

2024 ANNUAL HIGHLIGHTS



IMPRESSIONS FROM THE PRESIDENT/CEO

This year has once again been both productive and thrilling for the outdoor advertising industry.

During the 2024 legislative session, we saw the passage of a \$117.5 billion budget alongside a \$900 million tax relief package. The FOAA lobby team engaged legislators throughout the session on several key bills relevant to the outdoor industry and FOAA members had the opportunity to engage with legislators and key state officials during the annual legislative fly-in.

FOAA remains committed to representing our industry through a unified voice, maintaining a fair balance between public and private interests.

In this newsletter, we spotlight some of the highlights that have occurred since we last gathered at the 2023 Convention in Key West. As always, we deeply appreciate your ongoing support and membership!

IN THIS ISSUE:

- **Florida Department of Transportation Updates**
- **2024 Legislative Recap**
- **Public Service Campaigns**
- **Member Highlights**
- **Local and Statewide Updates**
- **FOAA Updates**

The Out-of-Home Advertising market in the United States is projected to grow by 4.66% (2024-2029) resulting in a market volume of \$11.73bn in 2029 based on figures from Statista.

FLORIDA DEPARTMENT OF TRANSPORTATION UPDATES



OUTDOOR ADVERTISING DATABASE

In May of 2024, FDOT launched the long-anticipated online database for outdoor advertising permits. This database allows users to view public database reports, manage their own accounts, and submit online payments and new permit applications.

During the 2021 legislative session, FOAA actively participated in the successful passage of legislation requiring the Florida Department of Transportation (FDOT) to develop a publicly accessible electronic database that includes sign permit details for each permit issued by FDOT, modernizing the permitting process, and eliminating the requirement to post metal tags on sign facings.

During the 2024 FOAA Annual Convention, FDOT will provide training and answer questions from members pertaining to the new database.

KEY DATABASE FEATURES

- Online application for licenses and permits**
- Payment of permit renewal fees, transfer fees, and license fees via credit card or ACH**
- Real-time access to application status and violations**
- Online transfer and cancellation of permits**
- Updating of mailing addresses**

**THE DATABASE CAN BE ACCESSED AT THE FOLLOWING WEBSITE: [HTTPS://ODA.FDOT.GOV/](https://oda.fdot.gov/)
A USER GUIDE FOR THE DATABASE IS ALSO AVAILABLE ON THE FOAA WEBSITE**



FDOT STAFF UPDATES

In June of 2024, the Florida Department of Transportation welcomed Kaitlin Morgan as their new Outdoor Advertising and Logo Manager in the Office of Right of Way, replacing Steven Marshall.

Kaitlin spent the last four years at FDOT as the Training Manager and Design Supervisor in the Organizational Development Office. In this role, she was responsible for running the Department's statewide training program, providing debriefs to the Executive Team on large Department projects and coordinating the training for Supervisor, Management and Leadership Academies. Prior to that, she served as the Statewide Quality Assurance Coordinator. Kaitlin is a graduate of Florida State University.

PROPOSED RULE CHANGES TO 14-10.0043, F.A.C. - PERMIT FEE INCREASE

On March 7, 2024, the DOT published a Notice of Development of Rulemaking to revise Rule 14-10.0043 to increase annual outdoor advertising permit fees. FOAA requested a rule development workshop, which was held on April 5, 2024. A draft of the proposed rule was presented that included increasing the annual permit fee for each outdoor advertising sign facing from \$71.00 to \$100.00. FOAA representatives in attendance submitted comments and questions for the record and requested additional information supporting the proposed fee increase. The DOT's financial data shows a current deficit of \$320,162.86, projected to increase to \$573,470.98 by the end of the fiscal year, partly due to rising operational costs and the development of the new database. The rulemaking process includes additional steps for public input and legal challenges before final adoption. FOAA will continue to participate in the rule development process on behalf of the industry and keep members informed.



FDOT CONTACT INFORMATION

Kenneth Pye - 850-414-4600 kenneth.pye@dot.state.fl.us
Michael Green - 850-414-4558 michael.green@dot.state.fl.us
William Benson - 850-414-4569 william.benson@dot.state.fl.us
Kaitlin Morgan - 850-414-4600 kaitlin.morgan@dot.state.fl.us

**Outdoor Advertising Office Florida Department of Transportation
605 Suwannee Street, Mail Station 22 Tallahassee, Florida 32399-0450**

2024 LEGISLATIVE RECAP

The Florida Legislative Regular Session began on January 9 and convened on March 8, after passing a budget of \$117.5 billion, the largest in Florida's history. Of the more than 1,900 bills filed, only 217 passed both chambers and were sent to the Governor for final action. FOAA lobby team members met with legislators on multiple bills directly impacting outdoor advertising. Team members worked with HB 1301 bill sponsor, Representative Shane Abbott, to provide clarification that the intent of the language in the bill addressing transit advertising is limited to FDOT-funded advertising and not intended to impact independently funded advertising. They also worked to ensure that the disclaimer requirement for graphic communications established in HB 473 relating to the use of artificial intelligence in political advertising is reasonable and that the intent of the bill is directed towards the person who creates the message, not the media company. FOAA members were kept apprised of legislative activity throughout the legislative session with weekly Capitol Updates. All updates can be viewed in the members-only section of the FOAA website at www.foaa.org.

FOAA hosted the 2024 Legislative Fly-in on January 31 and February 1 in Tallahassee. Members attended an afternoon general session where our legislative team spoke on industry areas of interest and provided updates and tips related to the legislative session. Legislative guests included Representative Allison Tant and Senator Bobby Powell. Special guests from the FDOT Office of Right of Way included Deputy Director of Production Rob Jessee and Deputy Director Ken Pye. The next morning, FOAA hosted a breakfast at the Capitol where several legislators stopped by to welcome members. Members spent the remainder of the day meeting with their respective legislative representatives before heading home.

In preparation for the 2024 elections, FOAA participated in the 2024 Candidate Interview process hosted by the Florida Chamber Political Institute (FCPI). The institute conducted nearly 100 interviews of candidates from five different locations across Florida. Team members traveled throughout the state to interview legislative candidates, learn more about their campaigns, and discuss pertinent issues. These interviews help FOAA learn about legislative candidates and make strategic decisions on political contributions from the FOA Political Action Committee (FOAPAC).

REDUCTION IN COMMERCIAL LEASE SALES TAX TAKES EFFECT

In 2023, HB 7063 was signed into law, providing a decrease to the state-level sales tax rate on commercial real property leases. The sales tax rate on such leases at the time was 5.5 percent. The legislation cut the sales tax rate on commercial leases from 5.5 percent to 4.5 percent which took effect Dec. 1, 2023. Previous legislation passed in 2021 provided for a reduction of the commercial sales tax rate to 2 percent once the Florida Unemployment Compensation Trust Fund was replenished to pre-COVID-19 levels resulting in a further reduction to 2 percent taking effect on June 1, 2024. The reduction in sales tax rate has significantly lowered operational costs for many business owners and assisted in furthering economic growth.



FDOT Right of Way Office staff: Deputy Director Kenneth Pye and Deputy Director of Production Rob Jessee



FOAA Legislative Consultant Martha Ederfield, Representative Allison Tant, and FOAA President & CEO Charlotte Audie



Senator Bobby Powell

2024 NOTEWORTHY BILLS PASSED



CS/CS/CS/HB 1301: Department of Transportation

As a condition of receiving state funds, a public transit provider may not expend state funds for marketing or advertising activities, including any wrap, tinting, or paint on a bus, commercial motor vehicle, or motor vehicle. This condition does not apply when a public transit provider displays a brand or logo of the public transit provider, the official seal of the jurisdictional government entity, or the state agency public service announcement. FDOT shall incorporate guidelines for the marketing or advertising activities allowed in the public transportation grant agreement entered into with each public transit provider. **Approved by the Governor on 4-3-24.**



CS/CS/HB 433: Employment Regulations

Eliminates the ability of local governments to establish minimum wage other than state or federal minimum wage and controlling, affecting, or awarding preferences based on wages or employment benefits of entities doing business with the local government. Preempts regulation of terms & conditions of employment & regulation of heat exposure requirements in the workplace to the state. **Approved by the Governor on 4-11-24.**



CS/HB 919: Artificial Intelligence Use in Political Advertising

Requires a political advertisement, electioneering communication, or other miscellaneous advertisement of a political nature that contains an image, a video, audio, graphic, or other digital content, created in whole or in part, with the use of generative AI that appears to depict a real person performing an action that did not occur in reality, and was created with intent to injure a candidate or to deceive regarding a ballot issue, to include a specified disclaimer, in addition to all other applicable disclaimers. The bill creates specific requirements for the disclaimer that are dependent upon the media used. **Approved by the Governor on 4-26-24.**

2023-2024 PUBLIC SERVICE CAMPAIGNS

FOAA's public service program continues to set a high standard for the outdoor advertising industry, positioning our organization as a shining example of cooperative public service.

FOAA members donate hundreds of thousands of dollars worth of advertising space to organizations throughout the state to support civic, charitable, and government public service campaigns. Thanks to the generosity and remarkable support of these members, our public service program continues to make an impact throughout Florida's communities.

A few public service partnerships from 2023 and 2024 include:



"Every Call is Confidential" Safe Haven for Newborns 2023/2024 – The Gloria Silverio Foundation

An awareness campaign promoting a toll-free helpline and message providing alternative safe havens to leave newborns rather than abandonment.

"Safe Summer Travel" 2024 - Florida Department of Highway Safety and Motor Vehicles

An education and awareness campaign reminding Florida motorists to stay safe on and around Florida's roads while they travel during the summer months.



Talk to your provider about



FOAA

CountTheKicks.org



"Count the Kicks" 2023-2024 - Florida Department of Health

An evidence-based stillbirth prevention and awareness program that teaches expectant parents the method for, and importance of, tracking fetal movement daily during the third trimester of pregnancy.

"Be a Champion" 2024 - Florida Department of Health, Children's Medical Services

An awareness campaign recruiting medical foster parents to provide individualized, comprehensive care in a safe home environment to children with complex medical needs.

BE A CHAMPION FOR A CHILD IN NEED OF MEDICAL FOSTER CARE

MFC.FLORIDAHEALTH.GOV

Public Service provided by the Florida Outdoor Advertising Association



2023-2024 PUBLIC SERVICE CAMPAIGNS

PROTECT YOUR EVERY DAY

If you **see** something, **say** something.

REPORT SUSPICIOUS ACTIVITY

855-FLA-SAFE
(855-352-7233)

or **9-1-1** in case of emergency



“See Something, Say Something” 2024 - Florida Division of Law Enforcement

An education and awareness campaign to ensure citizens know how to and where to report suspicious activity.

“Share The Road” 2023 - Florida Department of Highway Safety and Motor Vehicles

An education campaign engaging the public on the importance of using extra caution when driving around commercial motor vehicles including staying out of the “No Zone” area and keeping a safe distance. Motorists, bicyclists, and motorcyclists all have a responsibility to travel safely and share the road properly.



DON'T BE A VICTIM A SECOND TIME.

HIRE A LICENSED CONTRACTOR.

VERIFY A LICENSE AND REPORT UNLICENSED CONTRACTORS
TO MYFLORIDALICENSE.COM OR 866-532-1440.



“Unlicensed Contracting” 2023-2024 - Florida Department of Business and Professional Regulations

An education campaign to ensure citizens of the State of Florida are aware of the dangers of hiring unlicensed people. When hiring a licensed contractor, the education, experience, insurance, and qualifications required to obtain their license are guaranteed. Unlicensed people may not have insurance, leaving you liable for damages or injuries.

It is vital that we keep track of your public service posting data. FOAA shares this information with government officials to showcase our value to the public and the ways in which our industry has helped our communities. In an effort to ensure that we keep up with this data, please expect frequent contact with FOAA Public Service Director Emmy Kyllonen.

MEMBER HIGHLIGHTS



A RETIREMENT TO RECOGNIZE: ED BOLTER

Ed Bolter dedicated over 25 years to Lamar Advertising, where he made significant contributions to the outdoor advertising industry.

He served on the FOAA Board of Directors from 2001 to 2024, helping shape the industry and advocate for its best interests. Ed's long-standing commitment and leadership have been key in advancing outdoor advertising standards and practices, leaving a lasting impact on the field.

We are thrilled that Ed will join the FOAA team as a Consultant in his retirement to continue contributing his vast industry expertise.

NEW OAAA SENIOR VP OF GOVERNMENT AFFAIRS: ANDY MCDONALD

In 2024, Andy McDonald replaced Kerry Yoakum as the new Senior VP of Government Affairs for OAAA. Kerry joined Link Media as their new General Counsel.

Andy is an AV Preeminent Martindale-Hubbell Peer Review rated attorney, who having practiced law for over 25 years in areas including outdoor advertising, real estate, litigation and dispute resolution, and finance, maintains active law licenses in four states.

His knowledge of out-of-home advertising coupled with his legal experience provide a solid foundation for his role as Senior Vice President of Government Affairs where, in addition to assisting OAAA member organizations address state and local government issues, he serves on the Digital Billboard, as well as the Safety, Standards & Technology Committees.



A LEGACY TO REMEMBER: JERRY LIVINGSTON

We bid a heartfelt farewell to Jerry Livingston, who passed away in 2023.

Jerry commenced his distinguished legal career in January 1969, dedicating over 50 years to serving as the trusted counsel for various industries, including outdoor advertising, self-insurance funds, and hotel and lodging. His expertise extended to numerous associations and governmental agencies, where his profound legal insights and wise counsel were deeply valued.

As the General Counsel for FOAA, Jerry was renowned for his keen legal acumen, thoughtful and patient demeanor, and occasional humor. His contributions were pivotal in achieving every major milestone in Florida's outdoor advertising industry, and he was cherished by all who had the privilege to work with him.

Jerry's presence will be profoundly missed by the FOAA community and beyond.

LOCAL AND STATEWIDE UPDATES

FLORIDA MISSING CHILDREN'S DAY



For more than 25 years, the Florida Department of Law Enforcement's (FDLE) Missing and Endangered Persons Information Clearinghouse (MEPIC) has partnered with FOAA in displaying billboards statewide featuring Florida's missing children.

Each year, parents, children, law enforcement officers, and citizens gather to remember Florida's missing children who are still missing and those who will never come home again. The objective of this day is to raise awareness of Florida's currently missing children, educate the public on child safety and abduction prevention, and recognize the individuals and law enforcement officers who have made outstanding contributions to the missing children issue.

Once again, Lamar Advertising donated the large vinyl banner of the 2024 winning artwork for Florida Missing Children's Day on September 9. This yearly event is open to the public and is held at the Tallahassee Automobile Museum.

FOAA UPDATES

MEMBERSHIP BENEFIT REMINDER



As a part of your FOAA Membership, you can sign up for OrdinanceWatch. This service provides advance notice in pending local government action. You can receive customized email advisories and have full-time access to an extensive, searchable archive that includes thousands of local government issues.

OrdinanceWatch tracks all 67 counties and 326 municipalities in Florida.

To sign up, please email **FOAA@FOAA.ORG** and specify which counties and issues you'd like to receive notifications for.



FOAA STAFFING UPDATE

This year we welcomed FOAA Administrative Assistant Claire Kuzmits! Claire is a senior at Florida State University pursuing a Bachelor of Arts in Business Management and a minor in Psychology. We are so excited to have her as a part of our team.



Florida Outdoor Advertising Association
314 N Gadsden Street Suite #1
Tallahassee, FL 32301
850-224-5838
www.foaa.org