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May 27, 2016

2520161890029

U.S. Department of Labor
Employee Benefits Security Administration
Top Hat Plan Exemption
200 Constitution Avenue, NW, N-1515
Washington, DC 20210

Re: VISIT Florida Executive Compensation Plan

Dear Secretary:

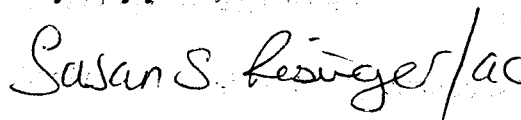
Under Section 2520.104-23 of your Regulations, this letter serves as notice that, with respect to the VISIT Florida Executive Compensation Plan provided to one member of a select group of management or highly compensated employees, The Florida Tourism Industry Marketing Corporation intends to utilize the alternative form of compliance with the reporting and disclosure requirements of Part 1 of Title I of ERISA.

Pursuant to Regulations Section 2520.104-23(b), the following information is provided:

1. Name and Address of Employer - The Florida Tourism Industry Marketing Corporation
2540 W Executive Center Circle, Suite 200
Tallahassee, FL 32301
2. Employer's Employer Identification Number - 59-3359293
3. The Employer declares that it maintains the plan primarily for the purpose of providing deferred compensation for one member of a select group of management or highly compensated employees.

The Employer will provide plan documents to the Secretary of Labor upon request as required by Section 104(a)(1) of ERISA.

Very truly yours,



Susan S. Risinger

ERISA/PUBLIC DISCLOSURE
2016 JUN -6 PM 3:21

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