**SB280 Veto Campaign**

**Grassroots (Target- Employee):**

Hello *Employee Name,*

We need your help. [SB280](https://www.flsenate.gov/Session/Bill/2024/280/BillText/er/PDF) recently passed the Florida legislature which could hurt vacation rentals. I have laid out the information about the bill and our concerns below. Would you help us by emailing Governor DeSantis and/or calling his office and asking him to veto SB280?

I have included an example email script and phone script below.

Thank you for your help,

*Name*

***Email Script Example:***

***Please email the following to*** [GovernorRon.DeSantis2023@eog.myflorida.com](mailto:GovernorRon.DeSantis2023@eog.myflorida.com)

Dear Governor DeSantis,

I am a Florida resident of \_\_\_\_\_\_\_\_\_\_\_\_\_years. I have worked in the tourism industry for \_\_\_\_\_\_\_\_\_\_\_\_\_ years and currently work for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_property management company. I am writing today because I am very concerned that if SB280 becomes law it will undermine Florida’s freedom visitor policies and in turn hurt our local economy and employment.

Florida vacation rentals provide:

* **Freedom for accommodation options.** We market to families, many of whom wouldn’t be able to purchase several higher rate hotel rooms and separate family members and children.
* ***PLEASE ADD ANYTHING about employees you work with or housekeepers, vendors, etc. and the value vacation rental industry provides***

This bill would PREVENT

* **Freedom from arbitrary government regulations.** This would be dramatically changed by the undefined use of “material” violations. There is no process for, or even right to, reinstate a registration once revoked. According to the plain language of the bill, three suspensions taking place over a 10, 30, or even 100-year time period, entitle the local government to revoke a registration, denying forever the right of this property to ever again be advertised as a vacation rental.
* **Freedom from arbitrary fees.** There is no definition to “reasonable” fee and with no cap, these fees could easily become a tax and revenue source for general budget items.
* **Freedom and welcoming experience for visitors**. If a vacation rental is suspended, this bill does not require any notification, return of funding or recourse for tourists being denied legitimately booked accommodations in the state.

We believe the vacation rental industry should be regulated but this bill fails to strike a fair balance between property rights and the local government. I appreciate your time in thoughtfully reviewing this bill and I hope you will VETO it and protect the beacon of freedom for Florida travelers you’ve established.

Sincerely,

*Your name*

***Phone Script:***

***Please call the Governor’s office at 850-488-7145***

Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I live in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and work for the property management company, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I am calling to ask Governor DeSantis to please veto SB280.

I am worried this bill will harm Florida tourism and property rights. This bill lacks consumer protection measures, it makes it more difficult for families to find accommodations with its’ maximum occupancy limitations and it allows a tax on vacation rentals through unlimited fees. These changes could cause massive revenue consequences to local and state governments and drive vacation rental guests to other states with more friendly markets.

Please veto SB280.

Thank you!