



**RICK SCOTT**  
GOVERNOR

August 31, 2017

Dear Enterprise Florida and VISIT FLORIDA Board of Directors:

Florida has had a tremendous year for tourism and jobs. We announced this month that Florida's private-sector has created 1.4 million jobs since December 2010, and Florida welcomed the largest numbers of visitors in the state's history during the first half of the year. A large part of this success is due to the efforts of Enterprise Florida (EFI) and VISIT FLORIDA. That is why I fought tirelessly to ensure the Legislature funded these important organizations. I'm proud that EFI and VISIT FLORIDA have recently undertaken significant reforms in transparency and accountability measures so Floridians know their state tax dollars are providing the best return on investment.

I proudly signed legislation this year that puts more oversight on tax dollars at EFI and VISIT FLORIDA including posting contracts online, disclosing employee compensation structures, and prohibiting purchases of non-essential items. These organizations are critical to growing our economy, but any use of taxpayer dollars must be 100 percent transparent with a demonstrable return on investment.

I am thankful that Floridians can still rely on EFI and VISIT FLORIDA to promote job creation and Florida as the number one tourist destination, and attract companies to Florida to build on our success. The employees of Enterprise Florida and VISIT FLORIDA are a large part of Florida's economic success. I've worked alongside these individuals and know firsthand that Florida is home to the country's most dedicated economic development and tourism marketing professionals.

Before becoming Governor, I spent my career running both small and large businesses. I have always believed it is very important to compensate employees fairly, including the hard-working employees of EFI and VISIT FLORIDA. Employees are the key to success in any organization. But, after a long legislative session where the spending at these organizations was greatly debated, I do not believe that employee compensation should include bonuses at this time.

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I would ask you to review the compensation of all employees to ensure that everyone is being compensated fairly relying on salaries rather than bonuses. In your role as a member of the board of directors, I encourage you to work with your newly board-appointed leadership to ensure EFI and VISIT FLORIDA continue to lead the nation in tourism and job creation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Scott", with a large, stylized initial "R" that loops around the start of the name.

Rick Scott  
Governor