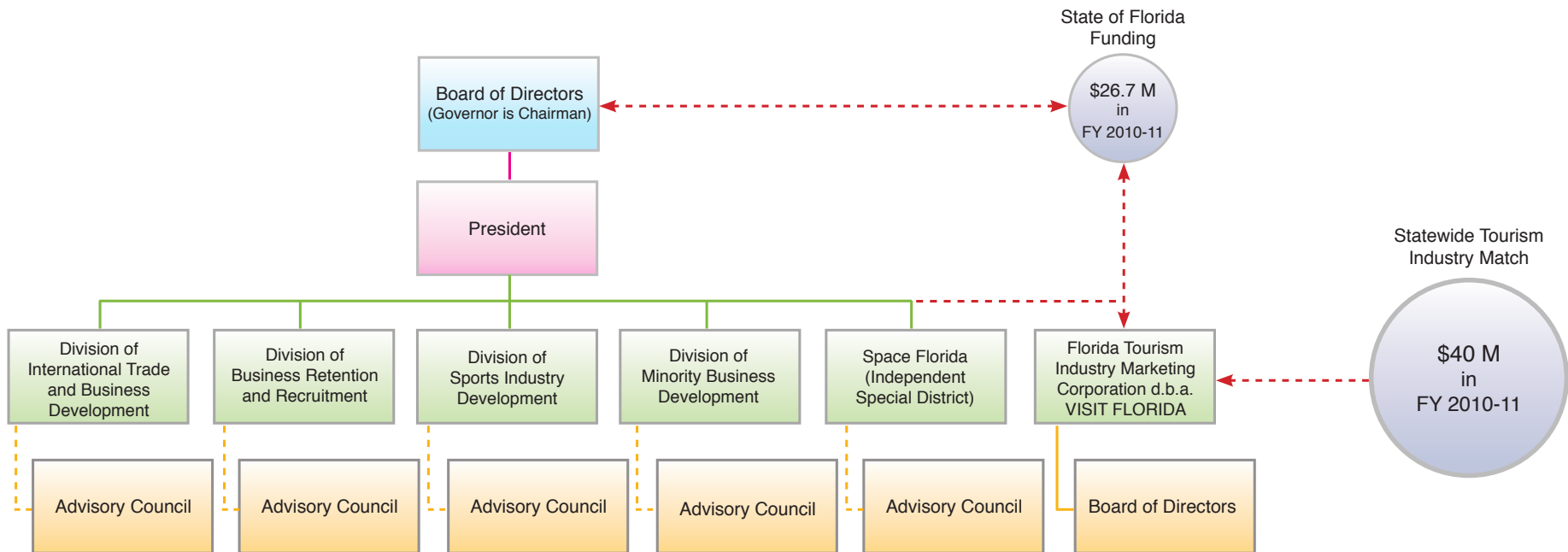


Jobs Florida, Inc. or Enterprise Florida, Inc.



- 35-Member VISIT FLORIDA Board of Directors**
 - 1 Member appointed by the Governor from the JF/EF, Inc. BOD
 - 1 Member appointed by the President of the Senate from the JF/EF, Inc. BOD
 - 1 Member appointed by the Speaker of the House from the JF/EF, Inc. BOD
 - 32 members appointed by the Governor similar to current FCOT
 - President of JF/EF, Inc. serves as ex-officio member
 - Up to 17 additional ex-officio members
- Strategically Aligned Contractual Relationship**
 - Between JF/EF, Inc. BOD and VFBOD
 - Strategic planning engagement requirements
 - Acknowledgement of a dedicated, reliable funding source
 - Establishes deliverables as well as return on investment measures
- Industry-Lead Governance**
 - Autonomous public-private partnership
 - Broad based industry support and engagement
 - 1 to 1 match requirement and oversight
 - Hires President and CEO
 - Oversight of best in class partnerships and practices