**SB280 Veto Campaign**

**Grassroots (Target- Homeowner):**

Dear *Homeowner Name*,

We are honored to be your chosen property manager. It is our highest priority to partner with you to make sure your investment is protected whether through strong rental rates and bookings, continued unit care and/or monitoring of regulations.

It is with a sense of urgency that I reach out to you today to express our concerns regarding the current vacation rental legislation under consideration. As active members of the Florida Professional Vacation Rental Coalition, we have diligently participated in the legislative process over the past three years to ensure the fair and sustainable growth of the vacation rental industry.

Unfortunately, this year’s bill, [SB280](https://www.flsenate.gov/Session/Bill/2024/280/BillText/er/PDF), carries potential consequences that could significantly and negatively impact both the vacation rental industry and our fundamental property rights. The bill allows the following concerns:

* Allows a revocation of vacation rental registration by using undefined violations/.
* Provides no process for or even right to reinstate a registration once revoked.
* Allows a “tax” for vacation rentals through unlimited fees
* Restricts occupancy to two persons per bedroom plus two which impacts accommodations for families with children
* Provides NO consumer protection as there is no required no notification or recourse for tourists being denied legitimately booked accommodations in the state.

**We encourage you to write in or call the Governor’s office and ask him to VETO this bill.**

We will continue to keep you updated and appreciate your help in getting our voice heard!

***Email Script:***

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

Honorable Governor DeSantis,

I am a Florida property owner in \_\_\_\_\_\_\_\_\_\_\_\_\_ and have utilized my home/condo as a vacation rental for the past \_\_\_\_\_\_\_\_ years. I am writing today because I am fearful that if SB280 becomes law it will undermine Florida’s freedom visitor policies.

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.

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 own a licensed vacation rental property in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I love my property and my family, and I utilize the property \_\_\_\_\_\_\_\_\_\_\_\_\_\_ times out of the year. I use it as a vacation rental to subsidize the mortgage, insurance, property taxes, and additional costs. 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!