (Part IX, column (D), line 25)	<b>0.</b>
<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	<b>61,539,550.</b> <b>85,044,169.</b>	
<b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<b>68,860,544.</b> <b>92,241,655.</b>	
<b>19</b> Revenue less expenses. Subtract line 18 from line 12	<b>-5,964,977.</b> <b>-2,377,010.</b>	
<b>Net Assets or Fund Balances</b>	<b>20</b> Total assets (Part X, line 16)	<b>Beginning of Current Year</b> <b>33,820,067.</b> <b>End of Year</b> <b>39,295,195.</b>
	<b>21</b> Total liabilities (Part X, line 26)	<b>16,846,098.</b> <b>24,698,236.</b>
	<b>22</b> Net assets or fund balances. Subtract line 21 from line 20	<b>16,973,969.</b> <b>14,596,959.</b>

**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.

<b>Sign Here</b>	Signature of officer	Date
	<b>SHANNA PACE, CFO</b> Type or print name and title	

<b>Paid Preparer Use Only</b>	Print/Type preparer's name <b>STACEY T KOLKA</b>	Preparer's signature	Date	Check if self-employed <input type="checkbox"/>	PTIN <b>P01371120</b>
	Firm's name <b>THOMAS HOWELL FERGUSON P.A.</b>	Firm's EIN <b>59-3186310</b>	Firm's address <b>2615 CENTENNIAL BLVD., SUITE 200 TALLAHASSEE, FL 32308</b>	Phone no. <b>850-668-8100</b>	

May the IRS discuss this return with the preparer shown above? See instructions  Yes  No

FLORIDA TOURISM INDUSTRY MARKETING  
CORP, INC.

Form 990 (2021)

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 PROMOTE VISITATION TO FLORIDA BY STRENGTHENING FLORIDA'S SHARE OF  
THE GLOBAL TRAVEL MARKET WITH THE GOAL OF MAXIMIZING THE ECONOMIC  
IMPACT OF TRAVEL AND TOURISM TO FLORIDA.

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: THE TOURISM INDUSTRY WAS RESPONSIBLE FOR WELCOMING  
133.4 MILLION VISITORS IN FY 2021-22, WHICH MAKES THE INDUSTRY ONE OF  
THE LEADING TAX REVENUE AND JOBS PRODUCERS IN FLORIDA. BASED ON THE  
LATEST ECONOMIC IMPACT STUDY, FLORIDA VISITORS CONTRIBUTED \$101.9  
BILLION TO FLORIDA'S ECONOMY IN 2021, GENERATING \$13.6 BILLION IN STATE

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, FAMILIARIZATION

4d Other program services (Describe on Schedule O.)  
(Expenses \$ including grants of \$ ) (Revenue \$ )

4e Total program service expenses



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

Form 990 (2021)

59-3359293 Page **3**

**Part IV Checklist of Required Schedules**

	Yes	No
<b>1</b> 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> .....		<b>X</b>
<b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ? See instructions .....	<b>X</b>	
<b>3</b> 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> .....		<b>X</b>
<b>4</b> <b>Section 501(c)(3) organizations.</b> 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> .....		
<b>5</b> 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 Rev. Proc. 98-19? <i>If "Yes," complete Schedule C, Part III</i> .....	<b>X</b>	
<b>6</b> 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> .....		<b>X</b>
<b>7</b> 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> .....		<b>X</b>
<b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i> .....		<b>X</b>
<b>9</b> 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> .....		<b>X</b>
<b>10</b> Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? <i>If "Yes," complete Schedule D, Part V</i> .....		<b>X</b>
<b>11</b> 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.		
<b>a</b> 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> .....	<b>X</b>	
<b>b</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> .....		<b>X</b>
<b>c</b> 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> .....		<b>X</b>
<b>d</b> 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> .....		<b>X</b>
<b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> .....		<b>X</b>
<b>f</b> 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> .....	<b>X</b>	
<b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i> .....	<b>X</b>	
<b>b</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> .....		<b>X</b>
<b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i> .....		<b>X</b>
<b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States? .....	<b>X</b>	
<b>b</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> .....	<b>X</b>	
<b>15</b> 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> .....		<b>X</b>
<b>16</b> 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> .....		<b>X</b>
<b>17</b> 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> See instructions .....		<b>X</b>
<b>18</b> 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> .....		<b>X</b>
<b>19</b> 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> .....		<b>X</b>
<b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i> .....		<b>X</b>
<b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return? .....		
<b>21</b> 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> .....		<b>X</b>

FLORIDA TOURISM INDUSTRY MARKETING

Form 990 (2021)

CORP, INC.

59-3359293 Page 4

**Part IV Checklist of Required Schedules** (continued)

	Yes	No
<b>22</b> 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
<b>23</b> 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	
<b>24a</b> 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>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....		
<b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....		
<b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....		
<b>25a</b> <b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> 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>b</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> .....		
<b>26</b> Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i> .....		X
<b>27</b> Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> .....		X
<b>28</b> Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
<b>a</b> A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i> .....		X
<b>b</b> A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i> .....		X
<b>c</b> A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? <i>If "Yes," complete Schedule L, Part IV</i> .....	X	
<b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> .....		X
<b>30</b> 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
<b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i> .....		X
<b>32</b> 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
<b>33</b> 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
<b>34</b> 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
<b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? .....		X
<b>b</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> .....		
<b>36</b> <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....		
<b>37</b> 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
<b>38</b> Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? .....	X	

Note: All Form 990 filers are required to complete Schedule O

**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
<b>1a</b> Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable .....		
<b>b</b> Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable .....		
<b>c</b> Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? .....	X	

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

		Yes	No
<b>2a</b>	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		73
<b>b</b>	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	X	
<b>Note:</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. See instructions.			
<b>3a</b>	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
<b>b</b>	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	X	
<b>4a</b>	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)?		X
<b>b</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).			
<b>5a</b>	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
<b>b</b>	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
<b>c</b>	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
<b>6a</b>	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?		X
<b>b</b>	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
<b>7</b>	<b>Organizations that may receive deductible contributions under section 170(c).</b>		
<b>a</b>	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>b</b>	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
<b>c</b>	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
<b>d</b>	If "Yes," indicate the number of Forms 8282 filed during the year		
	7d		
<b>e</b>	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
<b>f</b>	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
<b>g</b>	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
<b>h</b>	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
<b>8</b>	<b>Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
<b>9</b>	<b>Sponsoring organizations maintaining donor advised funds.</b>		
<b>a</b>	Did the sponsoring organization make any taxable distributions under section 4966?		
<b>b</b>	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
<b>10</b>	<b>Section 501(c)(7) organizations.</b> Enter:		
<b>a</b>	Initiation fees and capital contributions included on Part VIII, line 12	10a	
<b>b</b>	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
<b>11</b>	<b>Section 501(c)(12) organizations.</b> Enter:		
<b>a</b>	Gross income from members or shareholders	11a	
<b>b</b>	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b	
<b>12a</b>	<b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?	12a	
<b>b</b>	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
<b>13</b>	<b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
<b>a</b>	Is the organization licensed to issue qualified health plans in more than one state?	13a	
<b>Note:</b> See the instructions for additional information the organization must report on Schedule O.			
<b>b</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	
<b>c</b>	Enter the amount of reserves on hand	13c	
<b>14a</b>	Did the organization receive any payments for indoor tanning services during the tax year?		X
<b>b</b>	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b	
<b>15</b>	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?		X
If "Yes," see the instructions and file Form 4720, Schedule N.			
<b>16</b>	Is the organization an educational institution subject to the section 4968 excise tax on net investment income?		X
If "Yes," complete Form 4720, Schedule O.			
<b>17</b>	<b>Section 501(c)(21) organizations.</b> Did the trust, any disqualified person, or mine operator engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953?	17	
If "Yes," complete Form 6069.			

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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 on 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
<b>1a</b> Enter the number of voting members of the governing body at the end of the tax year ..... 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 on Schedule O.	<b>1a</b>	31		
<b>b</b> Enter the number of voting members included on line 1a, above, who are independent .....	<b>1b</b>	31		
<b>2</b> 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? .....	<b>2</b>			X
<b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person? .....	<b>3</b>			X
<b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? .....	<b>4</b>			X
<b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets? .....	<b>5</b>			X
<b>6</b> Did the organization have members or stockholders? .....	<b>6</b>			X
<b>7a</b> 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? .....	<b>7a</b>		X	
<b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? .....	<b>7b</b>		X	
<b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
<b>a</b> The governing body? .....	<b>8a</b>		X	
<b>b</b> Each committee with authority to act on behalf of the governing body? .....	<b>8b</b>		X	
<b>9</b> 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 on Schedule O .....	<b>9</b>			X

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

			Yes	No
<b>10a</b> Did the organization have local chapters, branches, or affiliates? .....	<b>10a</b>			X
<b>b</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? .....	<b>10b</b>			
<b>11a</b> Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? .....	<b>11a</b>			X
<b>b</b> Describe on Schedule O the process, if any, used by the organization to review this Form 990.				
<b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13 .....	<b>12a</b>		X	
<b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? .....	<b>12b</b>		X	
<b>c</b> Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done .....	<b>12c</b>		X	
<b>13</b> Did the organization have a written whistleblower policy? .....	<b>13</b>		X	
<b>14</b> Did the organization have a written document retention and destruction policy? .....	<b>14</b>		X	
<b>15</b> 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?				
<b>a</b> The organization's CEO, Executive Director, or top management official .....	<b>15a</b>		X	
<b>b</b> Other officers or key employees of the organization .....	<b>15b</b>		X	
If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.				
<b>16a</b> Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? .....	<b>16a</b>			X
<b>b</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? .....	<b>16b</b>			

**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 on Schedule O)
- 19** Describe on 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 **▶**  
**SHANNA PACE - (850) 488-5607**  
**101 N. MONROE ST., SUITE 900, TALLAHASSEE, FL 32301**

**FLORIDA TOURISM INDUSTRY MARKETING  
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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 the 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, Form 1099-MISC, and/or box 1 of Form 1099-NEC) 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.
- See the instructions for the order in which to list the persons above.

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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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) DANA YOUNG PRESIDENT & CEO	40.00			X				176,097.	0.	38,779.
(2) STACI MELLMAN CHIEF MARKETING OFFICER	40.00			X				169,737.	0.	12,117.
(3) CRAIG THOMAS COO/GENERAL COUNSEL	40.00			X				140,173.	0.	36,461.
(4) MEREDITH DASILVA VP OF EXECUTIVE OPERATIONS AND ADMIN	40.00					X		136,779.	0.	36,088.
(5) DAVID L. DODD VP OF VISITOR SERVICES	40.00					X		135,198.	0.	36,097.
(6) KEVIN MCGEEVER SENIOR EDITOR	40.00					X		129,560.	0.	35,372.
(7) SHANNA PACE CFO	40.00			X				144,743.	0.	10,469.
(8) MEAGAN CHIAMARDAS DIRECTOR OF BRAND	40.00					X		115,633.	0.	34,842.
(9) LAUREN PACE DIRECTOR OF GLOBAL MARKETING & TRADE	40.00					X		119,647.	0.	8,400.
(10) ANDRES BARRY DIRECTOR	1.00	X						0.	0.	0.
(11) JENNIFER BERTHIAUME DIRECTOR	1.00	X						0.	0.	0.
(12) JOSE CIL DIRECTOR	1.00	X						0.	0.	0.
(13) MERRY COFFMAN DIRECTOR	1.00	X						0.	0.	0.
(14) GREG COOK VICE CHAIR	1.00	X	X					0.	0.	0.
(15) BOBBY CORNWELL DIRECTOR	1.00	X						0.	0.	0.
(16) KELLY CRAIGHEAD DIRECTOR	1.00	X						0.	0.	0.
(17) ERNESTO DIAZ DIRECTOR	1.00	X						0.	0.	0.

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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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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) CAROL DOVER DIRECTOR	1.00	X						0.	0.	0.
(19) DANNY GAEKWAD CHAIR	1.00	X		X				0.	0.	0.
(20) VIRGINIA HALEY DIRECTOR	1.00	X						0.	0.	0.
(21) MALINDA HORTON DIRECTOR	1.00	X						0.	0.	0.
(22) JOHN LAI DIRECTOR	1.00	X						0.	0.	0.
(23) LINO MALDONADO DIRECTOR	1.00	X						0.	0.	0.
(24) ERIC MARSHALL DIRECTOR	1.00	X						0.	0.	0.
(25) JESSE MARTINEZ DIRECTOR	1.00	X						0.	0.	0.
(26) JOE MAYER DIRECTOR	1.00	X						0.	0.	0.
<b>1b Subtotal</b>								1,267,567.	0.	248,625.
<b>c Total from continuation sheets to Part VII, Section A</b>								0.	0.	0.
<b>d Total (add lines 1b and 1c)</b>								1,267,567.	0.	248,625.

**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 16

	Yes	No
<b>3</b> Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual	3	X
<b>4</b> 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	4	X
<b>5</b> 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	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
MILES MEDIA GROUP, LLLP, 6751 PROFESSIONAL PKWY. WEST SUITE 200, SARASOTA, FL 34240	MARKETING	1,620,173.
BRAND NETWORKS, LLC 40 BROAD ST., FLOOR 6, BOSTON, MA 02109	SOCIAL MARKETING	406,453.
DEVELOPMENT COUNCELLORS INTERNATIONAL, LTD 215 PARK AVE. S 10TH FLOOR, NY, NY 10003	PR & TRADE SERVICES	402,474.
CSFB MTG SECS CORP CSMC MTG PT CT SER 2007- 1601 WASHINGTON AVE. STE. 800, MIAMI BCH,	OFFICE RENT	393,091.
THI VI DIPLOMAT HOTEL LESSEE LLC, 3555 SOUTH OCEAN DRIVE, HOLLYWOOD, FL 33019	GOVERNOR'S CONFERENCE VENUE	326,157.

**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 11

SEE PART VII, SECTION A CONTINUATION SHEETS

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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) KERRY MORRISSEY DIRECTOR	1.00	X					0.	0.	0.	
(28) PATRICK MURPHY DIRECTOR	1.00	X					0.	0.	0.	
(29) DAVID REESE SECRETARY	1.00	X		X			0.	0.	0.	
(30) JENNIFER ROMINIECKI DIRECTOR	1.00	X					0.	0.	0.	
(31) SCOTT ROSE DIRECTOR	1.00	X					0.	0.	0.	
(32) DAN ROWE IMMEDIATE PAST CHAIR	1.00	X					0.	0.	0.	
(33) ANGEL SARRIA DIRECTOR	1.00	X					0.	0.	0.	
(34) DAVE SCHMIDT DIRECTOR	1.00	X					0.	0.	0.	
(35) SCOTT SHALLEY TREASURER	1.00	X		X			0.	0.	0.	
(36) ROBERT SKROB DIRECTOR	1.00	X					0.	0.	0.	
(37) SHELDON SUGA DIRECTOR	1.00	X					0.	0.	0.	
(38) JOHN TOLBERT DIRECTOR	1.00	X					0.	0.	0.	
(39) GEORGIA TURNER DIRECTOR	1.00	X					0.	0.	0.	
(40) CHIP WILE DIRECTOR	1.00	X					0.	0.	0.	
Total to Part VII, Section A, line 1c .....										

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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)	(B)	(C)	(D)
				Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1 a</b> Federated campaigns	<b>1a</b>					
	<b>b</b> Membership dues	<b>1b</b>					
	<b>c</b> Fundraising events	<b>1c</b>					
	<b>d</b> Related organizations	<b>1d</b>					
	<b>e</b> Government grants (contributions)	<b>1e</b>	75,435,092.				
	<b>f</b> All other contributions, gifts, grants, and similar amounts not included above	<b>1f</b>					
	<b>g</b> Noncash contributions included in lines 1a-1f	<b>1g</b>	\$				
	<b>h Total.</b> Add lines 1a-1f			75,435,092.			
<b>Program Service Revenue</b>	<b>2 a</b> ADVERTISING REVENUE	<b>Business Code</b>	900099	6,219,937.	6,219,937.		
	<b>b</b> COOP. ADVERTISING		900099	4,938,792.	4,938,792.		
	<b>c</b> TRADE SHOWS & EVENTS		900099	1,563,615.	1,563,615.		
	<b>d</b> MEMBERSHIP DUES & ASSESSMENTS		900099	1,117,938.	1,117,938.		
	<b>e</b> WELCOME CENTER		900099	229,478.	229,478.		
	<b>f</b> All other program service revenue		900099	193,889.	26,455.	167,434.	
	<b>g Total.</b> Add lines 2a-2f			14,263,649.			
	<b>3</b> Investment income (including dividends, interest, and other similar amounts)			33,852.			33,852.
<b>4</b> Income from investment of tax-exempt bond proceeds							
<b>5</b> Royalties							
<b>Other Revenue</b>	<b>6 a</b> Gross rents	<b>6a</b>	(i) Real (ii) Personal				
	<b>b</b> Less: rental expenses	<b>6b</b>					
	<b>c</b> Rental income or (loss)	<b>6c</b>					
	<b>d</b> Net rental income or (loss)						
	<b>7 a</b> Gross amount from sales of assets other than inventory	<b>7a</b>	(i) Securities (ii) Other				
	<b>b</b> Less: cost or other basis and sales expenses	<b>7b</b>					
	<b>c</b> Gain or (loss)	<b>7c</b>					
	<b>d</b> Net gain or (loss)						
	<b>8 a</b> Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	<b>8a</b>					
	<b>b</b> Less: direct expenses	<b>8b</b>					
	<b>c</b> Net income or (loss) from fundraising events						
	<b>9 a</b> Gross income from gaming activities. See Part IV, line 19	<b>9a</b>					
	<b>b</b> Less: direct expenses	<b>9b</b>					
	<b>c</b> Net income or (loss) from gaming activities						
	<b>10 a</b> Gross sales of inventory, less returns and allowances	<b>10a</b>					
<b>b</b> Less: cost of goods sold	<b>10b</b>						
<b>c</b> Net income or (loss) from sales of inventory							
<b>Miscellaneous Revenue</b>	<b>11 a</b> CITRUS JUICE REVENUE	<b>Business Code</b>	900099	131,487.	131,487.		
	<b>b</b> MISCELLANEOUS		900099	565.	565.		
	<b>c</b>						
	<b>d</b> All other revenue						
	<b>e Total.</b> Add lines 11a-11d			132,052.			
<b>12 Total revenue.</b> See instructions			89,864,645.	14228267.	167,434.	33,852.	



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

Form 990 (2021)

59-3359293 Page **10**

**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
<b>1</b> Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	3,952.			
<b>2</b> Grants and other assistance to domestic individuals. See Part IV, line 22				
<b>3</b> Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
<b>4</b> Benefits paid to or for members				
<b>5</b> Compensation of current officers, directors, trustees, and key employees	725,669.			
<b>6</b> Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
<b>7</b> Other salaries and wages	4,717,080.			
<b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	267,751.			
<b>9</b> Other employee benefits	1,110,635.			
<b>10</b> Payroll taxes	372,399.			
<b>11</b> Fees for services (nonemployees):				
<b>a</b> Management				
<b>b</b> Legal	24,574.			
<b>c</b> Accounting	41,824.			
<b>d</b> Lobbying				
<b>e</b> Professional fundraising services. See Part IV, line 17				
<b>f</b> Investment management fees				
<b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	2,762,620.			
<b>12</b> Advertising and promotion	70,488,964.			
<b>13</b> Office expenses	205,967.			
<b>14</b> Information technology	2,529,569.			
<b>15</b> Royalties				
<b>16</b> Occupancy	470,187.			
<b>17</b> Travel	1,518,467.			
<b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials				
<b>19</b> Conferences, conventions, and meetings	3,017,224.			
<b>20</b> Interest	5,024.			
<b>21</b> Payments to affiliates				
<b>22</b> Depreciation, depletion, and amortization	1,270,294.			
<b>23</b> Insurance	288,835.			
<b>24</b> Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
<b>a</b> <b>TOURISM RESEARCH</b>	1,919,017.			
<b>b</b> <b>DUES &amp; SUBSCRIPTIONS</b>	182,361.			
<b>c</b> <b>FULFILLMENT</b>	164,752.			
<b>d</b> <b>CITRUS JUICE</b>	131,487.			
<b>e</b> All other expenses	23,003.			
<b>25</b> Total functional expenses. Add lines 1 through 24e	92,241,655.			
<b>26</b> 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.**

Form 990 (2021)

59-3359293 Page 11

**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	
<b>Assets</b>	<b>1</b> Cash - non-interest-bearing .....	200.	<b>1</b>	200.	
	<b>2</b> Savings and temporary cash investments .....	19,672,817.	<b>2</b>	14,346,375.	
	<b>3</b> Pledges and grants receivable, net .....		<b>3</b>		
	<b>4</b> Accounts receivable, net .....	12,588,580.	<b>4</b>	23,447,892.	
	<b>5</b> Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons .....		<b>5</b>		
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B) .....		<b>6</b>		
	<b>7</b> Notes and loans receivable, net .....		<b>7</b>		
	<b>8</b> Inventories for sale or use .....		<b>8</b>		
	<b>9</b> Prepaid expenses and deferred charges .....	790,173.	<b>9</b>	822,569.	
	<b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....	10a 3,605,048.			
	<b>b</b> Less: accumulated depreciation .....	10b 3,309,865.	768,297.	<b>10c</b>	295,183.
	<b>11</b> Investments - publicly traded securities .....		<b>11</b>		
	<b>12</b> Investments - other securities. See Part IV, line 11 .....		<b>12</b>		
	<b>13</b> Investments - program-related. See Part IV, line 11 .....		<b>13</b>		
	<b>14</b> Intangible assets .....		<b>14</b>		
	<b>15</b> Other assets. See Part IV, line 11 .....		<b>15</b>	382,976.	
<b>16 Total assets.</b> Add lines 1 through 15 (must equal line 33) .....	33,820,067.	<b>16</b>	39,295,195.		
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses .....	16,127,181.	<b>17</b>	23,257,451.	
	<b>18</b> Grants payable .....		<b>18</b>		
	<b>19</b> Deferred revenue .....	718,917.	<b>19</b>	1,054,926.	
	<b>20</b> Tax-exempt bond liabilities .....		<b>20</b>		
	<b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D .....		<b>21</b>		
	<b>22</b> Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons .....		<b>22</b>		
	<b>23</b> Secured mortgages and notes payable to unrelated third parties .....		<b>23</b>		
	<b>24</b> Unsecured notes and loans payable to unrelated third parties .....		<b>24</b>		
	<b>25</b> 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 .....	0.	<b>25</b>	385,859.	
	<b>26 Total liabilities.</b> Add lines 17 through 25 .....	16,846,098.	<b>26</b>	24,698,236.	
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow FASB ASC 958, check here</b> <input checked="" type="checkbox"/> <b>and complete lines 27, 28, 32, and 33.</b>				
	<b>27</b> Net assets without donor restrictions .....	14,809,114.	<b>27</b>	12,432,104.	
	<b>28</b> Net assets with donor restrictions .....	2,164,855.	<b>28</b>	2,164,855.	
	<b>Organizations that do not follow FASB ASC 958, check here</b> <input type="checkbox"/> <b>and complete lines 29 through 33.</b>				
	<b>29</b> Capital stock or trust principal, or current funds .....		<b>29</b>		
	<b>30</b> Paid-in or capital surplus, or land, building, or equipment fund .....		<b>30</b>		
	<b>31</b> Retained earnings, endowment, accumulated income, or other funds .....		<b>31</b>		
<b>32</b> Total net assets or fund balances .....	16,973,969.	<b>32</b>	14,596,959.		
<b>33</b> Total liabilities and net assets/fund balances .....	33,820,067.	<b>33</b>	39,295,195.		

Form 990 (2021)

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

Form 990 (2021)

59-3359293 Page 12

**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	89,864,645.
2	Total expenses (must equal Part IX, column (A), line 25)	2	92,241,655.
3	Revenue less expenses. Subtract line 2 from line 1	3	-2,377,010.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	16,973,969.
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 on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	14,596,959.

**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 on 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		X
2b	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	X	
2c	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 on Schedule O.	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?	X	
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits	X	

Form 990 (2021)

**Schedule B**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Schedule of Contributors**

▶ Attach to Form 990 or Form 990-PF.  
▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2021**

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 foundation

Check 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), 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 (entering "N/A" in column (b) instead of the contributor name and address), 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), 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).

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

**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	N/A	\$ 50,000,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	N/A	\$ 20,435,092.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	N/A	\$ 5,000,000.	Person <input 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.)

Name of organization <b>FLORIDA TOURISM INDUSTRY MARKETING                  CORP, INC.</b>	Employer identification number <b>59-3359293</b>
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**Part II Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
_____	_____ _____ _____	\$ _____	_____
_____	_____ _____ _____	\$ _____	_____
_____	_____ _____ _____	\$ _____	_____
_____	_____ _____ _____	\$ _____	_____
_____	_____ _____ _____	\$ _____	_____
_____	_____ _____ _____	\$ _____	_____
_____	_____ _____ _____	\$ _____	_____

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

**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

(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

(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

(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

**SCHEDULE C**  
**(Form 990)**

**Political Campaign and Lobbying Activities**

OMB No. 1545-0047

**2021**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

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](http://www.irs.gov/Form990) for instructions and the latest information.**

**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) 2021

LHA  
132041 11-03-21



**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
<b>1a</b> Total lobbying expenditures to influence public opinion (grassroots lobbying)	.....		
<b>b</b> Total lobbying expenditures to influence a legislative body (direct lobbying)	.....		
<b>c</b> Total lobbying expenditures (add lines 1a and 1b)	.....		
<b>d</b> Other exempt purpose expenditures	.....		
<b>e</b> Total exempt purpose expenditures (add lines 1c and 1d)	.....		
<b>f</b> Lobbying nontaxable amount. Enter the amount from the following table in both columns.			
<b>If the amount on line 1e, column (a) or (b) is:</b>	<b>The lobbying nontaxable amount is:</b>		
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.		
<b>g</b> Grassroots nontaxable amount (enter 25% of line 1f)	.....		
<b>h</b> Subtract line 1g from line 1a. If zero or less, enter -0-	.....		
<b>i</b> Subtract line 1f from line 1c. If zero or less, enter -0-	.....		
<b>j</b> 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?	.....		

Yes  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) 2018	(b) 2019	(c) 2020	(d) 2021	(e) Total
<b>2a</b> Lobbying nontaxable amount					
<b>b</b> Lobbying ceiling amount (150% of line 2a, column(e))					
<b>c</b> Total lobbying expenditures					
<b>d</b> Grassroots nontaxable amount					
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					
<b>f</b> Grassroots lobbying expenditures					

Schedule C (Form 990) 2021

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)).

Table with 3 main columns: (a) Yes, (a) No, (b) Amount. Rows include questions about lobbying activities like influencing legislation, volunteers, staff, media, mailings, publications, grants, direct contact, rallies, and other activities.

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

Table with 3 columns: Question, Yes, No. Rows include questions about dues, in-house lobbying expenditures, and carryover of lobbying and political campaign activity.

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."

Table with 3 columns: Question, Yes, No. Rows include questions about dues, section 162(e) nondeductible lobbying and political expenditures, and taxable amount of lobbying and political expenditures.

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.

Blank lines for providing supplemental information as required by the instructions.

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

2021

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.

Table with 3 columns: Line number, (a) Donor advised funds, (b) Funds and other accounts. Rows include total number at end of year, aggregate value of contributions, grants, and end of year, and two Yes/No questions regarding donor advisement.

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

Table with 3 columns: Line number, Description, and Held at the End of the Tax Year. Rows include purpose(s) of conservation easements, total number and acreage, and monitoring details.

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.

Table with 3 columns: Line number, Description, and Amount. Rows include reporting requirements for art and historical treasures.

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

Schedule D (Form 990) 2021

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

Schedule D (Form 990) 2021

59-3359293 Page 2

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** *(continued)*

- 3** Using the organization's acquisition, accession, and other records, check any of the following that make 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 program
  - 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    |
|--|-----------|
| <b>c</b> Beginning balance             | <b>1c</b> |
| <b>d</b> Additions during the year     | <b>1d</b> |
| <b>e</b> Distributions during the year | <b>1e</b> |
| <b>f</b> Ending balance                | <b>1f</b> |
- 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
<b>1a</b> Beginning of year balance					
<b>b</b> Contributions					
<b>c</b> Net investment earnings, gains, and losses					
<b>d</b> Grants or scholarships					
<b>e</b> Other expenditures for facilities and programs					
<b>f</b> Administrative expenses					
<b>g</b> 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 Term 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:
- |   | Yes           | No |
|---|---------------|----|
| (i) Unrelated organizations   | <b>3a(i)</b>  |    |
| (ii) Related organizations  | <b>3a(ii)</b> |    |
| <b>b</b> If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? | <b>3b</b>     |    |
- 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
<b>1a</b> Land				
<b>b</b> Buildings				
<b>c</b> Leasehold improvements		415,737.	409,158.	6,579.
<b>d</b> Equipment		1,993,036.	1,832,953.	160,083.
<b>e</b> Other		1,196,275.	1,067,754.	128,521.
<b>Total.</b> Add lines 1a through 1e. <i>(Column (d) must equal Form 990, Part X, column (B), line 10c.)</i>				295,183.

Schedule D (Form 990) 2021

**FLORIDA TOURISM INDUSTRY MARKETING**

Schedule D (Form 990) 2021

**CORP, INC.**

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) .....		
<b>Total.</b> (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) .....		
<b>Total.</b> (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) .....	
<b>Total.</b> (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) <b>LEASE LIABILITY</b>	<b>385,380.</b>
(3) <b>INTEREST PAYABLE</b>	<b>479.</b>
(4) .....	
(5) .....	
(6) .....	
(7) .....	
(8) .....	
(9) .....	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	<b>385,859.</b>

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 FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ...

Schedule D (Form 990) 2021

FLORIDA TOURISM INDUSTRY MARKETING  
CORP, INC.

**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.

<b>1</b>	Total revenue, gains, and other support per audited financial statements		<b>1</b>	89,864,645.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
<b>a</b>	Net unrealized gains (losses) on investments	<b>2a</b>		
<b>b</b>	Donated services and use of facilities	<b>2b</b>		
<b>c</b>	Recoveries of prior year grants	<b>2c</b>		
<b>d</b>	Other (Describe in Part XIII.)	<b>2d</b>		
<b>e</b>	Add lines <b>2a</b> through <b>2d</b>		<b>2e</b>	0.
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b>		<b>3</b>	89,864,645.
<b>4</b>	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b	<b>4a</b>		
<b>b</b>	Other (Describe in Part XIII.)	<b>4b</b>		
<b>c</b>	Add lines <b>4a</b> and <b>4b</b>		<b>4c</b>	0.
<b>5</b>	Total revenue. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12.)		<b>5</b>	89,864,645.

**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.

<b>1</b>	Total expenses and losses per audited financial statements		<b>1</b>	92,241,655.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
<b>a</b>	Donated services and use of facilities	<b>2a</b>		
<b>b</b>	Prior year adjustments	<b>2b</b>		
<b>c</b>	Other losses	<b>2c</b>		
<b>d</b>	Other (Describe in Part XIII.)	<b>2d</b>		
<b>e</b>	Add lines <b>2a</b> through <b>2d</b>		<b>2e</b>	0.
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b>		<b>3</b>	92,241,655.
<b>4</b>	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b	<b>4a</b>		
<b>b</b>	Other (Describe in Part XIII.)	<b>4b</b>		
<b>c</b>	Add lines <b>4a</b> and <b>4b</b>		<b>4c</b>	0.
<b>5</b>	Total expenses. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18.)		<b>5</b>	92,241,655.

**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:**

WITH FEW EXCEPTIONS, THE CORPORATION IS NO LONGER SUBJECT TO EXAMINATIONS  
BY MAJOR TAX JURISDICTIONS FOR YEARS ENDED JUNE 30, 2018 AND PRIOR.

**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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2021**

Open 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
EUROPE (INCLUDING ICELAND & GREENLAND)	0	2	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	1,777,060.
SOUTH AMERICA	0	7	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	983,508.
NORTH AMERICA	0	1	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	412,586.
EUROPE (INCLUDING ICELAND & GREENLAND)	0	0	ADVERTISING	ADVERTISE VISIT FLORIDA	1,476,816.
NORTH AMERICA	0	0	ADVERTISING	ADVERTISE VISIT FLORIDA	373,755.
<b>3 a Subtotal</b> .....	0	10			5,023,725.
<b>b Total from continuation sheets to Part I</b> .....	0	0			0.
<b>c Totals (add lines 3a and 3b)</b> .....	0	10			5,023,725.

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

Schedule F (Form 990) 2021

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

**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.

<b>1</b> <b>(a)</b> Name of organization	<b>(b)</b> IRS code section and EIN (if applicable)	<b>(c)</b> Region	<b>(d)</b> Purpose of grant	<b>(e)</b> Amount of cash grant	<b>(f)</b> Manner of cash disbursement	<b>(g)</b> Amount of noncash assistance	<b>(h)</b> Description of noncash assistance	<b>(i)</b> 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 a tax exempt 501(c)(3) organization 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 ..... ► \_\_\_\_\_



FLORIDA TOURISM INDUSTRY MARKETING

CORP, INC.

59-3359293

**Part III Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 16.

Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of noncash assistance	(g) Description of noncash assistance	(h) Method of valuation (book, FMV, appraisal, other)

FLORIDA TOURISM INDUSTRY MARKETING

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

**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.

Multiple horizontal lines for supplemental information.

**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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2021**

Open to Public Inspection

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

**Part I Questions Regarding Compensation**

	Yes	No
<b>1a</b> 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"/> Travel for companions <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Discretionary spending account <input type="checkbox"/> Housing allowance or residence for personal use <input type="checkbox"/> Payments for business use of personal residence <input type="checkbox"/> Health or social club dues or initiation fees <input type="checkbox"/> Personal services (such as maid, chauffeur, chef)		
<b>b</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 .....	<b>X</b>	
<b>2</b> 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? .....	<b>X</b>	
<b>3</b> Indicate which, if any, of the following the 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"/> Independent compensation consultant <input type="checkbox"/> Form 990 of other organizations <input type="checkbox"/> Written employment contract <input type="checkbox"/> Compensation survey or study <input checked="" type="checkbox"/> Approval by the board or compensation committee		
<b>4</b> 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: <b>a</b> Receive a severance payment or change-of-control payment? .....	<b>4a</b>	<b>X</b>
<b>b</b> Participate in or receive payment from a supplemental nonqualified retirement plan? .....	<b>4b</b>	<b>X</b>
<b>c</b> Participate in or receive payment from an equity-based compensation arrangement? .....	<b>4c</b>	<b>X</b>
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.		
<b>Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.</b>		
<b>5</b> 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: <b>a</b> The organization? .....	<b>5a</b>	
<b>b</b> Any related organization? .....	<b>5b</b>	
If "Yes" on line 5a or 5b, describe in Part III.		
<b>6</b> 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: <b>a</b> The organization? .....	<b>6a</b>	
<b>b</b> Any related organization? .....	<b>6b</b>	
If "Yes" on line 6a or 6b, describe in Part III.		
<b>7</b> 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 .....	<b>7</b>	
<b>8</b> 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 .....	<b>8</b>	
<b>9</b> If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? .....	<b>9</b>	

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

Schedule J (Form 990) 2021

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

Schedule J (Form 990) 2021

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 and/or 1099-NEC 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) DANA YOUNG PRESIDENT & CEO	(i)	176,097.	0.	0.	10,511.	28,268.	214,876.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) STACI MELLMAN CHIEF MARKETING OFFICER	(i)	169,737.	0.	0.	10,172.	1,945.	181,854.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) CRAIG THOMAS COO/GENERAL COUNSEL	(i)	140,173.	0.	0.	8,402.	28,059.	176,634.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) MEREDITH DASILVA VP OF EXECUTIVE OPERATIONS AND ADMIN	(i)	136,779.	0.	0.	8,193.	27,895.	172,867.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) DAVID L. DODD VP OF VISITOR SERVICES	(i)	135,198.	0.	0.	8,073.	28,024.	171,295.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) KEVIN MCGEEVER SENIOR EDITOR	(i)	129,560.	0.	0.	7,666.	27,706.	164,932.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(7) SHANNA PACE CFO	(i)	144,743.	0.	0.	8,673.	1,796.	155,212.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(8) MEAGAN CHIAMARDAS DIRECTOR OF BRAND	(i)	115,633.	0.	0.	6,931.	27,911.	150,475.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

**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 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)

Transactions With Interested Persons

OMB No. 1545-0047

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.

2021

Attach to Form 990 or Form 990-EZ.

Open To Public Inspection

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

Department of the Treasury Internal Revenue Service

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 section 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.

Table with 4 main columns: (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.

Table with 10 main columns: (a) Name of interested person, (b) Relationship with organization, (c) Purpose of loan, (d) Loan to or from the organization? (To/From), (e) Original principal amount, (f) Balance due, (g) In default? (Yes/No), (h) Approved by board or committee? (Yes/No), (i) Written agreement? (Yes/No)

Total \$

Part III Grants or Assistance Benefiting Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

Table with 5 main columns: (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  
CORP, INC.**

**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
DAN ROWE	MEMBER, BOARD OF DI	232,122.	PANAMA CITY		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: DAN ROWE

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:

MEMBER, BOARD OF DIRECTORS

(D) DESCRIPTION OF TRANSACTION: PANAMA CITY BEACH CONVENTION AND

VISITORS BUREAU SPENT \$232,122 PARTICIPATING IN VARIOUS PROGRAMS AND/OR

EVENTS WITH VISIT FLORIDA. VISIT FLORIDA BOARD MEMBER DAN ROWE IS PCBVB'S

PRESIDENT/CEO.



**SCHEDULE O  
(Form 990)**

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 Form 990-EZ.  
▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2021**

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:**

THE GOAL OF MAXIMIZING THE ECONOMIC IMPACT OF TRAVEL AND TOURISM TO  
FLORIDA.

**FORM 990, PART III, LINE 3, CHANGES IN PROGRAM SERVICES:**

DUE TO THE TIMING OF THE COVID-19 PANDEMIC APPROXIMATELY \$13 MILLION OF  
STATE APPROPRIATED FUNDS AND \$2.3 MILLION OF PRIVATE MATCH FUNDS FOR  
FISCAL YEAR 2019-2020 WERE UNSPENT BECAUSE THE PLANNED CAMPAIGN  
ACTIVITIES FROM MARCH 2020 THROUGH JUNE 2020 HAD TO BE CANCELLED. THESE  
FUNDS WERE SPENT ON THE COVID-19 REBOUND MARKETING CAMPAIGN IN FISCAL  
YEAR 2020-2021.

NET POSITION DECREASED \$6 MILLION FOR THE YEAR ENDED JUNE 30, 2021.

THIS DECREASE WAS A RESULT OF COVERING \$3.7 MILLION OF THE TOURISM  
PROMOTIONAL TRUST FUND APPROPRIATION SHORTFALL FROM THE NET POSITION AS  
WELL AS SPENDING THE 2020 FISCAL YEAR REMAINING UNSPENT PRIVATE MATCH  
FUNDS OF \$2.3 MILLION IN FISCAL YEAR 2021 ON THE COVID-19 REBOUND  
CAMPAIGN.

IN ADDITION TO OUR FISCAL YEAR STATE APPROPRIATION OF \$50 MILLION,  
VISIT FLORIDA RECEIVED ADDITIONAL FUNDING THROUGH THE FEDERAL  
CORONAVIRUS AID, RELIEF, AND ECONOMIC SECURITY ACT (CARES) AND THE  
AMERICAN RESCUE PLAN ACT (ARPA). THE FLORIDA LEGISLATURE APPROPRIATED  
\$25 MILLION FROM THE GENERAL REVENUE FUND TO CONDUCT ACTIVITIES THAT  
SUPPORT AND FUND FLORIDA'S TOURISM INDUSTRY AND ITS RECOVERY FROM  
COVID-19 THROUGH PROMOTION AND MARKETING ACTIVITIES, SERVICES,  
FUNCTIONS AND PROGRAMS. THIS SPECIFIC APPROPRIATION ORIGINATED FROM THE  
ARPA FUNDS. THE STATE RELEASED \$20,435,092 OF THIS APPROPRIATION DURING

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

Schedule O (Form 990) 2021

132211 11-11-21

Name of the organization	FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number	59-3359293
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FISCAL YEAR ENDING JUNE 30, 2022, AND THE ENTIRE AMOUNT WAS EXPENDED.

THE REMAINING \$4,564,908 WILL BE RELEASED AND EXPENDED DURING FISCAL YEAR ENDING JUNE 30, 2023. VISIT FLORIDA APPLIED FOR AND WAS AWARDED A \$5 MILLION CARES FEDERAL GRANT FROM THE ECONOMIC DEVELOPMENT ADMINISTRATION (EDA). THIS GRANT WAS USED TO FUND DESTINATION MARKETING ORGANIZATIONS (DMO) COOPERATIVE OPPORTUNITIES IN DIRECT RESPONSE TO COVID-19. THE \$5 MILLION REQUIRED A DOLLAR FOR DOLLAR MATCH WITH VISIT FLORIDA FUNDS AND DMO FUNDS. THESE ADDITIONAL FUNDS EXPLAIN THE INCREASES IN REVENUE AND EXPENSES THROUGHOUT THE TAX RETURN. THE DECREASE IN NET POSITION OF APPROXIMATELY \$2.4 MILLION FOR THE YEAR ENDED JUNE 30, 2022 IS THE RESULT OF THE \$3 MILLION BOARD APPROVED MATCH OF THE EDA CARES GRANT.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

AND LOCAL TAXES AND SUPPORTING 1.7 MILLION FLORIDA JOBS.

VISITORS CONTRIBUTE AN AVERAGE OF \$279 MILLION PER DAY TO FLORIDA'S ECONOMY. EVERY 70 VISITORS TO THE STATE SUPPORT ONE TOURISM JOB. VISIT FLORIDA HAS SIGNIFICANTLY CONTRIBUTED TO THE CONTINUED INCREASE IN VISITOR SPENDING, TAX REVENUE, AND JOB CREATION.

FOR EVERY \$1 THE STATE INVESTS IN VISIT FLORIDA, \$3.27 IN TAX REVENUE IS RETURNED. IN FISCAL YEAR 2021-22, 65.8 PERCENT OF VISITORS WERE SIGNIFICANTLY INFLUENCED BY VISIT FLORIDA MARKETING EFFORTS.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:

TOURS, TRADE SHOWS AND CONSUMER SHOWS AND INVITE THE FLORIDA INDUSTRY TO PARTICIPATE IN THESE EVENTS TO CREATE A LARGER FLORIDA PRESENCE.

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

Employer identification number  
**59-3359293**

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 FLORIDA'S PRIVATE MATCH REQUIREMENT.

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

Employer identification number  
**59-3359293**

**ADDITIONALLY, VISIT FLORIDA'S POLICIES AND PROCEDURES RELATED TO SELECTING  
A GOODS OR SERVICE PROVIDER 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 PRESIDENT AND CEO'S SALARY, NOTING THEY  
WOULD SERVE WITHOUT A CONTRACT. EACH YEAR, THE NOMINATING COMMITTEE WILL  
PERFORM A REVIEW OF THE PRESIDENT AND CEO'S PERFORMANCE AND REPORT TO THE  
BOARD OF DIRECTORS ANY RECOMMENDATIONS.**

**COMPENSATION FOR ALL OTHER EMPLOYEES, INCLUDING OTHER OFFICERS AND KEY  
EMPLOYEES, IS SET BY THE PRESIDENT AND CEO UTILIZING COMPARABILITY DATA AND  
SALARY RANGE GUIDANCE PROVIDED BY AN INDEPENDENT THIRD PARTY WHICH IS  
UPDATED EVERY THREE YEARS. ALL MEMBERS OF THE BOARD OF DIRECTORS SERVE  
WITHOUT COMPENSATION.**

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

**VISIT FLORIDA MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY,  
FINANCIAL STATEMENTS AND OTHER FINANCIAL AND AUDITING REPORTS AVAILABLE TO  
THE PUBLIC DURING THE TAX YEAR UPON REQUEST. ADDITIONALLY, MANY OF THE  
DOCUMENTS ARE MADE PUBLIC THROUGH PUBLICLY NOTICED AND CONDUCTED MEETINGS  
OF THE BOARD OF DIRECTORS AT WHICH THESE ITEMS ARE DISCUSSED. MANY OF THESE  
DOCUMENTS ARE ALSO POSTED ON THE ORGANIZATION'S WEBSITE, VISITFLORIDA.ORG,  
WHICH CONTAINS INSTRUCTIONS ON HOW TO REQUEST AND RECEIVE ANY OTHER ITEM OF  
INTEREST MADE PUBLIC BY OPERATION OF FLORIDA'S OPEN RECORDS LAWS.**

August 15, 2023

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 Commerce ("FloridaCommerce") is providing this report on behalf of 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](http://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 three-year plan: 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
- g) Attestation: section 20.058(4a), Florida Statutes

It is FloridaCommerce's recommendation that the Legislature consider alternatives to the Council remaining a direct support organization as the Council truly functions independently of the Department, is self-sustaining, and does not need the Department's oversight of the Council's excellent services in workforce training and educating the public.

Sincerely,



Adam Callaway  
Chief of Staff

cc: Jennifer Starr, Interim Executive Director, Florida Concrete Masonry Education Council

August 15, 2023

The Honorable Paul Renner, Speaker  
Florida House of Representatives  
Room 420, The Capitol  
402 South Monroe Street  
Tallahassee, FL 32399-1300

Dear Speaker Renner:

Pursuant to section 20.058, Florida Statutes, the Department of Commerce ("FloridaCommerce") is providing this report on behalf of The Florida Concrete Masonry Education Council, Inc. ("Council"). The Council was created by section 446.53, Florida Statutes, as a Florida nonprofit corporation.

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Sincerely,



Adam Callaway  
Chief of Staff

cc: Jennifer Starr, Interim Executive Director, Florida Concrete Masonry Education Council

August 15, 2023

The Honorable Kathleen Passidomo, President  
The Florida Senate  
Room 409, The Capitol  
400 South Monroe Street  
Tallahassee, FL 32399-1100

Dear President Passidomo:

Pursuant to section 20.058, Florida Statutes, the Department of Commerce ("FloridaCommerce") is providing this report on behalf of The Florida Concrete Masonry Education Council, Inc. ("Council"). The Council was created by section 446.53, Florida Statutes, as a Florida nonprofit corporation.

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Sincerely,



Adam Callaway  
Chief of Staff

cc: Jennifer Starr, Interim Executive Director, Florida Concrete Masonry Education Council

August 15, 2023

Patricia (PK) Jameson, Coordinator  
Florida Office of Program Policy Analysis and Government Accountability  
111 West Madison Street, Room 312  
Tallahassee, FL 32399-1475

Coordinator Jameson:

Pursuant to section 20.058, Florida Statutes, the Department of Commerce ("FloridaCommerce") is providing this report on behalf of The Florida Concrete Masonry Education Council, Inc. ("Council"). The Council was created by section 446.53, Florida Statutes, as a Florida nonprofit corporation.

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Sincerely,



Adam Callaway  
Chief of Staff

cc: Jennifer Starr, Interim Executive Director, Florida Concrete Masonry Education Council





## **Board of Directors**

Rocky Jenkins  
CEMEX  
Chair

William Parsons  
Pyramid Masonry Contractors  
Vice Chair/Treasurer

Mark Smith  
Bell Concrete Products  
Secretary

Jay Snyder  
MASONPRO, Inc.  
Immediate Past Chair

Isabelle Potts  
FL Dept. of Economic  
Opportunity  
Liaison

Monica Manolas  
Suwannee American Cement

Justin Lord  
Central Broward Construction

Troy Maschmeyer  
Maschmeyer Concrete Company

David Cerniglia  
Preferred Materials

Brad Coolidge  
A1Block

Robert Melgaard  
Florida Dept. of Corrections

Danielle Larson  
CB Global

Jennifer Starr  
Interim Executive Director  
Florida Concrete Masonry  
Education Council

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

Website:  
[www.floridamasonrycouncil.org](http://www.floridamasonrycouncil.org)

June 23, 2023

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

Submitted via email to: [danielle.mcneil@deo.myflorida.com](mailto:danielle.mcneil@deo.myflorida.com)

Re: Annual Certification - Florida Concrete Masonry Education Council, Inc.

Dear Ms. McNeil,

As required by paragraph 3.5.5 of the Memorandum of Agreement between the Florida Concrete Masonry Education Council, Inc. ("Council") and the Department of Economic Opportunity ("DEO"), the Council is pleased to provide its annual certification statement as reflected in item C2 of the Council's June 22, 2023, meeting minutes. Although the certification was approved by the Board on June 22nd, the remainder of the minutes should be considered as 'draft'. The minutes will be voted on for approval at the Board's September 20, 2023 meeting.

### **Minutes of June 22, 2023, Board of Directors Meeting (Virtual)**

#### **In Attendance:**

Members: Rocky Jenkins, Bill Parsons, Justin Lord, David Cerniglia, Brad Coolidge, Robert Melgaard, Mark Smith, Jay Snyder, and Danielle Larson

Staff: Jennifer Starr, Makaya McKnight, Vicki Jansen, and Candace Phinney

Guests: Matt Sitter, Donna Hinson, Dr. Sean McCoy, Michele White, Preston Sparkman, Paul Adams, David Ramba, Dr. Raymond Issa, Randy Dunlap, Alex Trujillo, and Ted Caviglia

#### **A. Welcome and Introductions**

A1. Call to Order. The meeting was called to order by Board Chair, Rocky Jenkins.

A2. Roll Call. Roll call was taken by Jennifer Starr and quorum was achieved.

#### **B. Agenda and Meeting Protocols**

B1. Approve Agenda. David Cerniglia made the motion to approve the agenda. Brad Coolidge seconded the motion. The motion carried.

B2. Antitrust Policy and "Sunshine" Reminder. Jennifer Starr read the Antitrust Policy and reminded members that FCMEC operates under Florida's "Sunshine" laws. There was no discussion.

B3. Board Members Declare any Conflicts of Interest. There were none.

C6. University of Florida Data Collection Update - Dr. Raymond Issa of The University of Florida informed the Council that the University has received insufficient data when trying to complete their 2023 research report. Due to the difficulty with this data collection, Dr. Issa asked the Council to approve an extension to their current contract, allowing for the final report to be delivered by December 31, 2023. The Council's Interim Executive Director Jennifer Starr addressed the Council stating that last year's extension was approved for the final product to be delivered by December 31, 2022, however the draft report was required to be delivered in November 2022. Dr. Issa agreed to an extension using the same delivery dates as the previous year's extension. Mark Smith made the motion to approve the extension to the University of Florida's research project. Danielle Larson seconded the motion. The motion carried.

Randy Dunlap stated to the Council that efforts should be made to help determine the root of the data collection difficulties the University has experienced over the years. Chair Rocky Jenkins asked for volunteers who would be willing to take part in a task force to work on a solution with the University. Council board member Brad Coolidge, Michele White of FICAP, and Dr. Issa all volunteered to join Chair Jenkins and Interim Executive Director Jennifer Starr on this task force.

C7. Election of Officers – Board Chair Rocky Jenkins presented the new slate of officers who were unanimously approved at the Nominating Committee meeting earlier in the day. This new slate of officers would serve on the Council from July 1, 2023 through June 30, 2024. Chair Jenkins opened the floor to all Council members, informing them if they would like to nominate any other members for office, they were welcome to do so at this time. The following Council members were presented for vote: Vice Chair – David Cerniglia, Treasurer – Mark Smith, Secretary – Danielle Larson. Brad Coolidge made the motion to approve the new slate of officers. Justin Lord Seconded the motion. The motion carried.

C8. Nomination of New Board Members – Board Chair Rocky Jenkins presented four new board member nominees to the Council. These individuals were unanimously approved at the Nominating Committee Meeting earlier today. Preston Sparkman (Quality Block & Supply) applied for a vacant Council seat - seat #5, Concrete masonry manufacturers; Ted Caviglia (DZ Block) applied for a vacant Council seat - seat #3, Concrete masonry manufacturers; Shawn McGee (Oceanside Masonry) applied for seat #12, Masonry contractors & members of the Masonry Assoc., which is currently held by Justin Lord; and Jerry Painter (General Contractor) applied for seat #11, Stakeholder in the masonry industry, which is currently held by Jay Snyder. Justin Lord made the motion to approve the nomination of new board members. David Cerniglia seconded the motion. The motion carried.

#### **D. Informational Items**

D1. National Checkoff Program Update – Concrete Masonry Checkoff (CMC) Board member Preston Sparkman updated the Council on the most recent CMU Checkoff activities.

D2. Second Quarter Updates for 2023 – service providers updated the Council on their progress for the second quarter of 2023.

- Masonry Association of Florida (MAF) – Donna Hinson
- Masonry Apprentice and Educational Foundation (MAEF) – Dr. Sean McCoy
- Florida Independent Concrete & Associated Products (FICAP) - Michele White
- Florida Concrete & Products Association (FC&PA) – Matt Sitter

D2. Counsel Updates: Legislative, Florida Assessment Sales Tax, Jim Painter - Board Counsel David Ramba was asked to provide an update on any legislative activity that is of interest to the masonry industry, the sales tax requirements for assessments and outstanding questions about Jim Painter's final payout.

If you have any questions, please do not hesitate to contact me.

Kindest Regards,

A handwritten signature in black ink that reads "Jennifer Starr". The signature is written in a cursive style with a large initial "J".

Jennifer

--

Jennifer Starr

Interim Executive Director

[jstarr@pcgus.com](mailto:jstarr@pcgus.com)

813.467.7559 tel

cc: Ms. Isabelle Potts, DEO Liaison to the Council



**Strategic Plan: July 2021 – June 2024**  
**Approved by the Board of Directors: September 28, 2021**

The Florida Concrete Masonry Education Council has identified the following as its Strategic Plan for the period specified above. The Council may modify this Plan at any time if and as circumstances may require.

**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 POLICY<sup>1</sup>**

**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**

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<sup>1</sup> 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.



Verdeja • De Armas • Trujillo

Certified Public Accountants and Advisors

JULY 31, 2023

THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC  
POST OFFICE BOX 12018  
GAINESVILLE, FL 32604

THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC:

ENCLOSED IS THE ORGANIZATION'S 2022 EXEMPT ORGANIZATION  
RETURN.

SPECIFIC FILING INSTRUCTIONS ARE AS FOLLOWS.

FORM 990 RETURN:

THIS RETURN HAS QUALIFIED FOR ELECTRONIC FILING. THE RETURN  
HAS BEEN TRANSMITTED ELECTRONICALLY TO THE IRS AND NO FURTHER  
ACTION IS REQUIRED.

A COPY OF THE RETURN IS ENCLOSED FOR YOUR FILES. WE SUGGEST  
THAT YOU RETAIN THIS COPY INDEFINITELY.

SINCERELY,

VERDEJA, DE ARMAS, TRUJILLO, ALVAREZ LLP



# TAX RETURN FILING INSTRUCTIONS

FORM 990

FOR THE YEAR ENDING  
DECEMBER 31, 2022

<b>Prepared for</b>	THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC POST OFFICE BOX 12018 GAINESVILLE, FL 32604
<b>Prepared by</b>	VERDEJA, DE ARMAS, TRUJILLO, ALVAREZ LLP 255 ALHAMBRA CIR STE 630 CORAL GABLES, FL 33134-7417
<b>Amount due or refund</b>	NOT APPLICABLE
<b>Make check payable to</b>	NOT APPLICABLE
<b>Mail tax return and check (if applicable) to</b>	NOT APPLICABLE
<b>Return must be mailed on or before</b>	NOT APPLICABLE
<b>Special Instructions</b>	THIS RETURN HAS QUALIFIED FOR ELECTRONIC FILING. THE RETURN HAS BEEN TRANSMITTED ELECTRONICALLY TO THE IRS AND NO FURTHER ACTION IS REQUIRED.

# IRS e-file Signature Authorization for a Tax Exempt Entity

For calendar year 2022, or fiscal year beginning \_\_\_\_\_, 2022, and ending \_\_\_\_\_, 20\_\_

# 2022

Department of the Treasury  
Internal Revenue Service

**Do not send to the IRS. Keep for your records.**  
Go to [www.irs.gov/Form8879TE](http://www.irs.gov/Form8879TE) for the latest information.

Name of filer **THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC** EIN or SSN **47-1255713**

Name and title of officer or person subject to tax **ROCKY JENKINS CHAIR**

### Part I Type of Return and Return Information

Check the box for the return for which you are using this Form 8879-TE and enter the applicable amount, if any, from the return. Form 8038-CP and Form 5330 filers may enter dollars and cents. For all other forms, enter whole dollars only. If you check the box on line 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a, 9a, or 10a below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, 5b, 6b, 7b, 8b, 9b, or 10b, 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	<b>3,152,479.</b>
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 V, line 5)	4b	
5a	Form 8868 check here	<input type="checkbox"/>	b Balance due (Form 8868, line 3c)	5b	
6a	Form 990-T check here	<input type="checkbox"/>	b Total tax (Form 990-T, Part III, line 4)	6b	
7a	Form 4720 check here	<input type="checkbox"/>	b Total tax (Form 4720, Part III, line 1)	7b	
8a	Form 5227 check here	<input type="checkbox"/>	b FMV of assets at end of tax year (Form 5227, Item D)	8b	
9a	Form 5330 check here	<input type="checkbox"/>	b Tax due (Form 5330, Part II, line 19)	9b	
10a	Form 8038-CP check here	<input type="checkbox"/>	b Amount of credit payment requested (Form 8038-CP, Part III, line 22)	10b	

### Part II Declaration and Signature Authorization of Officer or Person Subject to Tax

Under penalties of perjury, I declare that  I am an officer of the above entity or  I am a person subject to tax with respect to (name of entity) \_\_\_\_\_, (EIN) \_\_\_\_\_ and that I have examined a copy of the 2022 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 electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the 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 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 electronic return and, if applicable, the consent to electronic funds withdrawal.

**PIN: check one box only**

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

as my signature on the tax year 2022 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 or person subject to tax with respect to the entity, I will enter my PIN as my signature on the tax year 2022 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.

Signature of officer or person subject to tax \_\_\_\_\_

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.

**60118801188**  
Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2022 electronically filed return 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 07/31/23

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

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

Department of the Treasury  
Internal Revenue Service

▶ **File a separate application for each return.**  
▶ **Go to [www.irs.gov/Form8868](http://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](http://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.

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

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 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
Form 990-T (corporation)	07		

**PUBLIC CONSULTING GROUP, INC.**

• The books are in the care of ▶ **PO BOX 13531 - GAINESVILLE, FL 32604**

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 TINs of all members the extension is for.

**1** I request an automatic 6-month extension of time until **NOVEMBER 15, 2023**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:  
▶  calendar year **2022** 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

<b>3a</b> If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	<b>3a</b>	\$	0.
<b>b</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.	<b>3b</b>	\$	0.
<b>c Balance due.</b> Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	<b>3c</b>	\$	0.

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

**Return of Organization Exempt From Income Tax**

OMB No. 1545-0047

Form **990**

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

**2022**

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

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

**A For the 2022 calendar year, or tax year beginning and ending**

<b>B</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	<b>C Name of organization</b> THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC <b>Doing business as</b> POST OFFICE BOX 12018 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 <b>F Name and address of principal officer:</b> JIM PAINTER SAME AS C ABOVE	<b>D Employer identification number</b> 47-1255713 <b>E Telephone number</b> 407-895-9333 <b>G Gross receipts \$</b> 3,152,479. <b>H(a) Is this a group return for subordinates?</b> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <b>H(b) Are all subordinates included?</b> Yes <input type="checkbox"/> No <input type="checkbox"/> If "No," attach a list. See instructions <b>H(c) Group exemption number</b>
<b>I Tax-exempt status:</b> <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		
<b>J Website:</b> WWW.FLORIDAMASONRYCOUNCIL.ORG		
<b>K Form of organization:</b> <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other		<b>L Year of formation:</b> 2014 <b>M State of legal domicile:</b> FL

**Part I Summary**

	<b>1</b>	Briefly describe the organization's mission or most significant activities: <u>SEE SCHEDULE O</u>	
<b>Activities &amp; Governance</b>	<b>2</b>	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.	
	<b>3</b>	Number of voting members of the governing body (Part VI, line 1a)	12
	<b>4</b>	Number of independent voting members of the governing body (Part VI, line 1b)	12
	<b>5</b>	Total number of individuals employed in calendar year 2022 (Part V, line 2a)	1
	<b>6</b>	Total number of volunteers (estimate if necessary)	11
	<b>7a</b>	Total unrelated business revenue from Part VIII, column (C), line 12	0.
	<b>7b</b>	Net unrelated business taxable income from Form 990-T, Part I, line 11	0.
<b>Revenue</b>	<b>8</b>	Contributions and grants (Part VIII, line 1h)	3,346,416.
	<b>9</b>	Program service revenue (Part VIII, line 2g)	0.
	<b>10</b>	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	534.
	<b>11</b>	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	20,800.
	<b>12</b>	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	3,367,750.
	<b>Expenses</b>	<b>13</b>	Grants and similar amounts paid (Part IX, column (A), lines 1-3)
<b>14</b>		Benefits paid to or for members (Part IX, column (A), line 4)	0.
<b>15</b>		Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	222,741.
<b>16a</b>		Professional fundraising fees (Part IX, column (A), line 11e)	0.
<b>16b</b>		Total fundraising expenses (Part IX, column (D), line 25)	64,180.
<b>17</b>		Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	2,264,254.
<b>Net Assets or Fund Balances</b>	<b>18</b>	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	2,486,995.
	<b>19</b>	Revenue less expenses. Subtract line 18 from line 12	880,755.
	<b>20</b>	Total assets (Part X, line 16)	2,957,826.
	<b>21</b>	Total liabilities (Part X, line 26)	16,008.
	<b>22</b>	Net assets or fund balances. Subtract line 21 from line 20	2,941,818.

**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.

<b>Sign Here</b>	Signature of officer <b>ROCKY JENKINS, CHAIR</b> Type or print name and title	Date
<b>Paid Preparer Use Only</b>	Print/Type preparer's name <b>MANUEL ALVAREZ</b>	Preparer's signature Date <b>07/31/23</b>
	Firm's name <b>VERDEJA, DE ARMAS, TRUJILLO, ALVAREZ LLP</b>	Check <input type="checkbox"/> if self-employed PTIN <b>P01404480</b>
	Firm's address <b>255 ALHAMBRA CIR STE 630 CORAL GABLES, FL 33134-7417</b>	Firm's EIN <b>20-4989621</b>
		Phone no. <b>305-446-3177</b>

May the IRS discuss this return with the preparer shown above? See instructions  Yes  No

THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC

Form 990 (2022)

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 \$ 2,472,849. 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 A 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 on Schedule O.)  
(Expenses \$ including grants of \$ ) (Revenue \$ )

4e Total program service expenses **2,472,849.**

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

**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> .....	<b>X</b>	
2	Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ? See instructions .....	<b>X</b>	
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> .....		<b>X</b>
4	<b>Section 501(c)(3) organizations.</b> 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> .....		<b>X</b>
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 Rev. Proc. 98-19? <i>If "Yes," complete Schedule C, Part III</i> .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? <i>If "Yes," complete Schedule D, Part V</i> .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
e	Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> .....		<b>X</b>
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> .....	<b>X</b>	
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> .....	<b>X</b>	
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> .....		<b>X</b>
13	Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i> .....		<b>X</b>
14a	Did the organization maintain an office, employees, or agents outside of the United States? .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
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> See instructions .....		<b>X</b>
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> .....		<b>X</b>
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> .....		<b>X</b>
20a	Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i> .....		<b>X</b>
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> .....		<b>X</b>

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**Part IV Checklist of Required Schedules** (continued)

	Yes	No
<b>22</b> 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? If "Yes," complete Schedule I, Parts I and III		X
<b>23</b> 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? If "Yes," complete Schedule J		X
<b>24a</b> 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? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a		X
<b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
<b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
<b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
<b>25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		X
<b>b</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? If "Yes," complete Schedule L, Part I		X
<b>26</b> Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part II		X
<b>27</b> Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? If "Yes," complete Schedule L, Part III		X
<b>28</b> Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
<b>a</b> A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? If "Yes," complete Schedule L, Part IV		X
<b>b</b> A family member of any individual described in line 28a? If "Yes," complete Schedule L, Part IV		X
<b>c</b> A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? If "Yes," complete Schedule L, Part IV		X
<b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
<b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
<b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
<b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
<b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
<b>34</b> Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1		X
<b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
<b>b</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)? If "Yes," complete Schedule R, Part V, line 2		
<b>36 Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		X
<b>37</b> 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? If "Yes," complete Schedule R, Part VI		X
<b>38</b> Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? <b>Note:</b> All Form 990 filers are required to complete Schedule O	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
<b>1a</b> Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable		0
<b>b</b> Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable		0
<b>c</b> Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		

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

		Yes	No
<b>2a</b>	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>b</b>	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	X	
<b>3a</b>	Did the organization have unrelated business gross income of \$1,000 or more during the year?		X
<b>b</b>	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O		
<b>4a</b>	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)?		X
<b>b</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).		
<b>5a</b>	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
<b>b</b>	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
<b>c</b>	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
<b>6a</b>	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?		X
<b>b</b>	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
<b>7</b>	<b>Organizations that may receive deductible contributions under section 170(c).</b>		
<b>a</b>	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?		X
<b>b</b>	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
<b>c</b>	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
<b>d</b>	If "Yes," indicate the number of Forms 8282 filed during the year	7d	
<b>e</b>	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
<b>f</b>	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
<b>g</b>	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
<b>h</b>	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
<b>8</b>	<b>Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
<b>9</b>	<b>Sponsoring organizations maintaining donor advised funds.</b>		
<b>a</b>	Did the sponsoring organization make any taxable distributions under section 4966?		
<b>b</b>	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
<b>10</b>	<b>Section 501(c)(7) organizations.</b> Enter:		
<b>a</b>	Initiation fees and capital contributions included on Part VIII, line 12	10a	
<b>b</b>	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
<b>11</b>	<b>Section 501(c)(12) organizations.</b> Enter:		
<b>a</b>	Gross income from members or shareholders	11a	
<b>b</b>	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b	
<b>12a</b>	<b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?	12a	
<b>b</b>	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
<b>13</b>	<b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
<b>a</b>	Is the organization licensed to issue qualified health plans in more than one state? <b>Note:</b> See the instructions for additional information the organization must report on Schedule O.	13a	
<b>b</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	
<b>c</b>	Enter the amount of reserves on hand	13c	
<b>14a</b>	Did the organization receive any payments for indoor tanning services during the tax year?		X
<b>b</b>	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b	
<b>15</b>	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? If "Yes," see the instructions and file Form 4720, Schedule N.	15	X
<b>16</b>	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16	X
<b>17</b>	<b>Section 501(c)(21) organizations.</b> Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	17	



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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 on Schedule O. See instructions.

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

**Section A. Governing Body and Management**

		Yes	No
<b>1a</b>	Enter the number of voting members of the governing body at the end of the tax year ..... 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 on Schedule O.		
	<b>1a</b> 12		
<b>b</b>	Enter the number of voting members included on line 1a, above, who are independent .....		
	<b>1b</b> 12		
<b>2</b>	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? .....		X
<b>3</b>	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person? .....		X
<b>4</b>	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? .....		X
<b>5</b>	Did the organization become aware during the year of a significant diversion of the organization's assets? .....		X
<b>6</b>	Did the organization have members or stockholders? .....		X
<b>7a</b>	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? .....		X
<b>b</b>	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? .....		X
<b>8</b>	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
<b>a</b>	The governing body? .....	X	
<b>b</b>	Each committee with authority to act on behalf of the governing body? .....	X	
<b>9</b>	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 on Schedule O .....		X

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

		Yes	No
<b>10a</b>	Did the organization have local chapters, branches, or affiliates? .....		X
<b>b</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? .....		
<b>10b</b>			
<b>11a</b>	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? .....	X	
<b>b</b>	Describe on Schedule O the process, if any, used by the organization to review this Form 990.		
<b>12a</b>	Did the organization have a written conflict of interest policy? If "No," go to line 13 .....	X	
<b>b</b>	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? .....	X	
<b>12b</b>			
<b>c</b>	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done .....	X	
<b>12c</b>			
<b>13</b>	Did the organization have a written whistleblower policy? .....		X
<b>14</b>	Did the organization have a written document retention and destruction policy? .....		X
<b>15</b>	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?		
<b>a</b>	The organization's CEO, Executive Director, or top management official .....		X
<b>b</b>	Other officers or key employees of the organization .....		X
<b>15b</b>			
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.		
<b>16a</b>	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? .....		X
<b>b</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? .....		
<b>16b</b>			

**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 on Schedule O)
- 19** Describe on 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  
**PUBLIC CONSULTING GROUP, INC. - 352-872-5901**  
**PO BOX 13531, GAINESVILLE, FL 32604**

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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 the 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, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) 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.
- See the instructions for the order in which to list the persons above.

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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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) JIM PAINTER EXECUTIVE DIRECTOR	40.00			X				96,378.	0.	0.
(2) ROCKY JENKINS CHAIRMAN	3.00			X				0.	0.	0.
(3) WILLIAM PARSONS VICE CHAIR/TREASURER	3.00			X				0.	0.	0.
(4) MARK SMITH SECRETARY	3.00			X				0.	0.	0.
(5) JAY SNYDER BOARD MEMBER	3.00	X						0.	0.	0.
(6) ISABELLE POTTS BOARD MEMBER	3.00	X						0.	0.	0.
(7) TROY MASCHMEYER BOARD MEMBER	3.00	X						0.	0.	0.
(8) JUSTIN LORD BOARD MEMBER	3.00	X						0.	0.	0.
(9) MONICA MANOLAS BOARD MEMBER	3.00	X						0.	0.	0.
(10) BRAD COOLIDGE BOARD MEMBER	3.00	X						0.	0.	0.
(11) DAVID CERNIGLIA BOARD MEMBER	3.00	X						0.	0.	0.
(12) ROBERT MEGAARD BOARD MEMBER	3.00	X						0.	0.	0.

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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/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(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			
<b>1b Subtotal</b> .....							96,378.	0.	0.	
<b>c Total from continuation sheets to Part VII, Section A</b> .....							0.	0.	0.	
<b>d Total (add lines 1b and 1c)</b> .....							96,378.	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 0

	Yes	No
<b>3</b> Did the organization list any <b>former</b> officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual .....		X
<b>4</b> 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 .....		X
<b>5</b> 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 .....		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
FLORIDA CONCRETE & PRODUCTS ASSOC. INC. 6353 LEE VISTA BLVD, ORLANDO, FL 32822	PUBLIC INDUSTRY INFORMATION SERVICES	1,399,550.
FLORIDA MASONRY APPRENTICE AND EDUCATIONAL 6353 LEE VISTA BLVD, ORLANDO, FL 32822	PRE-APPRENTICESHIP TRAINING SERVICES	471,150.
MASONRY ASSOCIATION OF FLORIDA INC. PO BOX 24474, FORT LAUDERDALE, FL 33307	ARCHITECTS AND ENGINEERS EDUCATION	331,245.
PUBLIC CONSULTING GROUP INC 148 STATE STREET, BOSTON, MA 02109	ADMINISTRATIVE AND FINANCIAL	296,538.
<b>2</b> Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization		<b>4</b>

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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)	(B)	(C)	(D)
			Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1 a</b> Federated campaigns	<b>1a</b>				
	<b>b</b> Membership dues	<b>1b</b>				
	<b>c</b> Fundraising events	<b>1c</b>				
	<b>d</b> Related organizations	<b>1d</b>				
	<b>e</b> Government grants (contributions)	<b>1e</b>				
	<b>f</b> All other contributions, gifts, grants, and similar amounts not included above	<b>1f</b> 3,151,760.				
	<b>g</b> Noncash contributions included in lines 1a-1f	<b>1g</b> \$				
	<b>h Total.</b> Add lines 1a-1f		3,151,760.			
<b>Program Service Revenue</b>	<b>2 a</b> _____		<b>Business Code</b>			
	<b>b</b> _____					
	<b>c</b> _____					
	<b>d</b> _____					
	<b>e</b> _____					
	<b>f</b> All other program service revenue					
	<b>g Total.</b> Add lines 2a-2f					
<b>Other Revenue</b>	<b>3</b> Investment income (including dividends, interest, and other similar amounts)					
	<b>4</b> Income from investment of tax-exempt bond proceeds			719.		719.
	<b>5</b> Royalties					
	<b>6 a</b> Gross rents	<b>6a</b>	(i) Real			
			(ii) Personal			
	<b>b</b> Less: rental expenses	<b>6b</b>				
	<b>c</b> Rental income or (loss)	<b>6c</b>				
	<b>d</b> Net rental income or (loss)					
	<b>7 a</b> Gross amount from sales of assets other than inventory	<b>7a</b>	(i) Securities			
			(ii) Other			
	<b>b</b> Less: cost or other basis and sales expenses	<b>7b</b>				
	<b>c</b> Gain or (loss)	<b>7c</b>				
	<b>d</b> Net gain or (loss)					
<b>8 a</b> Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	<b>8a</b>					
<b>b</b> Less: direct expenses	<b>8b</b>					
<b>c</b> Net income or (loss) from fundraising events						
<b>9 a</b> Gross income from gaming activities. See Part IV, line 19	<b>9a</b>					
<b>b</b> Less: direct expenses	<b>9b</b>					
<b>c</b> Net income or (loss) from gaming activities						
<b>10 a</b> Gross sales of inventory, less returns and allowances	<b>10a</b>					
<b>b</b> Less: cost of goods sold	<b>10b</b>					
<b>c</b> Net income or (loss) from sales of inventory						
<b>Miscellaneous Revenue</b>	<b>11 a</b> _____		<b>Business Code</b>			
	<b>b</b> _____					
	<b>c</b> _____					
	<b>d</b> All other revenue					
	<b>e Total.</b> Add lines 11a-11d					
<b>12 Total revenue.</b> See instructions			3,152,479.	0.	0.	719.

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COUNCIL INC**

Form 990 (2022)

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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

	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
<b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>				
<b>1</b> Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
<b>2</b> Grants and other assistance to domestic individuals. See Part IV, line 22				
<b>3</b> Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
<b>4</b> Benefits paid to or for members				
<b>5</b> Compensation of current officers, directors, trustees, and key employees	96,378.	86,740.	6,746.	2,892.
<b>6</b> Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
<b>7</b> Other salaries and wages				
<b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
<b>9</b> Other employee benefits	20,677.	18,610.	1,447.	620.
<b>10</b> Payroll taxes	41,394.	37,254.	2,898.	1,242.
<b>11</b> Fees for services (nonemployees):				
<b>a</b> Management	296,539.		237,231.	59,308.
<b>b</b> Legal	2,120.		2,120.	
<b>c</b> Accounting	10,014.		10,014.	
<b>d</b> Lobbying				
<b>e</b> Professional fundraising services. See Part IV, line 17				
<b>f</b> Investment management fees				
<b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	2,322,222.	2,322,222.		
<b>12</b> Advertising and promotion				
<b>13</b> Office expenses	4,640.	4,458.	182.	
<b>14</b> Information technology				
<b>15</b> Royalties				
<b>16</b> Occupancy				
<b>17</b> Travel	914.	823.	64.	27.
<b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials				
<b>19</b> Conferences, conventions, and meetings	21.	21.		
<b>20</b> Interest				
<b>21</b> Payments to affiliates				
<b>22</b> Depreciation, depletion, and amortization				
<b>23</b> Insurance	3,080.		3,080.	
<b>24</b> Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
<b>a</b> PAYROLL ADMINISTRATIVE	3,024.	2,721.	212.	91.
<b>b</b> TELEPHONE	954.		954.	
<b>c</b> BANK SERVICE CHARGES	472.		472.	
<b>d</b> FILING FEES	61.		61.	
<b>e</b> All other expenses				
<b>25</b> Total functional expenses. Add lines 1 through 24e	2,802,510.	2,472,849.	265,481.	64,180.
<b>26</b> 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 <input type="checkbox"/> 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
<b>Assets</b>	<b>1</b> Cash - non-interest-bearing .....		<b>1</b>	
	<b>2</b> Savings and temporary cash investments .....	2,101,449.	<b>2</b>	2,515,025.
	<b>3</b> Pledges and grants receivable, net .....		<b>3</b>	
	<b>4</b> Accounts receivable, net .....	856,377.	<b>4</b>	916,530.
	<b>5</b> Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons .....		<b>5</b>	
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B) .....		<b>6</b>	
	<b>7</b> Notes and loans receivable, net .....		<b>7</b>	
	<b>8</b> Inventories for sale or use .....		<b>8</b>	
	<b>9</b> Prepaid expenses and deferred charges .....		<b>9</b>	
	<b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....	<b>10a</b>		
	<b>b</b> Less: accumulated depreciation .....	<b>10b</b>	<b>10c</b>	
	<b>11</b> Investments - publicly traded securities .....		<b>11</b>	
	<b>12</b> Investments - other securities. See Part IV, line 11 .....		<b>12</b>	
	<b>13</b> Investments - program-related. See Part IV, line 11 .....		<b>13</b>	
	<b>14</b> Intangible assets .....		<b>14</b>	
	<b>15</b> Other assets. See Part IV, line 11 .....		<b>15</b>	
<b>16 Total assets.</b> Add lines 1 through 15 (must equal line 33) .....	2,957,826.	<b>16</b>	3,431,555.	
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses .....	16,008.	<b>17</b>	139,768.
	<b>18</b> Grants payable .....		<b>18</b>	
	<b>19</b> Deferred revenue .....		<b>19</b>	
	<b>20</b> Tax-exempt bond liabilities .....		<b>20</b>	
	<b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D .....		<b>21</b>	
	<b>22</b> Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons .....		<b>22</b>	
	<b>23</b> Secured mortgages and notes payable to unrelated third parties .....		<b>23</b>	
	<b>24</b> Unsecured notes and loans payable to unrelated third parties .....		<b>24</b>	
	<b>25</b> 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 .....		<b>25</b>	
	<b>26 Total liabilities.</b> Add lines 17 through 25 .....	16,008.	<b>26</b>	139,768.
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow FASB ASC 958, check here</b> <input checked="" type="checkbox"/> <b>and complete lines 27, 28, 32, and 33.</b>			
	<b>27</b> Net assets without donor restrictions .....	2,941,818.	<b>27</b>	3,291,787.
	<b>28</b> Net assets with donor restrictions .....		<b>28</b>	
	<b>Organizations that do not follow FASB ASC 958, check here</b> <input type="checkbox"/> <b>and complete lines 29 through 33.</b>			
	<b>29</b> Capital stock or trust principal, or current funds .....		<b>29</b>	
	<b>30</b> Paid-in or capital surplus, or land, building, or equipment fund .....		<b>30</b>	
	<b>31</b> Retained earnings, endowment, accumulated income, or other funds .....		<b>31</b>	
<b>32 Total net assets or fund balances</b> .....	2,941,818.	<b>32</b>	3,291,787.	
<b>33 Total liabilities and net assets/fund balances</b> .....	2,957,826.	<b>33</b>	3,431,555.	

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**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL 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

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	3,152,479.
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	2,802,510.
<b>3</b>	Revenue less expenses. Subtract line 2 from line 1	<b>3</b>	349,969.
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	<b>4</b>	2,941,818.
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	
<b>6</b>	Donated services and use of facilities	<b>6</b>	
<b>7</b>	Investment expenses	<b>7</b>	
<b>8</b>	Prior period adjustments	<b>8</b>	
<b>9</b>	Other changes in net assets or fund balances (explain on Schedule O)	<b>9</b>	0.
<b>10</b>	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	<b>10</b>	3,291,787.

**Part XII Financial Statements and Reporting**

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

		Yes	No
<b>1</b>	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 on Schedule O.		
<b>2a</b>	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		<b>X</b>
<b>b</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	<b>X</b>	
<b>c</b>	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 on Schedule O.	<b>X</b>	
<b>3a</b>	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F?		<b>X</b>
<b>b</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 on Schedule O and describe any steps taken to undergo such audits		

Form **990** (2022)

**SCHEDULE A**  
**(Form 990)**

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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2022**

**Open to Public Inspection**

<b>Name of the organization</b> THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC	<b>Employer identification number</b> 47-1255713
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**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).)
- 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 on 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		
<b>Total</b>						



**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

Schedule A (Form 990) 2022

**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) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	2,339,270.	2,511,665.	2,769,304.	3,346,416.	3,151,760.	14,118,415.
<b>2</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
<b>3</b> The value of services or facilities furnished by a governmental unit to the organization without charge						
<b>4 Total.</b> Add lines 1 through 3	2,339,270.	2,511,665.	2,769,304.	3,346,416.	3,151,760.	14,118,415.
<b>5</b> 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)						
<b>6 Public support.</b> Subtract line 5 from line 4.						14,118,415.

**Section B. Total Support**

Calendar year (or fiscal year beginning in)	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
<b>7</b> Amounts from line 4	2,339,270.	2,511,665.	2,769,304.	3,346,416.	3,151,760.	14,118,415.
<b>8</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources		9,244.	2,374.	534.	719.	12,871.
<b>9</b> Net income from unrelated business activities, whether or not the business is regularly carried on						
<b>10</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)				20,800.		20,800.
<b>11 Total support.</b> Add lines 7 through 10						14,152,086.
<b>12</b> Gross receipts from related activities, etc. (see instructions)					12	
<b>13 First 5 years.</b> 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**

<b>14</b> Public support percentage for 2022 (line 6, column (f), divided by line 11, column (f))	14	99.76	%
<b>15</b> Public support percentage from 2021 Schedule A, Part II, line 14	15	99.74	%
<b>16a 33 1/3% support test - 2022.</b> 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>b 33 1/3% support test - 2021.</b> 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"/>
<b>17a 10% -facts-and-circumstances test - 2022.</b> 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>b 10% -facts-and-circumstances test - 2021.</b> 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"/>
<b>18 Private foundation.</b> 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) 2022

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

**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) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
<b>2</b> 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						
<b>3</b> Gross receipts from activities that are not an unrelated trade or business under section 513						
<b>4</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
<b>5</b> The value of services or facilities furnished by a governmental unit to the organization without charge						
<b>6 Total.</b> Add lines 1 through 5						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons						
<b>b</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						
<b>c</b> Add lines 7a and 7b						
<b>8 Public support.</b> (Subtract line 7c from line 6.)						

**Section B. Total Support**

Calendar year (or fiscal year beginning in)	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) 2022	(f) Total
<b>9</b> Amounts from line 6						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
<b>c</b> Add lines 10a and 10b						
<b>11</b> Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
<b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.)						
<b>14 First 5 years.</b> 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**

<b>15</b> Public support percentage for 2022 (line 8, column (f), divided by line 13, column (f))	<b>15</b>	%
<b>16</b> Public support percentage from 2021 Schedule A, Part III, line 15	<b>16</b>	%

**Section D. Computation of Investment Income Percentage**

<b>17</b> Investment income percentage for 2022 (line 10c, column (f), divided by line 13, column (f))	<b>17</b>	%
<b>18</b> Investment income percentage from 2021 Schedule A, Part III, line 17	<b>18</b>	%

**19a 33 1/3% support tests - 2022.** 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 - 2021.** 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

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

**Part IV Supporting Organizations**

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

**Section A. All Supporting Organizations**

	Yes	No
<b>1</b> Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in <b>Part VI</b> how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.		
<b>2</b> 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 <b>Part VI</b> how the organization determined that the supported organization was described in section 509(a)(1) or (2).		
<b>3a</b> Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer lines 3b and 3c below.		
<b>b</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 <b>Part VI</b> when and how the organization made the determination.		
<b>c</b> Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in <b>Part VI</b> what controls the organization put in place to ensure such use.		
<b>4a</b> Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.		
<b>b</b> Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in <b>Part VI</b> how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.		
<b>c</b> 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 <b>Part VI</b> 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.		
<b>5a</b> Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in <b>Part VI</b> , 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>b Type I or Type II only.</b> Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
<b>c Substitutions only.</b> Was the substitution the result of an event beyond the organization's control?		
<b>6</b> 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 <b>Part VI</b> .		
<b>7</b> 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).		
<b>8</b> Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? If "Yes," complete Part I of Schedule L (Form 990).		
<b>9a</b> 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 <b>Part VI</b> .		
<b>b</b> Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in <b>Part VI</b> .		
<b>c</b> Did a disqualified person (as defined on 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 <b>Part VI</b> .		
<b>10a</b> 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 line 10b below.		
<b>b</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.)		

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

**Part IV Supporting Organizations** *(continued)*

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

**Section B. Type I Supporting Organizations**

	Yes	No
<b>1</b> Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, 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 officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.	<b>1</b>	
<b>2</b> 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.	<b>2</b>	

**Section C. Type II Supporting Organizations**

	Yes	No
<b>1</b> 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).	<b>1</b>	

**Section D. All Type III Supporting Organizations**

	Yes	No
<b>1</b> 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?	<b>1</b>	
<b>2</b> 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).	<b>2</b>	
<b>3</b> By reason of the relationship described on line 2, above, 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.	<b>3</b>	

**Section E. Type III Functionally Integrated Supporting Organizations**

<b>1</b> Check the box next to the method that the organization used to satisfy the Integral Part Test during the year(see instructions).		
<b>a</b> <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
<b>b</b> <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
<b>c</b> <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).		
<b>2</b> Activities Test. Answer lines 2a and 2b below.		
<b>a</b> 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.	<b>2a</b>	
<b>b</b> Did the activities described on line 2a, above, 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.	<b>2b</b>	
<b>3</b> Parent of Supported Organizations. Answer lines 3a and 3b below.		
<b>a</b> 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? If "Yes" or "No" provide details in Part VI.	<b>3a</b>	
<b>b</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.	<b>3b</b>	

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

Schedule A (Form 990) 2022

47-1255713 Page 6

**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	<b>Adjusted Net Income</b> (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	<b>Total</b> (add lines 1a, 1b, and 1c)	1d	
e	<b>Discount</b> 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 0.015 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 0.035.	6	
7	Recoveries of prior-year distributions	7	
8	<b>Minimum Asset Amount</b> (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 0.85 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	<b>Distributable Amount.</b> Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6	

7  Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).

Schedule A (Form 990) 2022

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

Schedule A (Form 990) 2022

47-1255713 Page 7

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

<b>Section D - Distributions</b>		<b>Current Year</b>
<b>1</b>	Amounts paid to supported organizations to accomplish exempt purposes	<b>1</b>
<b>2</b>	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	<b>2</b>
<b>3</b>	Administrative expenses paid to accomplish exempt purposes of supported organizations	<b>3</b>
<b>4</b>	Amounts paid to acquire exempt-use assets	<b>4</b>
<b>5</b>	Qualified set-aside amounts (prior IRS approval required - <i>provide details in Part VI</i> )	<b>5</b>
<b>6</b>	Other distributions ( <i>describe in Part VI</i> ). See instructions.	<b>6</b>
<b>7</b>	<b>Total annual distributions.</b> Add lines 1 through 6.	<b>7</b>
<b>8</b>	Distributions to attentive supported organizations to which the organization is responsive ( <i>provide details in Part VI</i> ). See instructions.	<b>8</b>
<b>9</b>	Distributable amount for 2022 from Section C, line 6	<b>9</b>
<b>10</b>	Line 8 amount divided by line 9 amount	<b>10</b>

<b>Section E - Distribution Allocations</b> (see instructions)	<b>(i) Excess Distributions</b>	<b>(ii) Underdistributions Pre-2022</b>	<b>(iii) Distributable Amount for 2022</b>
<b>1</b> Distributable amount for 2022 from Section C, line 6			
<b>2</b> Underdistributions, if any, for years prior to 2022 (reasonable cause required - <i>explain in Part VI</i> ). See instructions.			
<b>3</b> Excess distributions carryover, if any, to 2022			
<b>a</b> From 2017			
<b>b</b> From 2018			
<b>c</b> From 2019			
<b>d</b> From 2020			
<b>e</b> From 2021			
<b>f</b> <b>Total</b> of lines 3a through 3e			
<b>g</b> Applied to underdistributions of prior years			
<b>h</b> Applied to 2022 distributable amount			
<b>i</b> Carryover from 2017 not applied (see instructions)			
<b>j</b> Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
<b>4</b> Distributions for 2022 from Section D, line 7: \$			
<b>a</b> Applied to underdistributions of prior years			
<b>b</b> Applied to 2022 distributable amount			
<b>c</b> Remainder. Subtract lines 4a and 4b from line 4.			
<b>5</b> Remaining underdistributions for years prior to 2022, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
<b>6</b> Remaining underdistributions for 2022. Subtract lines 3h and 4b from line 1. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
<b>7</b> <b>Excess distributions carryover to 2023.</b> Add lines 3j and 4c.			
<b>8</b> Breakdown of line 7:			
<b>a</b> Excess from 2018			
<b>b</b> Excess from 2019			
<b>c</b> Excess from 2020			
<b>d</b> Excess from 2021			
<b>e</b> Excess from 2022			

Schedule A (Form 990) 2022



**Schedule B**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Schedule of Contributors**

Attach to Form 990 or Form 990-PF.  
Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2022**

Name of the organization

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

Employer identification number

**47-1255713**

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)( 3 ) (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 foundation

Check 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), 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 (entering "N/A" in column (b) instead of the contributor name and address), 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), 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).



Name of organization <b>THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC</b>	Employer identification number <b>47-1255713</b>
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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	A-1 BLOCK 1617 S DIVISION AVENUE ORLANDO, FL 32805	\$ 95,368.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	BEST BLOCK (A QUIKRETE COMPANY) 5920 W LINEBAUGH AVE. TAMPA, FL 33624	\$ 70,978.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	CEMEX 1200 NW 137TH AVE MIAMI, FL 33182	\$ 904,705.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4	MASCHMEYER CONCRETE 1142 WATER TOWER ROAD LAKE PARK, FL 33403	\$ 302,341.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
5	OLDCASTLE COASTAL / BLOCK USA 3 GLENLAKE PARKWAY ATLANTA, FL 30328	\$ 83,266.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
6	PREFERRED MATERIALS 4636 SCARBOROUGH DRIVE LUTZ, FL 33559	\$ 472,143.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization <b>THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC</b>	Employer identification number <b>47-1255713</b>
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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
7	TITAN FLORIDA LLC <hr/> 455 FAIRWAY DRIVE <hr/> DEERFIELD BEACH, FL 33441	\$ 789,159.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization <b>THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC</b>	Employer identification number <b>47-1255713</b>
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**Part II Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	

Name of organization <b>THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC</b>	Employer identification number <b>47-1255713</b>
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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

(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

(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

(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

**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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2022**

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).

Preservation of land for public use (for example, 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 July 25, 2006, 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 FASB 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 FASB 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 FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 ..... \$ \_\_\_\_\_

b Assets included in Form 990, Part X ..... \$ \_\_\_\_\_

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** *(continued)*

**3** Using the organization's acquisition, accession, and other records, check any of the following that make 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 program
- 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:

- c Beginning balance
- d Additions during the year
- e Distributions during the year
- f Ending balance

	Amount
<b>1c</b>	
<b>1d</b>	
<b>1e</b>	
<b>1f</b>	

**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
<b>1a</b> Beginning of year balance					
<b>b</b> Contributions					
<b>c</b> Net investment earnings, gains, and losses					
<b>d</b> Grants or scholarships					
<b>e</b> Other expenditures for facilities and programs					
<b>f</b> Administrative expenses					
<b>g</b> 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 Term 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
- b** If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? \_\_\_\_\_

	Yes	No
<b>3a(i)</b>		
<b>3a(ii)</b>		
<b>3b</b>		

**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
<b>1a</b> Land				
<b>b</b> Buildings				
<b>c</b> Leasehold improvements				
<b>d</b> Equipment				
<b>e</b> Other				

**Total.** Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.) 0.

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

Schedule D (Form 990) 2022

47-1255713 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) .....		
<b>Total.</b> (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) .....		
<b>Total.</b> (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) .....	
<b>Total.</b> (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.

(a) Description of liability	(b) Book value
<b>1.</b>	
(1) Federal income taxes	
(2) .....	
(3) .....	
(4) .....	
(5) .....	
(6) .....	
(7) .....	
(8) .....	
(9) .....	
<b>Total.</b> (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 FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII...

Schedule D (Form 990) 2022

**THE FLORIDA CONCRETE MASONRY EDUCATION  
COUNCIL INC**

Schedule D (Form 990) 2022

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**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.

<b>1</b>	Total revenue, gains, and other support per audited financial statements		<b>1</b>	3,152,479.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
	<b>a</b> Net unrealized gains (losses) on investments	<b>2a</b>		
	<b>b</b> Donated services and use of facilities	<b>2b</b>		
	<b>c</b> Recoveries of prior year grants	<b>2c</b>		
	<b>d</b> Other (Describe in Part XIII.)	<b>2d</b>		
	<b>e</b> Add lines 2a through 2d		<b>2e</b>	0.
<b>3</b>	Subtract line 2e from line 1		<b>3</b>	3,152,479.
<b>4</b>	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
	<b>a</b> Investment expenses not included on Form 990, Part VIII, line 7b	<b>4a</b>		
	<b>b</b> Other (Describe in Part XIII.)	<b>4b</b>		
	<b>c</b> Add lines 4a and 4b		<b>4c</b>	0.
<b>5</b>	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)		<b>5</b>	3,152,479.

**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.

<b>1</b>	Total expenses and losses per audited financial statements		<b>1</b>	2,802,510.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
	<b>a</b> Donated services and use of facilities	<b>2a</b>		
	<b>b</b> Prior year adjustments	<b>2b</b>		
	<b>c</b> Other losses	<b>2c</b>		
	<b>d</b> Other (Describe in Part XIII.)	<b>2d</b>		
	<b>e</b> Add lines 2a through 2d		<b>2e</b>	0.
<b>3</b>	Subtract line 2e from line 1		<b>3</b>	2,802,510.
<b>4</b>	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
	<b>a</b> Investment expenses not included on Form 990, Part VIII, line 7b	<b>4a</b>		
	<b>b</b> Other (Describe in Part XIII.)	<b>4b</b>		
	<b>c</b> Add lines 4a and 4b		<b>4c</b>	0.
<b>5</b>	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)		<b>5</b>	2,802,510.

**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 DECEMBER 31, 2022. THE ORGANIZATION IS NO LONGER SUBJECT TO U.S. FEDERAL, STATE AND LOCAL INCOME TAX EXAMINATIONS BY TAX AUTHORITIES FOR YEARS BEFORE 2019.





**SCHEDULE O  
(Form 990)**

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 Form 990-EZ.  
Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2022**

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:

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.

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

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.

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. AS PART OF  
A CONFIDENTIALITY AGREEMENT WITH THE ORGANIZATION'S CONTRIBUTORS, CERTAIN  
BOARD MEMBERS REVIEW THE FORM 990 WITHOUT CONTRIBUTOR DETAIL OF SCHEDULE B.

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

EVERY MEETING AGENDA OF THE COUNCIL (BOARD OF DIRECTORS AND

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

Schedule O (Form 990) 2022

Name of the organization <b>THE FLORIDA CONCRETE MASONRY EDUCATION COUNCIL INC</b>	Employer identification number <b>47-1255713</b>
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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 AVAILABE TO THE PUBLIC UPON REQUEST.

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

CONTRACTS:

PROGRAM SERVICE EXPENSES	2,322,222.
MANAGEMENT AND GENERAL EXPENSES	0.
FUNDRAISING EXPENSES	0.
TOTAL EXPENSES	2,322,222.
TOTAL OTHER FEES ON FORM 990, PART IX, LINE 11G, COL A	2,322,222.