

Industry Services, Small Business & Rural Development Council 2023-2024



ABOUT

Since VISIT FLORIDA was created in 1996, being an industry-driven organization has been its greatest asset. The best and brightest minds in Florida tourism have helped guide the operations of VISIT FLORIDA to make it the pre-eminent model on how the private and public sectors can successfully work together in support of destination marketing. VISIT FLORIDA's Board of Directors established Councils to enhance and maximize industry input toward fulfilling VISIT FLORIDA's commitment to being "industry-led."

The Industry Services, Small Business & Rural Development Council addresses strategic initiatives related to VISIT FLORIDA's industry engagement. Some initiatives this Council has addressed in the past include co-op development, partnership structure, and partner communication.

COUNCIL CHARGE

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. These shared ideas culminated in the 2024 Strategic Plan. Our mission states:

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.

Keeping in mind this mission, the Industry Services Council will be tasked with answering the following charge:

- As we continue to grow record visitation, more than ever there will be a need to collaborate on a regional level to ensure the unique needs are met throughout the state. Alignment and collaboration within regions is beneficial to efficiently reach consumers and inspire travel across an entire region with a collective voice and strategy. How can VISIT FLORIDA best support regional collaboration throughout the state?

DISCUSSION OVERVIEW

- Current state of Regional Collaborations: Which areas of the state collaborate often for marketing and in what way? When does regional collaboration make sense and when does it not? Where does VISIT FLORIDA fit in?
- Collaboration across verticals: DMOs, Hotels, Attractions, etc. What opportunities or challenges exist for alignment and collaboration across verticals? How can VISIT FLORIDA create opportunities of interest for collaboration within these verticals?
- What kinds of programs are best fit for regional groups? How can VISIT FLORIDA make it easy for regions to come together to promote themselves with us? How can we best communicate these opportunities and when?

While this charge is the priority, the Council may discuss other items related to industry servicing.

MEETINGS & EXPECTATIONS

- Typically, the Council convenes 3-5 times throughout the year in advance of VISIT FLORIDA Board Meetings. As of now, most Council meetings are planned to be virtual via Zoom with one in person meeting occurring before Florida Huddle / Encounter. The proposed meeting schedule is as follows:
 - August (virtual)
 - November (virtual)
 - February (In person in Miami, FL)
 - May (virtual), if needed

Meetings will be noticed sufficiently in advance.

- When appropriate, Council members will be provided reading material or a video to review in advance of meetings to maximize discussion time.
- Meetings will be active discussions to solicit Industry Services Council member feedback to address the Council charge and other priorities.
- Meetings will be facilitated by the Council Chair and and Kate Chunka, Vice President, Industry Engagement, VISIT FLORIDA.