



## 2024 Legislative Priorities

We believe **Tourism Development Taxes** (Bed Taxes) must be preserved for their original statutory purpose – to promote tourism and develop visitor demand in the county where they are collected. These visitors also pay nearly a quarter of all sales tax collected in the state. Expansion of uses will reduce a destination’s ability to attract visitors to their county.

We support Governor DeSantis’ proposed budget for **VISIT FLORIDA** of \$110 million for 2024-25. VISIT FLORIDA continues to provide a strong ROI for Florida taxpayers as its 12,000 tourism industry partners create jobs and remains the foundation for Florida’s robust economy.

We oppose government mandates requiring our members to **accept cash payments**. The safety, security, and simplicity of non-cash transactions is a foundational business decision established by business owners. Nearly 40% of FAA member attractions are either partially or totally cashless.

FAA members include a variety of zoos, aquariums and marine mammal facilities dedicated to the welfare of the animals in their attractions and to the research, conservation, and protection of wildlife. These facilities inspire millions of visitors each year through their education programs to help protect the natural wonders of our planet. We support our members in this commitment and oppose any legislation that would restrict the responsible stewardship of **animals in human care**.

Florida is recognized around the world as a destination with **bountiful water resources**. The balance of our ecosystems is fragile and the state must act to protect and restore this precious resource to ensure the availability of potable water in our aquifers and in lakes, rivers, springs, swamps and beaches for recreational use. Blue-green algae bloom and red tide both create disruption of our state’s economy.

The FAA supports our members engaged in **agritourism** and Legislative efforts to protect their businesses from the interference of local governments.

We support fully funding grant programs for historic, natural, and cultural resources including attraction and museum related appropriations. We also support the continued preservation of Florida’s **historic, natural, and cultural artifacts and sites** to protect our state’s heritage.

*Representing Florida’s Finest Family Attractions Since 1949*

*1114 N. Gadsden St., Tallahassee FL 32303*

*[www.FloridaAttractions.org](http://www.FloridaAttractions.org) | (850) 222-2885*