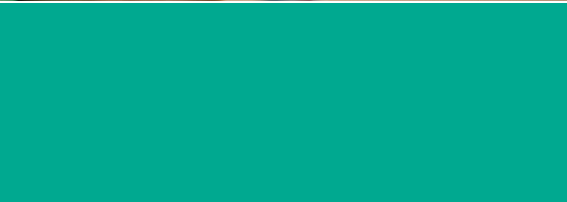


TOP LEGISLATIVE PRIORITIES 2024

AMPLIFY CLEARWATER

Wages
Tourism
Municipal
Affordable Housing
Insurance Reform
Tort and Regulatory Reform
Early Learning
Choice in Education
Workforce Development
Regional Transit Solutions
Sustainability & Environmental Protection
Address Provider Shortage
Innovation and Technology
Medicaid Funding
Reporting





PRIORITY | BUSINESS AND ECONOMIC DEVELOPMENT

Our goal is to make Clearwater the premier location to own and operate a business. AMPLIFY Clearwater works with City of Clearwater and Pinellas County to improve the experience of business owners and operators. We feel strongly that we should simplify the business startup process and encourage efficiencies between agencies. Our members believe that by advocating for investment in available workforce housing, improved public transportation, and having a strong economic growth plan that, collectively, we can build a more vibrant and attractive community to live, work, learn, invest and play.

GUIDING PRINCIPLE

Remaining competitive both nationally and internationally is imperative to Florida's future and continued success.

1. MUNICIPAL

- Oppose reduction of Home Rule authority to municipalities
- Preserve the statewide program that assists local governments with Spring Training Facilities
- Create a balance between local government and state regulation that allows for the protection and well-being of both the property owner and visitor as it relates to Vacation Rental Regulations
- Ensure all Local Housing Trust Fund monies are used exclusively to finance affordable and workforce housing programs and rental assistance programs
- Oppose unfunded mandates on businesses and residents as it relates to the diversification of energy supply
- Advocating for an efficient experience throughout the business permitting process to optimize economic investment

2. TORT AND REGULATORY REFORM

- Create a competitive tax system that keeps investments in the pockets of small business and families and eliminates uncompetitive tax policies
- Support efforts that protect businesses from costly and unnecessary regulations and government mandates
- Reforming Florida's bottom-five ranked legal climate, a system currently creating a \$3,400 "tax" for families each year
- Support of tort reform and civil liability involving business related vehicle insurance

3. AFFORDABLE HOUSING

- Restrict Sadowski Trust Funds for workforce housing and expand other funding opportunities

4. INSURANCE REFORM & COMPETITION

- Continue to improve upon reforms made in the 2022 special session to stabilize the market and allow for creative solutions for the issues

5. TOURISM

Tourism is our state's top economic driver. We will support and advocate towards importance of restoring funding levels for VISIT FLORIDA to their original total of \$75 million. Florida's economy depends on the visitors that VISIT FLORIDA attracts. Florida's tourism industry was responsible for welcoming 137 million visitors in 2022 alone. Florida visitors contributed \$85.9 billion to Florida's economy and supported over 1.5 million Florida jobs. According to Office of Economic and Demographic Research, for every \$1 the state invests in VISIT FLORIDA \$3.27 in tax revenue is generated. VISIT FLORIDA serves over 13,000 tourism industry businesses.

PRIORITY | ENVIRONMENTAL AWARENESS

GUIDING PRINCIPLE

Beaches are one of Florida's most valuable resources, not only for habitat and protection of wildlife, but also a line of defense against major storms, as well as the main attraction for millions of tourists each year. AMPLIFY Clearwater is acutely aware of the dependency on Tourism for our economic health and will continue to fight to ensure Florida's environmental future is sustainable and provides the quality of life Floridians and visitors deserve.

1. SUSTAINABILITY AND ENVIRONMENTAL PROTECTION

- Support investment in water ways and quality as it affects our everyday lives and is a vital part of a thriving tourism-based economy; specific to red tide mitigation technologies and blue-green algae testing
- Support investing in sustainability programs
- Support beach re-nourishment programs for our coastal areas
- Support efforts to address coastal flooding

PRIORITY | EDUCATION AND WORKFORCE DEVELOPMENT

GUIDING PRINCIPLE

The business community must partner with stakeholders and policymakers to advocate for adequate resources to help recruit, develop and retain talent in Tampa Bay. Plans must be in place today to market and train the workforce of tomorrow. Every child deserves a world class education and businesses need an available trained workforce. Ensuring the Florida's children have access to the best schools and that parents have choice in their educational career is imperative to success.

1. EARLY LEARNING

- Prioritizing access to early learning opportunities and programs by increased investment and attention has always become the way to prioritize early learning access opportunities and programs with focus in K2, K3 and VPK programs
- Amend School Readiness eligibility criteria for working families to align with Florida's changing economy
- Establish School Readiness reimbursement rates methodology based on cost of quality care instead of market rates
- Allow School Readiness providers to receive base reimbursement in excess of their private pay rates to meet program standards
- Prioritize education opportunities and create incentives for early learning teachers to ensure successful outcomes for their students

2. SUPPORTING STUDENT AND PARENT CHOICE IN EDUCATION

- Support quality school choice and education for parents and students with Magnet, Charter and Fundamental options
- Support inclusion of innovative educational concepts, such as Arts, Technology, Engineering, throughout Florida's education system

3. WORKFORCE DEVELOPMENT

- Advocate for increased attainment and quality training programs ensuring a talent pipeline for employers. Support state funding of programs administered by Pinellas County Schools (K-12) and local higher education institutions focused on skills training and trade development, specifically USF, St. Petersburg College and Pinellas Technical College
- Continue to work closely with legislative, education, business, and workforce leaders to champion the best possible education and talent system for Pinellas County in order to close the skills gap and train for a globally competitive marketplace



PRIORITY | HEALTHCARE

GUIDING PRINCIPLE

With an increasing population, and visitors from all over the world, it is important that we focus on creating a healthy and sustainable place for Florida's residents and visitors to work, live, play and learn. Healthcare is a significant portion of our economy and attracts patients from all over the world. Providing a supportive environment for access affordable care for all is a priority.

1. ADDRESS PROVIDER SHORTAGE

- Support a competitive medical liability environment related to medical malpractice suits to help Florida become more attractive to top ranked healthcare professionals
- Promote liability protection at state and federal levels from undue liability exposure for businesses and health care providers
- Expand medical education opportunities and providing targeted training in key health education programs in order to address Florida's healthcare workforce shortage and growing population
- Eliminate the barrier to entry to the insurance market for independent practices and small businesses to improve access to care

2. INNOVATION AND TECHNOLOGY

- Support policies to enable long-term use of telehealth and other innovative practices, including coverage and payment parity policy changes that were enacted during the pandemic

3. MEDICAID FUNDING

- Support increased Medicaid funding
- Maintain robust Medicaid programs, including preservation of behavioral health funding and state Medicaid rates

4. MENTAL HEALTH

- Increase focus for mental health awareness, support and services



For detailed priorities, please visit: amplifyclearwater.com
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PRIORITY | REGIONAL TRANSIT AND INFRASTRUCTURE SOLUTIONS

GUIDING PRINCIPLE

With the 15 million visitors (2022) that come to our region each year, it's imperative that we make the necessary investments to keep our economy flowing and Floridians and visitors safe. In addition to highways, our region also moves people and goods with a labyrinth of railways, seaports, and airports, all interconnected to provide services and goods that grow our economy. We will keep fighting to protect the State Transportation Trust Fund. The future health and prosperity of all Floridians is advanced with creating and maintaining sustainable and reliable infrastructure systems.

1. TRANSIT

- Support development of multi-modal transportation options, road infrastructure improvements and development of emerging technologies to build a regional system to solve present congestion and address future transit and transportation challenges
- Support development of transit solutions for Clearwater's critical thoroughfare- State Road 60 between Tampa International Airport and Clearwater Beach

2. INFRASTRUCTURE AND COMMUTER SERVICES

- Support the Transportation Trust Fund preservation to provide adequate funding each year for the increasing requirements of infrastructure
- Plan development for dedicated funding for sustainability of regional transit solutions in Tampa, Downtown Clearwater and Beaches Corridor

ABOUT AMPLIFY CLEARWATER

Our mission at AMPLIFY Clearwater is to promote and meet the needs of businesses, tourism, and industry and to provide leadership for the advancement of economic vitality and equality for the community of the North Pinellas Region.

