

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

▶ Do not enter social security numbers on this form as it may be made public.
▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

A For the 2016 calendar year, or tax year beginning **JUL 1, 2016** and ending **JUN 30, 2017**

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	C Name of organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC. Doing business as VISIT FLORIDA Number and street (or P.O. box if mail is not delivered to street address) Room/suite 2540 W. EXECUTIVE CENTER CIR 200 City or town, state or province, country, and ZIP or foreign postal code TALLAHASSEE, FL 32301-5015 F Name and address of principal officer: CYNTHIA HEFREN SAME AS C ABOVE	D Employer identification number 59-3359293 E Telephone number (850) 488-5607 G Gross receipts \$ 111,419,024. H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶
I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
J Website: ▶ WWW.VISITFLORIDA.ORG, WWW.VISITFLORIDA.COM		
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶ L Year of formation: 1995 M State of legal domicile: FL		

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: TO STRENGTHEN FLORIDA'S SHARE OF THE GLOBAL TRAVEL MARKET WITH THE GOAL OF MAXIMIZING ECONOMIC IMPACT 2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets. 3 Number of voting members of the governing body (Part VI, line 1a) 3 29 4 Number of independent voting members of the governing body (Part VI, line 1b) 4 29 5 Total number of individuals employed in calendar year 2016 (Part V, line 2a) 5 148 6 Total number of volunteers (estimate if necessary) 6 30 7a Total unrelated business revenue from Part VIII, column (C), line 12 7a 390,498. 7b Net unrelated business taxable income from Form 990-T, line 34 7b 0.	
Revenue	8 Contributions and grants (Part VIII, line 1h) 76,000,000. Prior Year 78,499,784. Current Year 9 Program service revenue (Part VIII, line 2g) 33,215,739. 32,112,409. 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) 42,492. 40,218. 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) 248,868. 740,113. 12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) 109,507,099. 111,392,524.	
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3) 4,344,287. 6,318,084. 14 Benefits paid to or for members (Part IX, column (A), line 4) 0. 0. 15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 12,680,771. 12,419,217. 16a Professional fundraising fees (Part IX, column (A), line 11e) 0. 0. b Total fundraising expenses (Part IX, column (D), line 25) ▶ 0. 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) 90,844,128. 88,685,379. 18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) 107,869,186. 107,422,680. 19 Revenue less expenses. Subtract line 18 from line 12 1,637,913. 3,969,844.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16) 38,017,210. Beginning of Current Year 45,293,952. End of Year 21 Total liabilities (Part X, line 26) 18,982,908. 22,289,806. 22 Net assets or fund balances. Subtract line 21 from line 20 19,034,302. 23,004,146.	

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.

Sign Here	Signature of officer CYNTHIA HEFREN, CFO Type or print name and title	Date
Paid Preparer Use Only	Print/Type preparer's name MICHAEL C CARTER	Preparer's signature Date Check <input type="checkbox"/> if self-employed PTIN P00292302
	Firm's name ▶ CARR, RIGGS & INGRAM, LLC Firm's address ▶ 2633 CENTENNIAL BLVD., SUITE 200 TALLAHASSEE, FL 32308	Firm's EIN ▶ 72-1396621 Phone no. (850) 878-8777

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

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 STRENGTHEN FLORIDA'S SHARE OF THE GLOBAL TRAVEL MARKET WITH THE GOAL OF MAXIMIZING ECONOMIC IMPACT OF TRAVEL AND TOURISM TO FLORIDA WITH THE GOAL OF \$100 BILLION IN TOURISM BY 2020.

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: TOURISM WAS RESPONSIBLE FOR WELCOMING 116.5 MILLION VISITORS IN 2017, WHICH MAKES THE INDUSTRY ONE OF THE LEADING TAX REVENUE AND JOBS PRODUCERS IN FLORIDA. BASED ON THE LATEST ECONOMIC IMPACT STUDY, FLORIDA VISITORS SPENT \$112 BILLION IN 2016, GENERATING \$11.6 BILLION IN STATE AND LOCAL TAXES AND SUPPORTING 1.4 MILLION

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. VISIT FLORIDA HOSTS FLORIDA HUDDLE, ANOTHER APPOINTMENT-BASED SHOW WHERE TOUR OPERATORS FROM ACROSS THE STATE MEET WITH DOMESTIC AND INTERNATIONAL BUYERS. 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 TOURS, TRADE SHOWS AND CONSUMER SHOWS AND INVITE THE

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

4e Total program service expenses

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CORP, INC.**

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

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CORP, INC.**

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Part IV Checklist of Required Schedules *(continued)*

	Yes	No
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
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>	X	
22 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
23 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	
24a 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 Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. 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 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>		
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>	X	
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
30 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
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 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
33 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
34 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
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
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>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
37 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
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	X	

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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
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable		
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
1c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	
2a	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		
2b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
3b	If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O	X	
4a	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
4b	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).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
5b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
5c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		
6a	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
6b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
7a	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?		
7b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
7c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
7d	If "Yes," indicate the number of Forms 8282 filed during the year		
7e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
7f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
7g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
7h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
9	Sponsoring organizations maintaining donor advised funds.		
9a	Did the sponsoring organization make any taxable distributions under section 4966?		
9b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
10a	Initiation fees and capital contributions included on Part VIII, line 12		
10b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		
11	Section 501(c)(12) organizations. Enter:		
11a	Gross income from members or shareholders		
11b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		
12b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year		
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
13a	Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O.		
13b	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		
13c	Enter the amount of reserves on hand		
14a	Did the organization receive any payments for indoor tanning services during the tax year?		X
14b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		

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 in 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
1a	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 in Schedule O.		
	1a 29		
b	Enter the number of voting members included in line 1a, above, who are independent		
	1b 29		
2	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
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?		X
7a	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	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	X	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9	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 in Schedule O		X

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

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

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 (or 1024 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 in Schedule O)
- 19** Describe in 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: **CYNTHIA B. HEFREN - (850)488-5607**
2540 W. EXECUTIVE CENTER CIR, NO. 200, TALLAHASSEE, FL 32301-5015

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 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 and/or Box 7 of Form 1099-MISC) 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.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

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)	(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			
(1) TALBERT, WILLIAM CHAIR	1.00	X		X				0.	0.	0.
(2) FERENC, MARYANN VICE CHAIR	1.00	X		X				0.	0.	0.
(3) TOMLIN, JOHN IMMEDIATE PAST CHAIR	1.00	X		X				0.	0.	0.
(4) CHAMPAGNIE, SIMONE SECRETARY	1.00	X		X				0.	0.	0.
(5) PRESCOTT, GENE TREASURER	1.00	X		X				0.	0.	0.
(6) GAEKWAD, DANNY CHAIR OF AUDIT COMMITTEE	1.00	X						0.	0.	0.
(7) HALEY, VIRGINIA CHAIR OF INDUSTRY RELATIONS COMMITTEE	1.00	X						0.	0.	0.
(8) MALDONADO, LINO CHAIR OF MARKETING COUNCIL STEERING	1.00	X						0.	0.	0.
(9) SKROB, ROBERT CHAIR OF PUBLIC AFFAIRS	1.00	X						0.	0.	0.
(10) BRAGG, BECKY DIRECTOR	1.00	X						0.	0.	0.
(11) CARTER, IAN DIRECTOR	1.00	X						0.	0.	0.
(12) CORNWELL, BOBBY DIRECTOR	1.00	X						0.	0.	0.
(13) DOVER, CAROL DIRECTOR	1.00	X						0.	0.	0.
(14) DUFFY, CHRISTINE DIRECTOR	1.00	X						0.	0.	0.
(15) GAZITUA, CARLOS DIRECTOR	1.00	X						0.	0.	0.
(16) HAYDEN, BILL DIRECTOR	1.00	X						0.	0.	0.
(17) HERTZ, ANDREW DIRECTOR	1.00	X						0.	0.	0.

**FLORIDA TOURISM INDUSTRY MARKETING
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 (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)	(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			
(18) HORTON, MALINDA DIRECTOR	1.00	X					0.	0.	0.	
(19) LUPFER, BILL DIRECTOR	1.00	X					0.	0.	0.	
(20) MURPHY, PATRICK DIRECTOR	1.00	X					0.	0.	0.	
(21) PADGETT, SAMANTHA DIRECTOR	1.00	X					0.	0.	0.	
(22) PROTZE, THERRIN DIRECTOR	1.00	X					0.	0.	0.	
(23) REESE, DAVID DIRECTOR	1.00	X					0.	0.	0.	
(24) RITENOUR, ROY DIRECTOR	1.00	X					0.	0.	0.	
(25) ROSE, SCOTT DIRECTOR	1.00	X					0.	0.	0.	
(26) ROWE, DAN DIRECTOR	1.00	X					0.	0.	0.	
1b Sub-total							0.	0.	0.	
c Total from continuation sheets to Part VII, Section A							2,059,727.	0.	266,075.	
d Total (add lines 1b and 1c)							2,059,727.	0.	266,075.	

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 20

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
4 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? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		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
SAPIENTNITRO, 605 LINCOLN ROAD SUITE 700, MIAMI BEACH, FL 33139	ADVERTISING SERVICES	9,692,391.
FACEBOOK, INC. 1601 WILLOW ROAD, MENLO PARK, CA 94025	ADVERTISING SERVICES	3,607,468.
ADOBE SYSTEMS, INC. 345 PARK AVE, SAN JOSE, CA 94025	WEBSITE PLATFORM DEVELOPMENT	3,458,256.
HI-REV RACING, LLC, 825 BALLOUGH ROAD, SUITE 400, DAYTONA BEACH, FL 32114	ADVERTISING SERVICES	2,991,692.
MAT MEDIA, LLC, 201 S. MONROE STREET #201, TALLAHASSEE, FL 32301-1848	MARKETING SERVICES	2,644,500.

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 5

SEE PART VII, SECTION A CONTINUATION SHEETS

Form **990** (2016)

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

Form 990 (2016)

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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) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e	78,499,784.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f					
	g Noncash contributions included in lines 1a-1f: \$						
	h Total. Add lines 1a-1f		78,499,784.				
Program Service Revenue	2 a COOP. ADVERTISING	Business Code 900099	23,096,921.	23,096,921.			
	b TRADE SHOWS & EVENTS	900099	3,709,222.	3,709,222.			
	c MEMBERSHIP DUES & ASSESSMENTS	900099	2,175,861.	2,175,861.			
	d ADVERTISING REIMB.	900099	1,869,149.	1,869,149.			
	e WELCOME CENTER	900099	476,730.	476,730.			
	f All other program service revenue	541800	784,526.	394,028.	390,498.		
	g Total. Add lines 2a-2f		32,112,409.				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		32,118.			32,118.	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties						
	6 a Gross rents	(i) Real					
		(ii) Personal					
		b Less: rental expenses					
		c Rental income or (loss)					
	d Net rental income or (loss)						
	7 a Gross amount from sales of assets other than inventory	(i) Securities					
		(ii) Other	34,600.				
		b Less: cost or other basis and sales expenses		26,500.			
		c Gain or (loss)		8,100.			
	d Net gain or (loss)		8,100.	8,100.			
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a					
		b Less: direct expenses	b				
c Net income or (loss) from fundraising events							
9 a Gross income from gaming activities. See Part IV, line 19	a						
	b Less: direct expenses	b					
	c Net income or (loss) from gaming activities						
10 a Gross sales of inventory, less returns and allowances	a						
	b Less: cost of goods sold	b					
	c Net income or (loss) from sales of inventory						
Miscellaneous Revenue		Business Code					
11 a OTHER OPERATING INCOME		900099	541,621.	541,621.			
	b CITRUS JUICE REVENUE		900099	198,492.	198,492.		
	c						
d All other revenue							
e Total. Add lines 11a-11d			740,113.				
12 Total revenue. See instructions.			111,392,524.	32,470,124.	390,498.	32,118.	

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

Form 990 (2016)

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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

<i>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</i>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	617,117.			
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16	5,700,967.			
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	1,267,936.			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	8,366,940.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	431,408.			
9 Other employee benefits	1,674,612.			
10 Payroll taxes	678,321.			
11 Fees for services (non-employees):				
a Management				
b Legal	107,519.			
c Accounting	42,366.			
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	3,136,550.			
12 Advertising and promotion	69,618,687.			
13 Office expenses	1,399,517.			
14 Information technology	5,281,908.			
15 Royalties				
16 Occupancy	556,348.			
17 Travel	2,893,996.			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	2,511,115.			
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	815,679.			
23 Insurance	113,475.			
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a TOURISM RESEARCH	1,322,385.			
b FULFILLMENT	490,622.			
c CITRUS JUICE	198,492.			
d DUES & SUBSCRIPTIONS	196,720.			
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	107,422,680.			
26 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 (2016)

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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	
Assets	1 Cash - non-interest-bearing	200.	1	200.	
	2 Savings and temporary cash investments	24,207,340.	2	31,223,167.	
	3 Pledges and grants receivable, net		3		
	4 Accounts receivable, net	8,635,721.	4	8,542,655.	
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5		
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6		
	7 Notes and loans receivable, net		7		
	8 Inventories for sale or use		8		
	9 Prepaid expenses and deferred charges	2,085,171.	9	610,168.	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	7,574,722.			
	b Less: accumulated depreciation	2,836,960.			
	11 Investments - publicly traded securities		11		
	12 Investments - other securities. See Part IV, line 11		12		
	13 Investments - program-related. See Part IV, line 11		13		
	14 Intangible assets	360,000.	14	180,000.	
	15 Other assets. See Part IV, line 11		15		
16 Total assets. Add lines 1 through 15 (must equal line 34)	38,017,210.	16	45,293,952.		
Liabilities	17 Accounts payable and accrued expenses	17,743,192.	17	21,454,192.	
	18 Grants payable		18		
	19 Deferred revenue	1,239,716.	19	835,614.	
	20 Tax-exempt bond liabilities		20		
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21		
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22		
	23 Secured mortgages and notes payable to unrelated third parties		23		
	24 Unsecured notes and loans payable to unrelated third parties		24		
	25 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		25		
	26 Total liabilities. Add lines 17 through 25	18,982,908.	26	22,289,806.	
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27 Unrestricted net assets	13,686,213.	27	15,528,783.	
	28 Temporarily restricted net assets	5,348,089.	28	7,475,363.	
	29 Permanently restricted net assets		29		
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.				
	30 Capital stock or trust principal, or current funds		30		
	31 Paid-in or capital surplus, or land, building, or equipment fund		31		
	32 Retained earnings, endowment, accumulated income, or other funds		32		
33 Total net assets or fund balances	19,034,302.	33	23,004,146.		
34 Total liabilities and net assets/fund balances	38,017,210.	34	45,293,952.		

Form **990** (2016)

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	111,392,524.
2	Total expenses (must equal Part IX, column (A), line 25)	2	107,422,680.
3	Revenue less expenses. Subtract line 2 from line 1	3	3,969,844.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	19,034,302.
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 in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	23,004,146.

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 in 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
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	X	
c 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 in 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	
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 in Schedule O and describe any steps taken to undergo such audits _____	X	

Form 990 (2016)

Schedule B

(Form 990, 990-EZ, or 990-PF)

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

▶ Attach to Form 990, Form 990-EZ, or Form 990-PF.
▶ Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016

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 or 990-EZ), 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, 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, 990-EZ, or 990-PF), 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, 990-EZ, or 990-PF).

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2016)

Name of organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number 59-3359293
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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	STATE OF FLORIDA 107 EAST MADISON STREET, CALDWELL BLDG. TALLAHASSEE, FL 32399	\$ 75,999,784.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	FLORIDA RESTAURANT AND LODGING ASSOCIATION (FRLA) 11940 NORTH MONROE STREET TALLAHASSEE, FL 32399	\$ 2,500,000.	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.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

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

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	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2016

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.**
- ▶ **Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.**

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
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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 or 990-EZ) 2016

FLORIDA TOURISM INDUSTRY MARKETING

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												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b Total lobbying expenditures to influence a legislative body (direct lobbying)														
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures														
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:35%;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width:65%;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	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.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
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.													
g Grassroots nontaxable amount (enter 25% of line 1f)														
h Subtract line 1g from line 1a. If zero or less, enter -0-														
i Subtract line 1f from line 1c. If zero or less, enter -0-														
j 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?	<input type="checkbox"/> Yes	<input type="checkbox"/> 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) 2013	(b) 2014	(c) 2015	(d) 2016	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

FLORIDA TOURISM INDUSTRY MARKETING

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)).

For each "Yes," response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)? ..			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities?			
j Total. Add lines 1c through 1i			
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

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

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?		X
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	X	
3 Did the organization agree to carry over lobbying and political campaign activity expenditures from the prior year?		X

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."

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	

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.

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.**

▶ **Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.**

OMB No. 1545-0047

2016

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.

	(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 (e.g., 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 8/17/06, 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 SFAS 116 (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 SFAS 116 (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 SFAS 116 (ASC 958) relating to these items:

a Revenue included on Form 990, Part VIII, line 1

▶ \$ _____

b Assets included in Form 990, Part X

▶ \$ _____

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

Schedule D (Form 990) 2016

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 are a 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 programs
 - 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 |
|----------------------------------------------|-----------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 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
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g 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** Temporarily restricted 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 | 3a(i) | |
| (ii) related organizations | 3a(ii) | |
| b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? | 3b | |
- 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
1a Land				
b Buildings				
c Leasehold improvements		405,433.	302,796.	102,637.
d Equipment		6,795,657.	2,198,133.	4,597,524.
e Other		373,632.	336,031.	37,601.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				4,737,762.

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

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)		
Total. (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)		
Total. (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)	
Total. (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)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (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 FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

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.

1	Total revenue, gains, and other support per audited financial statements		1	111,392,524.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a		
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	0.
3	Subtract line 2e from line 1		3	111,392,524.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b		4c	0.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)		5	111,392,524.

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.

1	Total expenses and losses per audited financial statements		1	107,422,680.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	0.
3	Subtract line 2e from line 1		3	107,422,680.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b		4c	0.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)		5	107,422,680.

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 UTILIZES THE ACCOUNTING REQUIREMENTS ASSOCIATED WITH FINANCIAL ACCOUNTING STANDARDS BOARD (FASB) ASC 740, INCOME TAXES. USING THAT GUIDANCE, TAX POSITIONS INITIALLY NEED TO BE RECOGNIZED IN THE FINANCIAL STATEMENTS WHEN IT IS MORE-THAN-LIKELY-NOT THE POSITIONS WILL BE SUSTAINED UPON EXAMINATION BY THE TAX AUTHORITIES. IT ALSO PROVIDES GUIDANCE FOR DERECOGNITION, CLASSIFICATION, INTEREST AND PENALTIES, ACCOUNTING IN INTERIM PERIODS, DISCLOSURE AND TRANSITION. AS OF JUNE 30, 2017, THE ORGANIZATION HAS NO UNCERTAIN TAX PROVISIONS THAT QUALIFY FOR EITHER RECOGNITION OR DISCLOSURE IN THE FINANCIAL STATEMENTS.

**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.

▶ Information about Schedule F (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016

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
EAST ASIA AND THE PACIFIC	0	1	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	600,309.
EUROPE (INCLUDING ICELAND & GREENLAND)	0	4	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	2,378,404.
NORTH AMERICA	0	1	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	225,874.
SOUTH AMERICA	0	4	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	767,783.
SOUTH ASIA	0	1	PROGRAM SERVICES	REPRESENT VISIT FLORIDA	173,118.
3 a Sub-total	0	11			4,145,488.
b Total from continuation sheets to Part I	0	0			0.
c Totals (add lines 3a and 3b)	0	11			4,145,488.

**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.

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of noncash assistance	(h) Description of noncash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EAST ASIA AND THE PACIFIC	PUBLIC RELATIONS	19,998.	WIRE TRANSFER	0.		
		EAST ASIA AND THE PACIFIC	PR & MARKETING & EVENTS	501,129.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	6,469.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	10,000.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	16,773.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	31,975.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	42,245.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	95,392.	WIRE TRANSFER	0.		

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt 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

Page 2

Schedule F (Form 990)

Part II Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	170,115.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	236,805.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	8,363.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	5,000.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	5,092.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	5,478.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	10,000.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	10,000.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	13,252.	WIRE TRANSFER	0.		

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

Schedule F (Form 990)

59-3359293

Page 2

Part II Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	15,519.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	17,200.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	24,624.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	24,674.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	25,467.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	28,219.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	32,405.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	38,930.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	49,332.	WIRE TRANSFER	0.		

FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.

59-3359293

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Schedule F (Form 990)

Part II Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	59,576.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	84,423.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	89,760.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	94,358.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	100,000.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	142,763.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	180,000.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	197,812.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	PROMOTIONS	219,395.	WIRE TRANSFER	0.		

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

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Schedule F (Form 990)

Part II Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EUROPE (INCLUDING ICELAND & GREENLAND)	PUBLIC RELATIONS	313,173.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	ADVERTISING	405,908.	WIRE TRANSFER	0.		
		EUROPE (INCLUDING ICELAND & GREENLAND)	MARKETING & EVENTS	492,389.	WIRE TRANSFER	0.		
		MIDDLE EAST AND NORTH AFRICA	MARKETING & EVENTS	18,081.	WIRE TRANSFER	0.		
		NORTH AMERICA	MARKETING & EVENTS	6,752.	CREDIT CARD	0.		
		NORTH AMERICA	PUBLIC RELATIONS	8,400.	CHECK	0.		
		NORTH AMERICA	ADVERTISING	10,000.	CHECK	0.		
		NORTH AMERICA	MARKETING & EVENTS	10,100.	CHECK, ACH	0.		
		NORTH AMERICA	ADVERTISING	14,067.	WIRE TRANSFER	0.		

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

Schedule F (Form 990)

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Part II Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
			NORTH AMERICA	TOURISM RESEARCH	31,000.	CHECK	0.		
			NORTH AMERICA	TOURISM RESEARCH	42,600.	CHECK	0.		
			NORTH AMERICA	MARKETING & EVENTS	52,867.	WIRE TRANSFER	0.		
			NORTH AMERICA	TOURISM RESEARCH	79,756.	WIRE TRANSFER	0.		
			NORTH AMERICA	ADVERTISING	88,703.	WIRE TRANSFER	0.		
			NORTH AMERICA	PUBLIC RELATIONS	181,700.	WIRE TRANSFER	0.		
			NORTH AMERICA	MARKETING & EVENTS	89,655.	WIRE TRANSFER	0.		
			NORTH AMERICA	MARKETING & EVENTS	103,900.	WIRE TRANSFER	0.		
			SOUTH AMERICA	MARKETING & EVENTS	13,000.	WIRE TRANSFER	0.		

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

Schedule F (Form 990)

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Part II Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		SOUTH AMERICA	MARKETING & EVENTS	16,630.	WIRE TRANSFER	0.		
		SOUTH AMERICA	MARKETING & EVENTS	70,601.	WIRE TRANSFER	0.		
		SOUTH AMERICA	MARKETING & EVENTS	885,228.	WIRE TRANSFER	0.		
		SOUTH ASIA	PR AND MARKETING & EVENTS	153,914.	WIRE TRANSFER	0.		

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; do not 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; do not 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 input.

**SCHEDULE I
(Form 990)**

Department of the Treasury
Internal Revenue Service

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States**
Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

OMB No. 1545-0047
2016

Open to Public
Inspection

▶ Information about Schedule I (Form 990) and its instructions is at www.irs.gov/form990.

▶ Attach to Form 990.

Employer identification number
59-3359293

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
BACH FESTIVAL SOCIETY OF WINTER PARK - 1000 HOLT AVE, #2763 - WINTER PARK, FL 32789	59-6015959	501(C)(3)	7,500.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
COLUMBIA COUNTY TOURIST DEVELOPMENT COUNCIL - P.O. BOX 1529 - LAKE CITY, FL 32056	59-6000564	COUNTY GOV'T	6,096.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
DESTIN AREA CHAMBER OF COMMERCE 4484 LEGENDARY DRIVE, SUITE A DESTIN, FL 32541	591145150	501(C)(6)	6,169.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
DISCOVER THE PALM BEACHES 1555 PALM BEACH LAKES BLVD., STE. 8 WEST PALM BEACH, FL 33401	59-2321112	COUNTY GOV'T	27,250.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
FLORIDA PADDLING TRAILS ASSOCIATION - PO BOX 142082 - GAINESVILLE, FL 32614	11-3827808	501(C)(3)	6,500.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
FRANKLIN COUNTY TOURIST DEVELOPMENT COUNCIL - 731 US HIGHWAY 98 - EASTPOINT, FL 32328	59-6000612	501(C)(3)	7,500.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table **9.**

3 Enter total number of other organizations listed in the line 1 table **3.**

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

Schedule I (Form 990) (2016)

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

59-3359293

Page 1

Schedule I (Form 990)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II).

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
FRIENDS OF A1A SCENIC & HISTORIC COASTAL BYWAY, INC. - 2175 MIZELL RD - ST. AUGUSTINE, FL 32080	01-0817026	501(C)(3)	6,728.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
GREATER MIAMI CONVENTION AND VISITORS BUREAU - 701 BRICKWELL AVE, SUITE 2700 - MIAMI, FL 33131	59-2383735	501(C)(6)	31,000.	0.			SUPPORT/PROMOTE NEW FLORIDA DESTINATION AIRLINE SERVICES
JEFFERSON COUNTY TOURIST DEVELOPMENT COUNCIL - 450 WEST WALNUT STREET - MONTICELLO, FL 32344	59-6000690	COUNTY GOV'T	6,600.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
PADDLE FLORIDA, INC. PO BOX 5953 GAINESVILLE, FL 32627	27-4628150	501(C)(3)	6,993.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
ROMANZA ST AUGUSTINE 83 BRIDGE STREET ST. AUGUSTINE, FL 32084	27-0678840	501(C)(3)	7,500.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA
VISIT TAMPA BAY 401 EAST JACKSON STREET SUITE 2100 TAMPA, FL 33602	59-2529118	501(C)(6)	12,750.	0.			SUPPORT PROGRAMS TO PROMOTE TOURISM TO FLORIDA

Schedule I (Form 990)

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

Part III Grants and Other Assistance to Domestic Individuals. Complete if the organization answered "Yes" on Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of noncash assistance

Part IV Supplemental Information. Provide the information required in Part I, line 2; Part III, column (b); and any other additional information.

SCHEDULE I: PART I, LINE 2

ALL GRANTS REQUIRE AN APPLICATION FORM, ACCOMPANIED BY A DETAILED PROPOSAL. THE ORGANIZATION HAS DEVELOPED AND IMPLEMENTED COMPREHENSIVE SELECTION CRITERIA AND REQUIREMENTS FOR REIMBURSEMENT. GRANTS ARE NOT PAID UNTIL ALL REQUIREMENTS FOR REIMBURSEMENT ARE MET.

**SCHEDULE J
(Form 990)**

Compensation Information

OMB No. 1545-0047

2016

Open to Public Inspection

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.

▶ Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

Department of the Treasury
Internal Revenue Service

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

Employer identification number
59-3359293

Part I Questions Regarding Compensation

1a 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"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (such as, maid, chauffeur, chef) |

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

2 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?

3 Indicate which, if any, of the following the filing 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 checked="" type="checkbox"/> Written employment contract |
| <input type="checkbox"/> Independent compensation consultant | <input type="checkbox"/> Compensation survey or study |
| <input type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 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:

- a** Receive a severance payment or change-of-control payment?
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
- c** Participate in, or receive payment from, an equity-based compensation arrangement?
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 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:

- a** The organization?
- b** Any related organization?
- If "Yes" on line 5a or 5b, describe in Part III.

6 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:

- a** The organization?
- b** Any related organization?
- If "Yes" on line 6a or 6b, describe in Part III.

7 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

8 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

9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1b	X	
2	X	
4a		X
4b	X	
4c		X
5a		
5b		
6a		
6b		
7		
8		
9		

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

Schedule J (Form 990) 2016

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

Schedule J (Form 990) 2016

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 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) DODD, DAVID L. VP, VISITOR SERVICES	(i)	145,952.	0.	9,200.	22,391.	177,543.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(2) DECLAIRE, TIM INTERIM DIRECTOR, INT'L MARKETING	(i)	152,192.	0.	1,567.	22,562.	176,321.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(3) GONZALEZ, ALFREDO VP, GLOBAL MTGS & TRAVEL TRADE	(i)	198,486.	0.	12,077.	16,296.	226,859.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(4) SQUIRES-SWANSON, MARLENE DIRECTOR, PAID MEDIA	(i)	155,511.	0.	9,570.	22,562.	187,643.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(5) FAULK, KIMBERLY D. VP, DOMESTIC SALES	(i)	141,711.	0.	8,569.	22,562.	172,842.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(6) FIELDS, EVANGELINE R FORMER CFO/COO	(i)	339,040.	0.	19,541.	654.	359,235.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(7) PHIPPS, PAUL FORMER CMO	(i)	286,910.	0.	17,150.	16,140.	320,200.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(8) SECCOMBE, WILLIAM FORMER CEO	(i)	432,041.	0.	20,325.	22,562.	474,928.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(9) COSTELLO, SUSANNAH FORMER VP, BRAND	(i)	207,884.	0.	12,799.	9,548.	230,231.	0.
	(ii)	0.	0.	0.	0.	0.	0.
(i)							
(ii)							
(i)							
(ii)							
(i)							
(ii)							
(i)							
(ii)							
(i)							
(ii)							
(i)							
(ii)							

FLORIDA TOURISM INDUSTRY MARKETING
CORP, INC.

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.

SOCIAL & HEALTH CLUB DUES:

WILLIAM SECCOMBE: \$1,898

PAUL PHIPPS: \$585

HEALTH CLUB DUES ARE INCLUDED IN THE INDIVIDUAL'S COMPENSATION. THE SOCIAL CLUB DUES ARE PAID TO HAVE ACCESS TO MEETING SPACE.

FLORIDA TOURISM INDUSTRY MARKETING

Schedule L (Form 990 or 990-EZ) 2016 CORP, INC.

59-3359293 Page 2

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
CAROL DOVER	MEMBER, BOARD OF DI	2,500,000.	DURING THE		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: CAROL DOVER

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:

MEMBER, BOARD OF DIRECTORS

(D) DESCRIPTION OF TRANSACTION: DURING THE YEAR ENDED JUNE 30, 2017,

VISIT FLORIDA WAS RELATED TO FLORIDA RESTAURANT AND LODGING ASSOCIATION

(FRLA) BY VIRTUE OF FRLA'S PRESIDENT/CEO BEING A MEMBER OF VISIT

FLORIDA'S BOARD OF DIRECTORS. THERE ARE CONTRACTS BETWEEN VISIT FLORIDA

AND FRLA. THE PARTNERSHIP AGREEMENT FOR FY16-17 IS FUNDED BY A DIRECT

APPROPRIATION OF \$2,500,000 TO VISIT FLORIDA FROM FLORIDA'S HOTEL AND

RESTAURANT TRUST FUND AND REQUIRES A PRIVATE MATCH. THE PROGRAM IS

ADMINISTERED JOINTLY BY VISIT FLORIDA AND FRLA. THE REMAINING FUNDS FROM

THE PARTNERSHIP AGREEMENT FOR FY15-16 OF \$94,456 WAS CARRIED FORWARD FOR

A TOTAL OF \$2,594,456 RELATED TO THE PARTNERSHIP AGREEMENT. DURING

FY16-17, \$2,201,710 WAS EXPENSED RELATED TO THESE AGREEMENTS. THE

REMAINING \$392,746 WILL BE SPENT IN FY17-18. IN ADDITION, VISIT FLORIDA

HAS A SPONSORSHIP AGREEMENT TOTALING \$150,000 WITH FRLA FOR SEVERAL OF

THEIR PROGRAMS THROUGHOUT THE YEAR.

SCHEDULE O
(Form 990 or 990-EZ)

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 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016

Open to Public
Inspection

Name of the organization FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number 59-3359293
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FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

OF TRAVEL AND TOURISM TO FLORIDA WITH THE GOAL OF \$100 BILLION IN
TOURISM BY 2020.

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

FLORIDA JOBS.

VISITORS SPEND AN AVERAGE OF \$307 MILLION PER DAY IN FLORIDA. EVERY 78
VISITORS TO THE STATE SUPPORTS ONE TOURISM JOB. VISIT FLORIDA HAS
SIGNIFICANTLY CONTRIBUTED TO THE CONTINUED INCREASE IN VISITOR
SPENDING, TAX REVENUE AND JOB CREATION.

FROM 2010 TO 2016, VISITOR SPENDING INCREASED BY \$33 BILLION, A 43
PERCENT INCREASE. FOR EVERY \$1 THE STATE INVESTS IN VISIT FLORIDA,
\$2.15 IN TAX REVENUE IS RETURNED. IN 2016, 54.2 PERCENT OF VISITORS
WERE SIGNIFICANTLY INFLUENCED BY VISIT FLORIDA MARKETING EFFORTS (UP
17.3 PERCENTAGE POINTS SINCE 2010).

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

FLORIDA INDUSTRY TO PARTICIPATE IN THESE EVENTS TO CREATE A LARGER
FLORIDA PRESENCE.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

WEBLISTING AFFILIATE PLATFORM FOR TOURISM-RELATED BUSINESSES. AS OF
JUNE 30, 2017, VISIT FLORIDA HAD 9,946 WEBLISTING AFFILIATES AND 2,535
FULLY ENGAGED MEMBERS (PARTNERS) FOR A TOTAL OF 12,481 TOURISM

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

Schedule O (Form 990 or 990-EZ) (2016)

Name of the organization	FLORIDA TOURISM INDUSTRY MARKETING CORP, INC.	Employer identification number	59-3359293
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BUSINESSES SERVED BY VISIT FLORIDA.

FORM 990, PART VI, SECTION A, LINE 7A:

THE BOARD OF DIRECTORS IS COMPOSED OF 30 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, AND OPERATES IN ACCORDANCE WITH, FLORIDA STATUTE 288.1226. THE ORGANIZATION PROVIDES REPORTS TO ENTERPRISE FLORIDA, INC. (EFI). EFI IS RESPONSIBLE FOR ANNUALLY CERTIFYING THAT VISIT FLORIDA IS OPERATING IN A MANNER CONSISTENT WITH THE POLICIES.

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

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FLORIDA'S PRIVATE MATCH REQUIREMENT.

ADDITIONALLY, VISIT FLORIDA'S POLICIES AND PROCEDURES RELATED TO SELECTING A GOODS OR SERVICE PROVIDERS 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:

UNTIL JANUARY 10, 2017, COMPENSATION FOR THE CEO WAS RECOMMENDED BY THE EXECUTIVE COMMITTEE ("COMMITTEE") OF THE BOARD OF DIRECTORS AND FORWARDED TO THE BOARD FOR APPROVAL. THE COMMITTEE WOULD WRITE THE CONTRACT FOR THE CEO AND DETERMINE THE COMPENSATION PACKAGE. EVERY YEAR, THE PACKAGE WAS REVIEWED TO DETERMINE IF AN INCREASE WOULD BE GIVEN TO THE CEO AS WELL AS TO EVALUATE THE CEO'S PERFORMANCE FOR THE PAST YEAR TO DECIDE IF HE HAD EARNED ANY OR ALL OF HIS INCENTIVE PAY.

DURING DECEMBER 2016, THE COMMITTEE WAS AUTHORIZED TO NEGOTIATE A TRANSITION PLAN FOR THE CURRENT CEO AND BRING THE NEGOTIATED PLAN FORWARD TO THE BOARD OF DIRECTORS AT THE JANUARY 2017 MEETING. DURING THAT MEETING, THE EXIT STRATEGY AGREEMENT WITH THE OUTGOING CEO WAS UNANIMOUSLY APPROVED. THE BOARD OF DIRECTORS ALSO APPROVED THE INCOMING CEO'S SALARY, NOTING THAT HE WOULD SERVE WITHOUT A CONTRACT AND WOULD BEGIN HIS DUTIES EFFECTIVE JANUARY 11, 2017. EACH YEAR, THE NOMINATING COMMITTEE WILL PERFORM A REVIEW OF THE CEO'S PERFORMANCE AND REPORT TO THE BOARD OF DIRECTORS ANY RECOMMENDATIONS.

COMPENSATION FOR ALL OTHER EMPLOYEES, INCLUDING ALL SENIOR MANAGEMENT

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EMPLOYEES, IS DETERMINED BY A SALARY SURVEY THAT IS CONDUCTED BY AN INDEPENDENT CONTRACTOR EVERY THREE YEARS AND IS UPDATED BY THE INDEPENDENT CONTRACTOR ANNUALLY FOR FLORIDA INDUSTRY AVERAGE INCREASES WITHIN EACH POSITION'S SALARY RANGE. IN ADDITION, ALL EMPLOYEES RECEIVE AN ANNUAL PERFORMANCE REVIEW. SALARY INCREASES ARE DETERMINED BY THE PERFORMANCE REVIEW AND WHERE THE EMPLOYEE FALLS IN THEIR POSITION'S SALARY RANGE. MERIT INCREASES TO SALARIES WERE LAST GIVEN IN AUGUST 2016. THE LAST SALARY SURVEY WAS CONDUCTED IN 2014.

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

VISIT FLORIDA'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND FINANCIAL STATEMENTS FOR THE THREE MOST RECENT YEARS ARE MADE AVAILABLE TO THE PUBLIC UPON REQUEST. THE MOST RECENT AUDIT, AS WELL AS FORM 990 AND ITS ACCOMPANYING SCHEDULES ARE AVAILABLE ON THE ORGANIZATION'S WEBSITE. THE FINANCIAL STATEMENTS ARE PROVIDED TO THE FINANCE COMMITTEE AND BOARD MEMBERS AT THE BOARD MEETINGS. THE FINANCIALS ARE DISCUSSED IN DETAIL AT THE FINANCE COMMITTEE MEETING AND IN SUMMARY DURING THE BOARD MEETING, WHICH ARE BOTH OPEN TO THE PUBLIC.

FORM 990, PART XII, LINE 2C:

THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.