



FOR IMMEDIATE RELEASE
March 28, 2023

Contact: Cory Skeates
Vice President of Community Development
(321) 452-4390
cskeates@cocoa-beachchamber.com

Cocoa Beach Regional Chamber and Visit Cocoa Beach Jointly Oppose PCB RRS2

Merritt Island, FL: The Cocoa Beach Regional Chamber of Commerce and its tourism division Visit Cocoa Beach joins the Florida Association of Counties, Florida Restaurant and Lodging Association, and Florida Attractions Association in opposition to PCB RRS2 as it would negatively impact tourism and tourism-related entities, including VISIT FLORIDA.

The Proposed Committee Bill (PCB RRS2), originating in the House Regulatory Reform & Economic Development Subcommittee would severely harm Florida’s tourism industry by stripping away the state’s and local communities’ ability to effectively promote its tourist destinations. Tourism remains the lifeblood of Florida’s economy and was the key to vitalizing the free State of Florida’s economy following the pandemic, bringing in a surplus of revenue to the state.

Florida has no state income tax and residents save \$1,500 annually in taxes thanks to the local and state revenue generated by tourism promotion-driven visitation. In fact, Visit Florida generates a return on investment of \$3.27 in taxes for each dollar invested by the State of Florida. This PCB would effectively destroy Visit Florida by reducing it to a shell of its current form, which has been highly successful.

The Chamber’s 2023 Legislative Agenda specifically states that the Chamber, “support(s) efforts that encourage increased tourism in the State and initiatives that benefit the businesses that rely on the tourism industry (and) advocate(s) to fully fund VISIT FLORIDA.” This is further reinforced by the Chamber’s Guiding Policy Principles which advocate for, “Responsible funding for programs and organizations offering exposure to...tourism to further solidify the Space Coast as a top travel destination.”

“Although the state has gone to great lengths to diversify our economy, tourism remains preeminent, especially on the Space Coast. Having recently emerged from the devastating effects of the pandemic, now is not the time to impair an industry that generates such significant revenue for the state while also creating jobs and a sense of hope for many of our residents,” said Jimmy Lane, President & CEO of the Chamber.

XXX

Our Mission:

The Cocoa Beach Regional Chamber of Commerce serves as the voice of business, enhances the quality of life in the community, and acts as a catalyst for business success.

Our Vision:

The Cocoa Beach Regional Chamber of Commerce will be the preferred resource to develop and enhance business success.